



2021 SPONSORSHIP OPPORTUNITIES

Women Business Enterprises Canada Council (WBE Canada) is a Canadian nonprofit organization that is opening doors for Canadian women-owned businesses to supply chains across Canada, North America and globally. Founded by corporations to provide certification services for their supplier diversity programs, WBE Canada certifies, supports and promotes Canadian Women Business Enterprises (WBEs) who provide products or services to corporations and government organizations. All 2021 events are assumed virtual. Formats may change, but every effort will be made to provide equal or better benefits to our valued sponsors and partners.

SPONSORSHIP PACKAGES	SUPPLIER DIVERSITY LEADER	SUPPLIER DIVERSITY CHAMPION	CHAMPION OF WOMEN	CHAMPION OF GROWTH
AVAILABILITY	3	6	9	12
AMOUNT (CAD) Associate Member WBE	\$10,000	\$12,000 \$7,500 \$4,000	\$10,000 \$5,000 \$2,500	\$5,000 \$3,000 \$1,500
2021 ANNUAL CONFERENCE Tickets Sponsored Session Speaking Role Sponsor Remarks Tradeshow Booth Logo on website & app Featured in pre-Conference emails	10 Main Session X X X X X	8 Breakout X X X X	6 Award X X X X	4 Social Networking X X X
EVENTS / WORKSHOPS / WEBINARS Sponsorship level Tickets	Workshop host 3 - All events	1 Event Lead Sponsor 2 - All events	1 Event Sponsor 2 - One (1) event	1 Webinar Lead Sponsor 2 - One (1) webinar
WBE CANADA MAGAZINE Featured Article Advertising	X Full page - 4 issues	X Half page - 4 issues	Quarter page - 4 issues	Logo - 4 issues
OTHER BENEFITS Social Media Feature Extra discount	X 40%	X 30%	X 20%	X 10%

SINGLE SPONSORSHIP	CONFERENCE	EVENTS/WORKSHOPS		WEBINARS	
	SPONSOR	LEAD SPONSOR	SPONSOR	LEAD SPONSOR	SPONSOR
AVAILABILITY	Unlimited	1 per event	Unlimited	1 per event	Unlimited
AMOUNT (CAD) Associate Member WBE	\$3,000 \$10,000 \$750	\$3,000	\$1,000 \$450	\$1,000 \$750 \$500	\$750 \$450 \$200
2021 ANNUAL CONFERENCE Tickets Logo on website & app	2 X				
EVENTS / WORKSHOPS Tickets Speaking Role Logo Visibility Recognition during event		3 X X X	2 X X		
WEBINARS Sponsor Remarks Logo Visibility Recognition during event				X X X	X X

SPECIAL PROGRAMS & EVENTS	ASSOCIATE	MEMBER	WBE
WBE MENTORSHIP: SPEAKER PROGRAM <i>Sole Sponsor</i> <i>Co-Sponsor</i>	\$25,000 \$9,000	\$20,000 \$7,000	
SUPPLIER DIVERSITY TOOLKIG <i>Sole Sponsor</i> <i>Co-Sponsor</i>	\$30,000 \$11,000	\$25,000 \$9,000	\$25,000 \$9,000
SUPPLIER DIVERSITY TOOLKIG <i>Sole Sponsor</i> <i>Co-Sponsor</i>	\$25,000 \$9,000	\$20,000 \$7,000	\$20,000 \$7,000

ADVERTISING	ASSOCIATE	MEMBER	WBE
QUARTERLY MAGAZINE <i>Full page ad</i> <i>Half page ad</i> <i>Quarter page ad</i> <i>Business card ad</i>	\$1,000 \$750 \$500	\$750 \$500 \$350	\$700 \$450 \$300 \$175
WEBSITE, EMAIL, SOCIAL MEDIA <i>Article or Event listing with 3 social media mentions</i> <i>Article or Event listing</i> <i>Email ad with active link</i>	\$950 \$750 \$75	\$750 \$550 \$55	\$550 \$450 \$45

YES! I WANT TO SPONSOR WBE CANADA IN 2021

AVAILABILITY			
AMOUNT (CAD)		Date:	
2021 ANNUAL CONFERENCE			

SPONSORSHIP / ADVERTISING PROGRAM	LEVEL	NO. OF ITEMS	AMOUNT
1			
2			
3			
4			
5			
<i>Applied Discount</i>			
<i>Total</i>			

Please complete and return to Silvia Pencak, sponsorship@wbecanada.ca | Do NOT write in the greyed out fields