Last Updated September 18, 2026

2026 Sponsorship Package

Discover partnership opportunities across WBE Canada's National Conference and Regional Events.



Message from the Leadership Team

Dear Sponsor,
WBE Canada is proud to present our 2026 Sponsorship Package, designed to enable our communities to continue supporting Canadian women-owned businesses grow and thrive while helping you advance and expand your inclusive procurement strategies, programs, and advocacy. As the leading national nonprofit certifying and advocating for women-owned businesses, WBE Canada works to ensure equitable access for underrepresented suppliers within corporate and public-sector supply chains.

By partnering with WBE Canada, you and your organization have a unique opportunity to advocate for meaningful change while aligning with a trusted, impactful cause. Sponsorship opens doors to direct engagement with certified Women Business Enterprises (WBEs), thought leaders, and procurement professionals—creating pathways for stronger, more inclusive procurement ecosystems.

Our goal each year is to grow and bring our communities together, to connect through events, both virtual and in person. Our 2025 Cross Country tour brought Supplier Diversity Days to 8 major cities across Canada with stopovers in Regina, Vancouver, Toronto, St. John's, Montreal, Halifax, Winnipeg and Calgary. Our biggest event of the year, our 2025 National Conference & Tradeshow, held in Toronto November 11-13, 2025, brought together more than 425 delegates for two and a half days of networking, learning and celebration, full of energy and inspiration, commitment and new-found collaboration and partnership. Our goal for 2026 is to broaden the scope and develop more networking opportunities to bring our communities even closer.

As Canada's government pushes economic growth through both public investment in major projects and initiatives to boost productivity within our nation, our provinces, regions and communities, there is endless opportunity for women-owned businesses in our private and public supply chains. Together we can accelerate economic growth, drive innovation and create long-lasting economic impact.



Jennifer Popowycz, Charli Law Jury, Danielle Barkman

WBE Canada remains steadfast in our core mission: advancing equity for women-owned businesses, while reshaping inclusive supply chains for corporations and government. As a sponsor and/or partner, you and your organization are sending a clear message of your commitment to equal opportunity for women entrepreneurs and progressive, innovative, inclusive supply chains, contributing to the growth of the Canadian economy. We offer a range of opportunities for your brand and organization including; networking events, educational resources, advertising, and digital publications and access to a diverse supplier database, providing valuable opportunities for collaboration and business development.

We hope our 2026 opportunities resonate with you and we invite you to explore the many options that are available to you. Together we can create meaningful impact for Canadian women-owned businesses in every community, region, province and territory across Canada.

WBE Canada Leadership Team

National Conference Sponsorship Opportunities



All Multi Year Sponsorship Incentives are a minimum 2 year committment

Premier Leader

$23,000

MULTI YEAR SPONSORSHIP INCENTIVE: $20,000

CONFERENCE TICKETS

✅ 10 Complementary Conference Registrations
✅ 30% off Additional Tickets

EXHIBITOR BOOTH

✅ Booth in the Exhibitor Area *(upgrade available)*

VISIBILITY

✅ Logo on Registration Platform
✅ Logo in Event Header

OTHER PRIVILEGES

10 Tickets to All Locations (total of 40 tickets) - Supplier Innovation Day Events in 2026

SESSIONS SELECTION (Select 1)

- ~~Breakfast with Brands~~ SOLD
- ~~Kickoff Luncheon~~ SOLD
- Conference Tradeshow
- ~~Spotlight of Excellence Awards Reception~~ SOLD
- Networking Luncheon

All Packages Receive

✅ Mention on Social Networks
✅ Logo on Conference Signage & Collateral
✅ Logo on WBE Canada Website
✅ Logo on Conference Website
✅ Verbal Acknowledgement
✅ Optional - One (1) publication in quarterly digital publication ***see media kit for deadlines*
✅ Optional - One (1) ad in quarterly digital publication ***see media kit for deadlines*

See Media Kit

Platinum Leader

$19,000

MULTI YEAR SPONSORSHIP INCENTIVE: $17,000

CONFERENCE TICKETS

✅ 7 Complementary Conference Registrations
✅ 25% off Additional Tickets

EXHIBITOR BOOTH

✅ Booth in the Exhibitor Area *(upgrade available)*

OTHER PRIVILEGES

7 Tickets to All Locations (total of 28 tickets) - Supplier Innovation Day Events in 2026

SESSIONS SELECTION (Select 1)

- Production Sponsor
- ~~Media Sponsor~~ SOLD
- ~~Opening Keynote Speaker~~ SOLD
- Mainstage Presentation

Silver Supporter

$12,000

MULTI YEAR SPONSORSHIP INCENTIVE: $10,000

CONFERENCE TICKETS

✅ 3 Complementary Conference Registrations
✅ 15% off Additional Tickets

EXHIBITOR BOOTH

✅ 25% off any Exhibitor booth in the Exhibitor Area

OTHER PRIVILEGES

4 Tickets to 2 Locations (total of 8 tickets) - Supplier Innovation Day Events in 2026

AWARD SELECTION (Select 1)

- Top WBE Supplier
- Top WBE Exporter
- WBE Rising Star
- ~~WBE Leader~~ SOLD
- Top Corporation
- Inclusive Procurement Leader

Gold Leader

$15,000

MULTI YEAR SPONSORSHIP INCENTIVE: $13,000

CONFERENCE TICKETS

✅ 5 Complementary Conference Registrations
✅ 20% off Additional Tickets

EXHIBITOR BOOTH

✅ 35% off any Exhibitor booth in the Exhibitor Area

OTHER PRIVILEGES

5 Tickets to 3 Locations (total of 15 tickets) - Supplier Innovation Day Events in 2026

SESSIONS SELECTION (Select 1)

- Breakout Session Sponsor
- ~~Closing Keynote Speaker~~ SOLD
- ~~All Day Conference Health & Coffee Break~~ SOLD

Bronze Supporter

$7,500

MULTI YEAR SPONSORSHIP INCENTIVE: $5,000

CONFERENCE TICKETS

✅ 2 Complementary Conference Registrations
✅ 10% off Additional Tickets

EXHIBITOR BOOTH

✅ 15% off any Exhibitor booth in the Exhibitor Area

OTHER PRIVILEGES

2 Tickets to 2 Locations (total of 4 tickets) - Supplier Innovation Day Events in 2026

SESSION SELECTION (Select 1)

- ~~Mobile App~~ SOLD
- ~~Photobooth~~ SOLD
- Host Breakout Session
- ~~Registration~~ SOLD

National Conference Sponsorship Descriptions

Our National Conference is the leading supplier diversity event in Canada combining conference, WBE Tradeshow and awards into a single event designed to provide networking opportunities, celebrate accomplishments and provide engaging learning experiences and latest updates.

IMPORTANT: All speaking notes, slides and confirmed speaker(s) must be finalized and submitted 2 weeks (10 business days) prior to the conference. Late submissions are not permitted due to the additional work and challenges it requires of our Conference Planning Team.

Premier Leader Opportunities: $23,000

Breakfast with Brands ® : The Industry Breakfast takes place on the first day of the Conference. As the sponsor, you will collaborate closely with the WBE Canada Team to select the keynote speaker, co-create the session outline, present a video ad, deliver sponsor remarks, and introduce the speaker. The full presentation and/or panel segment will run no longer than 50 minutes. Your logo will be prominently featured in all promotional materials related to this session.

Kick-off Luncheon: The Kick-off Luncheon takes place on the first day of the Conference. As the sponsor, you will collaborate closely with the WBE Canada Team to select the panel, co-create the session outline, and serve as the moderator for the discussion. You will also have the opportunity to play a video ad, deliver sponsor remarks, and introduce the panel. The full presentation and panel segment will run no longer than 50 minutes. Your logo will be prominently featured in all promotional materials promoting this session.

WBE Tradeshow Sponsor: As the WBE Tradeshow sponsor you receive a prime spot at the WBE Trade Show. The sponsor will also have the opportunity to play a video ad and provide sponsor remarks from the main stage during the conference, a maximum of 10-15 mins. Your logo will be featured in all WBE Tradeshow promotional materials.

Spotlight on Excellence Reception & Awards Reception: The Spotlight on Excellence Reception takes place at the end of the first day of the Conference to celebrate award finalists and winners. This reception is open to all conference attendees. During the event, awards will be announced and presented to their recipients.
As the sponsor, you will deliver sponsorship remarks from the main stage and provide a summary of the evening's award winners. This sponsorship includes logo placement on all Reception signage as well as all promotional materials associated with the award finalists.
Please refer to our website for a full list of awards.

Networking Luncheon: Networking Luncheon is held on the second day of the Conference. Give attendees the perfect mid-day boost while offering locations at the conference to book meetings to network. As the sponsor of the luncheon and networking areas you are offering attendees a refreshing break from learning and exploring—while creating opportunities to connect, and a place to have their scheduled meetings, and continue to build meaningful relationships.
Guests can enjoy a delicious lunch along with a variety of light snacks available throughout the luncheon. While they recharge, attendees will also have dedicated opportunities to network with peers, meet with exhibitors, and schedule one-on-one conversations directly through the event's mobile app.
Your company's logo will be prominently featured in all promotional materials related to the luncheon, and onsite signage.

Platinum Leader Opportunities: $19,000

Opening Keynote Speaker: The Opening Keynote, is the highest-profile opportunity WBE Canada 2026 has to offer. The setting is energetic and the audience is captivated. Exclusive podium and stage time. Sponsor will collaborate with WBE Canada in recommending the keynote speaker options to align with the theme and planning of the 2026 Conference. Sponsor will receive 10 minute sponsor remarks prior to the keynote speaker presentation to introduce your organization and the keynote speaker.

Production Sponsor: Help us continue this tradition by sponsoring our upcoming Conference production. As a production sponsor, you'll have exclusive opportunities to meet the creative team and follow along as they bring their work to fruition. Production Sponsors get the satisfaction of knowing their support takes the WBE Canada Conference to the next level of artistic excellence. This sponsorship level gives you the opportunity to have your logo featured on the Mainstage presentation, verbal recognition and signage as well as all promotional materials related to the production of the conference.

Main Stage Presentation: This opportunity involves your sponsorship of a concurrent session during the conference, focusing on learning and development as well as idea sharing. Sponsors will have exclusive podium and stage time and will collaborate with WBE Canada in recommending the keynote speaker options to align with the theme and planning of the 2026 Conference. Sponsor will receive 10 minute sponsor remarks, spotlighting prior to the keynote speaker presentation to introduce your organization and the keynote speaker themselves. This entire presentation/panel component will not exceed more than 40 mins. The sponsor logo will be featured in all promotional materials featuring the session.

Gold Leader Opportunities: $15,000

Closing Keynote Speaker: The Closing Keynote will leave the audience captivated and driven for success. Gain significant exposure for your company by securing sponsorship for this event. Your company name will receive prominent visibility on the main stage, in pre-conference promotions, and throughout marketing materials. Additionally, your company logo will be prominently featured on the conference website. Sponsor will receive 10 minute sponsor remarks prior to the keynote speaker presentation to introduce your organization and the keynote speaker.

Breakout Session Sponsor: As a Breakout sponsor you are given the opportunity for the audience to focus some time on learning and development as well as idea sharing. You will be given the opportunity to provide sponsor remarks and introduce each breakout session, the topics and locations, along with hosting (1) one 50 minute breakout session with a topic that aligns with the 2026 Conference theme. The sponsor logo will be featured in all promotional materials featuring the session.

All Day Conference Health & Coffee Break: Learning is hard work and people need a break. Be the hero, while gaining premium exposure, by offering conference attendees that much-needed cup of coffee and snack station so they can be focused throughout the entire day. Attendees will have the choice of an assortment of popular treats including morning granola bars, energy options and treats, to an afternoon of popular snacks. Sponsor logo will be featured in all promotional materials featuring the break (mobile app, signage). Notifications will be scheduled throughout the day to promote the coffee break and your company too.

Silver Supporter Opportunities: $10,000

Awards: This sponsorship level gives you the opportunity to sponsor a specific award and the opportunity (optional) to present the award winner during the Spotlight on Excellence & Awards Ceremony & Reception following the first day of the Conference. Your logo will be featured in all promotional materials related to your award finalists, featured on screen during the award summary presentation and your presenter will have their photo taken with the award winner at the ceremony. Please refer to our website for a full list of awards. Click Here

Bronze Supporter Opportunities: $7,500

Mobile App: Maximize your brand's exposure and engage with a dynamic audience of over 350+ unique users by becoming a featured sponsor of our event's mobile app. This sponsorship offers visibility and direct access to attendees. Your company logo will take center stage on the app's screen, ensuring that your brand is the first thing users see when accessing the app. We will position your company as a key player and resource within the event's digital ecosystem. Secure your sponsorship now to reap the benefits of prime exposure and engagement with our tech-savvy audience.

Photo Booth: At every conference, attendees appreciate having their pictures taken at the photo booth. Showcase your brand in this fun area that is set up during the entire conference. As the sponsor, your logo will be featured on all promotional materials featuring the photo booth (mobile app, signage).

Host Breakout Session: As a host of a Breakout session you are given the opportunity for the audience to focus some time on learning and development as well as idea sharing. You will be given the opportunity to host a 50 minute session, with a topic that aligns with the 2026 Conference theme. Your logo will be featured in all promotional materials featuring the session you are hosting.

Conference Registration: Elevate your brand's visibility with this premium sponsorship opportunity! Secure the spotlight for your logo with an exclusive placement on attendee badges, ensuring prominent exposure throughout the entire event.
These badges will be distributed to all event participants during registration, making them an integral part of their event experience. Your company logo will be prominently featured alongside the official WBE Canada event logo, creating a lasting impression.

But that's not all – the badge holder also boasts a customizable QR code. This feature provides a direct link to a URL of your choice, allowing you to engage attendees and drive traffic to your preferred destination, whether it's your website, a special offer, or a specific landing page. This significant opportunity to make your mark at the event while ensuring your brand remains front and center throughout the entire duration.
As Registration Sponsor your logo will be featured on the registration platform as well as on the live event signage.

Exhibitor Booths

Our community recognizes the WBE Canada Tradeshow as a key component of our conference event. Our venue allows us to provide 3 different exhibitor booth options. Spots are available on a first come first served basis and are not guaranteed. *All booth options include access to all meals and Conference Sessions.*

- **Shared Booths** - This option includes 1 (4ft) table and 1 chair in the Tradeshow Plaza, and 1 conference registration *(note this is a shared table with another tradeshow host).*
- **Basic Booths** - This option includes 1 (8ft) table and 2 chairs in the Tradeshow Plaza, and 2 conference registrations.
- **Deluxe Booths** - This option gives you the biggest visibility in the International foyer and includes 1 (8ft) table, 2 chairs and 2 conference registrations.

Thank You to Our 2025 Conference Sponsors!

Supplier Diversity Leader

BMO, RBC, Manulife

Champion of Growth

EDC, MAGNA, TELUS let's make the future friendly

Champion of Women

bdc, AGENCE &CO AGENCY, keyring MEDIA

Supporter

Bell, DCM SURPRISINGLY SIMPLE, Sun Life, SUPPLY CHAIN CANADA

Supplier Diversity Champion

TI AUTOMOTIVE, TD, Desjardins, CENTRE FOR WOMEN IN BUSINESS

In-Kind

COTTON CANDY, Staples Promotional Products, VODA

Regional Events Sponsorship Opportunities



2026 Events

Below are our planned locations for in-person Supplier Innovation one-day events. The focus will be on learning and networking for both women-owned businesses and corporations. Dates will be determined as we confirm a sponsor and venue for each location.



Supplier Innovation Days

- Montreal, QC | May 22, 2026
- Toronto, ON | June 22, 2026
- Halifax, NS | TBD
- Vancouver, BC | TBD

Inclusive Procurement Leader

$10,000

REGIONAL EVENT TICKETS

✅ 7 Complimentary Event Registrations
✅ 30% off Additional Tickets

VISIBILITY

✅ Opening Sponsor Remarks
✅ Host 60 minute session/panel
✅ Logo on Registration Platform
✅ Logo in Event Header

OTHER PRIVILEGES

2 Tickets to 2 Locations (total of 4 tickets) - Regional Events in 2026

Advocate of Growth

$5,000

REGIONAL EVENT TICKETS

✅ 5 Complimentary Event Registrations
✅ 25% off Additional Tickets

VISIBILITY

✅ Sponsor Remarks
✅ Host 30 minute session/panel

OTHER PRIVILEGES

2 Tickets to 1 Location (total of 2 tickets) - Regional Events in 2026

All Packages Receive

✅ Mention on Social Networks
✅ Logo on Event Signage & Collateral
✅ Logo on WBE Canada Website
✅ Logo on Event Webpage
✅ Verbal Acknowledgement
✅ Optional - One (1) publication in quarterly digital publication ***see media kit for deadlines*
✅ Optional - One (1) ad in quarterly digital publication ***see media kit for deadlines*

See Media Kit

WBE Canada Supporter

$2,000

REGIONAL EVENT TICKETS

✅ 3 Complimentary Event Registrations
✅ 20% off Additional Tickets

VISIBILITY

✅ 20 minute speaking opportunity

Certified WBE Supporter

$1,000

REGIONAL EVENT TICKETS

✅ 2 Complimentary Event Registrations
✅ 20% off Additional Tickets

Regional Events Sponsorship Descriptions

WBE Canada is committed to supporting its communities where they live and do business. We believe that it's better for our team to travel than to bring our community to us. Our regional events attract approximately 100 participants providing great networking and learning opportunities.

IMPORTANT: All speaking notes, slides and confirmed speaker(s) must be finalized and submitted 2 weeks (10 business days) prior to the conference. Late submissions are not permitted due to the additional work and challenges it requires of our Events Planning Team.

Inclusive Procurement Leader: $10,000

To successfully start the morning session with the sponsor, you will work closely with the WBE Canada Team to select the keynote speaker, co-create an outline that aligns with the theme and planning of the 2026 event. You will also have the opportunity to provide sponsor remarks and introduce the speaker.This entire presentation/panel component will not exceed more than 60 mins. The sponsor logo will be featured in all promotional materials featuring the session.

Advocate of Growth: $5,000

Sponsor will collaborate with WBE Canada in recommending the speaker options to align with the theme and planning of the 2026 event.

Sponsor will receive 5 minute sponsor remarks, spotlighting prior to the speaker presentation to introduce your organization and the speaker themselves. This entire presentation/panel component will not exceed more than 30 mins. The sponsor logo will be featured in all promotional materials featuring the session.

WBE Canada Supporter: $2,000

As a Supporter you will receive verbal recognition as the event sponsor. Sponsor will receive sponsor remarks, spotlighting prior to the speaker presentation to introduce themselves and a presentation component that will not exceed more than 15 mins. Additionally, your logo will be prominently featured on all signage and promotional materials for this sponsorship.

Certified WBE Supporter: $1,000

As a Supporter you will receive verbal recognition as an event supporter. Additionally, your logo will be prominently featured on all signage and promotional materials for this sponsorship.

Other Opportunities

At WBE Canada we listen to our community and we are constantly evolving. Our goal is to help you reach the community we serve. Whether you're looking to support training & development of our WBEs, accelerate WBE mentorship, cover the WBE certification fees or support our Toolbox development, we'll be happy to work with you on a customized solution for your organization. Reach out to us to schedule a conversation.

Thank You to Our 2025 Regional Event Sponsors!

SaskPower Powering our future · bdc · BMO · RBC · Manulife · Centre for Women in Business

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WBE Canada is a national organization. Our members include corporate and government organizations with a mandate to support women-owned businesses through supply chain opportunities.

WBE Canada is a nonpartisan, non-profit organization. It is supported through corporate funding, event sponsorships and certification fees. Please contact us regarding individual Sponsorship, Corporate Membership and Partner opportunities.

partner@wbecanada.ca

@WBECanada

