



2021

MEMBERSHIP  
— & —  
SPONSORSHIP

## LETTER FROM PRESIDENT



Dear Member/Sponsor,

2020 was a challenging year for businesses and organizations around the globe. We all needed to adapt, pivot and reimagine new possibilities to stay the course. I want to express my sincerest gratitude to our Corporate Member organizations for continuing and even increasing your commitment to supplier diversity and Canadian Women Business Enterprises (WBEs). **Your dedication made a tangible impact on our community. Thank you!**

2021 will be an important year and we are eager to partner with you in supporting the Canadian WBE Community. To increase your impact, a portion of **your sponsorship will be used to compensate WBE speakers and WBE Award recipients.**

I hope that you will continue your support in 2021 and beyond and I look forward to welcoming new organizations who understand the importance and the impact of engaging WBEs in their supply chain.

We look forward to partnering with you in 2021!

To your success,

**Silvia Pencak**  
President, WBE Canada

## ABOUT WBE CANADA

Women Business Enterprises Canada Council (WBE Canada) is a Canadian non-profit 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.

### Governance

WBE Canada is governed by a voluntary Board of Directors representing corporate and government organizations committed to supplier diversity such as Accenture, BMO Financial Group, City of Toronto, GM, Magna, Nokia, RBC, TELUS, Toyota and others.

### Our Vision

Empower women-owned businesses with equal access within corporate and public procurement.

### Our Mission

To advance economic growth across Canada through certification, promotion, and development of women-owned businesses.

### Our Values

Innovation | Integrity | Teamwork | Impact

### Our Work

WBE Canada is the bridge between corporate and government procurement and Canadian WBEs. As a quality third-party certifier of businesses majority owned, managed and controlled by women, we have been connecting them to corporate supply chains since 2009. We focus on building relationships, facilitating knowledge transfer and driving economic growth.



## OUR AUDIENCE

---

WBE Canada works with both sides of the supply chain - buyers and suppliers. Here is our organization in numbers.

### Canadian Women-Owned Businesses

- 315 Certified WBEs - all 51% or more owned, managed and controlled by women
- 60% are exporters, 40% have annual revenue over \$1 mil.
- Top categories: Manufacturing, Construction, Wholesale, Logistics, IT Services, Professional Services and more
- 1,700+ suppliers on mailing list
- Reach - across Canada

### Corporate & Government Buyers

- 32 Corporate/Government Members - organizations directly supporting our work
- 150+ Corporate/Government Partners - organizations recognizing Canadian WBE certification
- 1,000+ Corporate/Government contact list
- Top Industries - Automotive, Financial, Tech/Telecommunications, Promotional Products, Government
- Reach - Canada, USA, global markets

### Other Stats

- 2,700+ Recipients of WBE Canada newsletter
- 55% Certified WBE email open rate
- 40% Generic email open rate
- 5+ minutes average time spent on WBECanada.ca website
- 3,000+ social media followers

*Updated: November 2020*



# WBE CANADA MEMBERSHIP

WBE Canada Members are leading organizations committed to supporting Canadian WBEs through procurement. In times like the current pandemic it is imperative that large corporations and government organizations intentionally choose to support communities most impacted by the downturn. As numerous reports have confirmed, COVID-19 has dealt a devastating blow to women-owned businesses around the globe. However, the steadfast commitment and actionable steps taken by both private and public institutions to diversify supply chains have made a tangible impact within the Canadian WBE community.

WBE Canada continues to seek more organizations ready to include women-owned businesses in their supply chain. Primary benefits of membership with WBE Canada include:

- ✓ Access to WBE Database of Canadian certified WBEs
- ✓ Buyer profile in WBE Database and WBE Canada Toolbox
- ✓ Staff sourcing assistance and RFP/bid distribution
- ✓ Supplier Diversity program support through Supplier Diversity Accelerator and reporting solutions
- ✓ WBE Magazine and member communications
- ✓ Access to WBE Canada Toolbox and Corporate Member resources
- ✓ Registration opportunities for WBE Canada events & programs
- ✓ Member only discounts and savings
- ✓ And much more

## Corporate Membership

Revenue over \$500 million: \$10,000/yr

Revenue between \$250 million - \$500 million: \$7,500/yr

Revenue between \$10 million - \$250 million: \$5,000/yr

Revenue less than \$10 million: \$2,500/yr

## Government Membership

National level: \$7,500/yr

Provincial and Regional level: \$5,000/yr

Local level: \$2,500/yr

Learn more and submit your Membership application at [www.WBECanada.ca/membership](http://www.WBECanada.ca/membership)

## THANK YOU TO OUR 2020 MEMBERS!



WBE Canada reserves the right to refuse Membership application if it doesn't meet our standards or requirements.

# WBE CANADA ASSOCIATES

---

WBE Canada Associates are service providers and vendors of all sizes that want to connect with our Certified WBE Community and increase their profile among Canadian Women Business Enterprises (WBEs). Prospective companies include Government agencies, software providers, businesses and organizations with products and solutions for women-owned businesses of all sizes.

## Benefits

- ✓ **Online promotion** - promote your products and services through your company profile in our WBE Canada Toolbox
- ✓ **Engage** - share content, speak at our Conference or host a webinar
- ✓ **Advertise** - share your content through our e-newsletter, website or social media
- ✓ **Share your resources** through webinars, white papers or reports

Select the level of engagement that is best suited to your business or organization.

## Gold Associate - Fee: \$2,500

- Partnership announcement
- Magazine advertising - introductory complimentary half-page ad in WBE Canada Magazine Sponsorship opportunities
- Organization profile in WBE Canada Toolbox
- Co-hosted Conference promotional webinar with valuable content for your women business community or buyer community
- Two (2) Complimentary online registrations to 2021 Annual Conference
- Logo on WBE Canada and Conference websites
- Logo in Conference app
- 25% discount on 2021 Annual Conference registrations for your community
- Sponsorship opportunities

## Associate - Fee: \$1,000

- Partnership announcement
- Magazine advertising - introductory complimentary quarter-page ad in WBE Canada Magazine
- Logo listed on the WBE Canada main website
- Sponsorship opportunities

Email us at [sponsorship@wbcanada.ca](mailto:sponsorship@wbcanada.ca) to get started

WBE Canada reserves the right to refuse Associate application if it doesn't meet our standards or requirements.

# WBE CANADA SPONSORSHIP

WBE Canada Sponsors help us deliver our events and programs designed to enable supplier diversity and support Canadian Women Business Enterprises.

## Sponsorship Packages

We have put together a compilation of events and benefits to maximize your investment.

### Supplier Diversity Leader - Associate: N/A | Member: \$10,000 | WBE: N/A

- *Supplier Diversity Leader Sponsorship at 2021 Annual Conference*
- *Ten (10) complimentary online registrations to 2021 Annual Conference*
- *Company hosted Main session at 2021 Annual Conference*
- *Speaker role at 2021 Annual Conference*
- *One (1) complimentary Tradeshow booth at 2021 Annual Conference*
- *Sponsor logo on Conference website and app*
- *Sponsor logo on cover of Conference issue of WBE Canada Magazine*
- *Company prominently featured in pre-Conference e-blasts*
- *One (1) Sponsor hosted workshop for Certified WBEs*
- *Sponsor recognition during ALL WBE Canada 2021 events (min.4)*
- *Three (3) complimentary registrations to all WBE Canada 2021 events (min.4)*
- *One (1) full-page ad in all four (4) WBE Canada Magazines*
- *Featured Article in WBE Canada Magazine*
- *40% discount on additional sponsorship opportunities*

### Supplier Diversity Champion - Associate: \$12,000 | Member: \$7,500 | WBE: \$4,000

- *Supplier Diversity Champion sponsorship at 2021 Annual Conference*
- *Eight (8) Complimentary online registrations to 2021 Annual Conference*
- *Company hosted Breakout Session at 2021 Annual Conference*
- *One (1) complimentary Tradeshow booth at 2021 Annual Conference*
- *Sponsor logo on Conference website and app*
- *One (1) Lead Sponsor spot at one (1) WBE Canada 2021 event\* (if available)*
- *Two (2) complimentary registrations to all WBE Canada 2021 events (min.4)\**
- *One (1) half-page ad in Conference e-brochure and in all (4) WBE Canada Magazines*
- *Featured Article in WBE Canada Magazine*
- *30% discount on additional sponsorship and advertising opportunities*

### Champion Of Women - Associate: \$10,000 | Member: \$5,000 | WBE: \$2,500

- *Champion of Women Sponsorship at 2021 Annual Conference*
- *Six (6) complimentary online registrations to 2021 Annual Conference*
- *Awards Sponsorship at 2021 Annual Conference*
- *One (1) complimentary Tradeshow booth at 2021 Annual Conference*
- *Sponsor logo on Conference website and app*
- *One (1) Sponsor spot at one (1) WBE Canada 2021 event\* (if available)*
- *Two (2) complimentary registrations to one (1) WBE Canada 2021 event\**
- *One (1) quarter-page ad in all four (4) WBE Canada Magazines*
- *20% discount on additional sponsorship and advertising opportunities*

\* some events are not available to non-members and will be excluded from this package



## Champion of Growth - Associate: \$5,000 | Member: \$3,000 | WBE: \$1,500

- *Champion of Growth Sponsorship at 2021 Annual Conference*
- *Four (4) Complimentary online registrations to 2021 Annual Conference*
- *Company hosted social networking session at 2021 Annual Conference*
- *One (1) complimentary Tradeshow Booth at 2021 Annual Conference*
- *Sponsor logo on Conference website and app*
- *Lead Sponsor of one (1) Educational webinar*
- *One (1) quarter-page ad in Conference issue of WBE Canada Magazine*
- *10% discount on additional sponsorship and advertising opportunities*

## Single Sponsorship

All of the below options are also included in the Sponsorship Packages. Single Sponsorships open up for purchase in January 2021.

## Conference Sponsor - Associate: \$3,000 | Member: \$1,500 | WBE: \$750

- *Two (2) complimentary online registrations to 2021 Annual Conference*
- *Sponsor logo on Conference website and app*

## Event & Workshop Lead Sponsor - Associate: N/A | Member: \$3,000 | WBE: N/A

- *Limit of one (1) sponsorship spot per event/workshop*
- *Three (3) complimentary registrations*
- *Introductory remarks at the beginning of the event*
- *Sponsor logo in the event banner*

## Event & Workshop Sponsor - Associate: N/A | Member: \$1,000 | WBE: \$450

- *Two (2) complimentary registrations*
- *Recognition during the event/workshop*
- *Sponsor logo on the event page*

## Educational Webinar Lead Sponsor - Associate: \$1,000 | Member: \$750 | WBE: \$500

- *Limit of one (1) sponsorship spot per webinar*
- *Three (3) complimentary registrations*
- *Opportunity to introduce the speaker*
- *Sponsor logo in the event banner*

## Educational Webinar Sponsor - Associate: \$750 | Member: \$450 | WBE: \$200

- *Two (2) complimentary registrations*
- *Recognition during webinar*
- *Sponsor logo on the event page*

## Special Programs and Events

Support our 2021 Special Programs and Events to contribute to the advancement of Certified WBE suppliers and Supplier Diversity Programs.

### WBE Mentorship: Speaker Program - Sole Sponsor: \$20,000 | 3 Sponsors: \$7,000

This program is designed as a training program to help Certified WBEs with their oral communication, presentation and media relations skills. It will also include multiple competitions and opportunities for the best presenters to win a variety of speaking engagements with WBE Canada and potentially even the sponsor organization(s).

### Supplier Diversity Toolkit: Buyer - Sole Sponsor: \$20,000 | 3 Sponsors: \$7,000

WBE Canada will be launching its Supplier Diversity Toolkit: Buyer in Spring 2021 which will be accompanied by a virtual workshop for buyers from Corporate and Government organizations.

### Advocacy Day - Sole Sponsor: \$20,000 | 3 Sponsors: \$7,000

WBE Canada wants to celebrate 2021 International Women's Day in style - by talking to select government officials from across the country about the importance of supplier diversity and supporting Canadian WBE community.

## Advertising

Below are advertisement options to increase your visibility among the WBE Canada community.

ADVERTISING OPTIONS	ASSOCIATE	MEMBER	WBE
<b>QUARTERLY WBE CANADA MAGAZINE (4 ISSUES PER YEAR)</b>			
Full page ad	\$1,000	\$750	\$700
Half page ad	\$750	\$500	\$450
Quarter page ad	\$500	\$350	\$300
Business card ad	N/A	N/A	\$175
Logo	N/A	included	N/A
<b>WEBSITE, EMAIL, SOCIAL MEDIA</b>			
Article or Event listing with 3 social media mentions	\$950	\$750	\$550
Article or Event listing	\$750	\$550	\$450
Email ad with active link	\$75	\$55	\$45

#### Specials and Discounts:

- Writing/editing services - WBE Canada does not provide copywriting, editing, design or videography services but we will be happy to introduce you to one of our Certified WBE companies who provide such services
- Combine 2 categories - 5% discount on your order
- 3 more consecutive ads - 5% discount on your order
- Combine 7 or more of individual items - 5% discount on your order
- Maximum discount per order - 15%

WBE Canada reserves the right to refuse Sponsorship if it doesn't meet our standards or requirements.



# SUPPORT AND ADVANCE CANADIAN WOMEN BUSINESS ENTERPRISES

## PARTNER WITH US!

*Choose from the following 2 options:*

1. Let us know what package you are interested in
2. Schedule a conversation to explore your options

Email us at [sponsorship@wbcanada.ca](mailto:sponsorship@wbcanada.ca) the following information:

- Organization name
- Primary contact person, best email & phone number
- Names & contacts of other individuals interested in joining the conversation and their emails
- Preferred package
- Additional comments or requirements
- Min. 3 dates/times when all your participants are available for phone conversation

**THANK YOU FOR YOUR CONSIDERATION AND SUPPORT!**



## WBE CANADA

401 Bay Street, Suite 1600

Toronto, ON, M5H 2Y4

416-646-6233

[concierge@wbecanada.ca](mailto:concierge@wbecanada.ca)

## MEMBERSHIP & SPONSORSHIP

Silvia Pencak

President, WBE Canada

416-646-6233

[sponsorship@wbecanada.ca](mailto:sponsorship@wbecanada.ca)

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 and Corporate Membership opportunities.

[www.wbecanada.ca](http://www.wbecanada.ca)



[@WBECANADA](https://www.instagram.com/WBECANADA)