

WOMEN IN LEADERSHIP
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Lazaridis Students' Society

Women in Leadership Laurier

Corporate Sponsorship Package 2021/2022

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A Message from the Presidents

As the 2021-2022 Co-Presidents of Women in Leadership Laurier (WILL), we are delighted to welcome you to our organization. WILL is a student-run organization, operating under the Lazaridis Students Society at Wilfrid Laurier University. As an organization, we strive to promote equity, diversity and inclusion while fostering the continued growth and development of female leaders. As presidents, we are focused on delivering the utmost support, tools, and resources to our team, members and the community to empower success both academically, as well as in the professional world. Our executive team is a strong group of young, confident women seeking to support their student community. We work together to achieve our objectives by providing interactive events, collaborative workshops, intimate networking sessions, along with our engaging mentorship program.

As a university organization, we aim to establish meaningful partnerships with respected corporate sponsors to help support, inspire and empower our future female leaders. This year, we are hoping to collaborate with your organization to ensure that we can execute important, professional and successful events that showcase your company's dedication to equity, diversity and inclusion, as well as the development of young female leaders. We will work to foster a long-lasting partnership with you where we can deliver exposure and recognition of your company's future endeavours. We would like to invite you to support Women in Leadership Laurier this upcoming year to cultivate talented students who continue to grow, develop and achieve their goals. Please do not hesitate to contact us for further information.

Sincerely,

Priyanka Khandelwal & Cassidy Huang

Co-Presidents of Women in Leadership Laurier



Mission Statement

Women in Leadership Laurier's primary focus is to promote equity, diversity and inclusion while fostering the continuous growth and development of women interested in various areas of business. We aim to nurture, empower and inspire female leaders from diverse backgrounds by providing students with the resources, information and support needed to succeed in today's professional environment. Together, we can embrace the knowledge, expertise and experiences of industry professionals, surrounding communities and our peers to enable success without boundaries.

Delivering Value

General Value Statement:

Women in Leadership Laurier provides unique value to not only members, both the Laurier and Lazaridis communities but also to partners like you. We strive to build meaningful relationships with those in the business world to provide **mentorship, recruitment**, as well as **exposure and recognition** opportunities. When developing a partnership with Women in Leadership Laurier, we welcome your sharing of industry knowledge and your positive influence on future leaders. In return, we can offer you extensive access to distinct candidates interested in applying to a position within your firm, as well as ample recognition of your organization and its support for equity, diversity and inclusion.

Main Events and Programs

Mentorship Program: Women in Leadership Laurier's Student to Student Mentorship Program that partners Laurier students who possess similar interests and goals. Both Mentors and Mentees work closely together to foster a relationship that benefits the growth and development of each other. Over the past two years of coordinating this initiative, WILL has had an astounding 140 participants (70 mentor and mentee pairings) across all programs at Wilfrid Laurier University.

Will to Succeed: Women in Leadership Laurier's WILL to Succeed Conference is an annual event that surrounds both mentorship and empowerment. Previously, we have welcomed an extensive range of inspirational guests and speakers including the Diva Cup Founder and CEO, Corrine Sanders. This past year we had pivoted our focus towards an event that highlights success during a pandemic. This included workshops related to applying for jobs, networking virtually, as well as succeeding in virtual interviews.



Previous Event Highlights and Engagement During COVID-19:

This past year, Women in Leadership Laurier hosted 4 incredibly successful events in partnership with both the Lazaridis Students Society Clubs, as well as diverse corporations.

Will to Lead ft 437:

- This event focused on the journey of the 437 brand founders. 437 is a world-renowned swimwear brand founded by two best friends originally from Toronto. During this interactive and intriguing presentation, both founders answered questions about their experiences and roles which have led them to where they and their brand are today, giving students insight on the entrepreneurial journey and the fashion industry.

Women in Sports:

- This event featured a speaker panel of four successful female professionals in varying roles within the Sports Industry. Students had the opportunity to learn, listen and engage with the speakers on their pathway to success.

Women in Finance:

- This event was in collaboration with the Laurier Finance and Investment Association focused on Women in Finance. It featured a Q&A session with a variety of speakers from varying companies and roles with four principal topics; Diversity in Finance (Female focus), My Co-op Experience, Recruitment In Finance, as well as Day in the Life, followed by a networking session with each speaker.

Expected Success of Women in Leadership Laurier Events

Without a doubt, Women in Leadership Laurier events are among the best that Laurier and the Lazaridis Students Society showcase each and every year. Although the uprise of COVID-19 had altered our expectations this past year, we did not let the circumstances affect our performance. When partnering with Women in Leadership Laurier, you can expect extremely successful events, where countless students, partners and community members receive immense value. Over the course of this past year, even in a virtual environment, our previously listed events boasted a peak attendance of 140 students, as well as a leap in general memberships by 9%. Not only that, we were able to increase our social media presence by 7.4%, reaching nearly 11,000 students. With a year of virtual experience under our belt, prepare for even larger event attendance, social media outreach and a significant impact on both students and you as a partner.

Former Sponsors

Women in Leadership Laurier has had the pleasure of collaborating with a wide variety of organizations. These firms not only support us financially but also allow us to achieve our mission and deliver value. Our partners enable us to initiate quality events and experiences that provide important opportunities for students. As Women in Leadership Laurier focuses on equity, diversity and inclusion, we sincerely value organizations that choose to advocate for these principles. Join our ever-growing list of Women in Leadership Laurier partners to not only experience the unique value for yourself but also consciously empower women within the workforce.



Unilever

EY



Deloitte.



PEPSICO



Women's Crisis Services
of Waterloo Region

P&G

COVID-19 Statement

Due to the impact of COVID-19 on regular university programming, our organization has worked tirelessly to adapt to new circumstances. Although all classes and student events were held via a virtual setting this past year, Women in Leadership Laurier was able to smoothly transition our operations to an online platform. Our success was not limited, considering the high-caliber execution and high attendance of all our events. With anticipation of some level of in-person engagement this upcoming year, WILL is extremely excited but remains cautious. During this time, we must prioritize the health and safety of our students and corporate partners which means that we will continue to deliver our events through an online platform until it is safe to return to on-campus events. We strongly believe that student-lead clubs and organizations play a vital role in the student experience, making both the Lazaridis and Laurier communities as amazing as they are. We greatly appreciate your support and we hope that you are as excited as we are for this upcoming year.

Partnership Proposal

Women in Leadership Laurier greatly appreciates any organization interested in a partnership. For your convenience, we have defined a variety of partner packages below which simply outline the details regarding sponsorship amounts and the specific offerings your organization can expect from us. Sponsorship money is used towards continually hosting events that move towards breaking the glass ceiling, as well as our mentorship program. Thank you in advance for your generosity and the conscious decision to support equity, diversity and inclusion, while empowering women within the workforce.

Partner Packages:

A **\$10,000** Donation

- A company dedicated event
- Multiple keynote speaker opportunity at a specific event
- Delegate resume profiles
- Company marketing materials and company representatives welcome to attend events
- Content posts on Women in Leadership Laurier's social media platforms to recognize your firm as a partner

A **\$5,000** Donation

- Multiple keynote speaker opportunity at a specific event
- Delegate resume profiles
- Company marketing materials and company representatives welcome to attend events
- Content posts on Women in Leadership Laurier's social media platforms to recognize your firm as a partner

A **\$2,500** Donation

- A keynote speaker opportunity at a specific event
- Delegate resume profiles
- Company marketing materials and company representatives welcome to attend events
- Content posts on Women in Leadership Laurier's social media platforms to recognize your firm as a partner



A **\$1,000** Donation

- Panel participation opportunity at a specific event
- Delegate resume profiles
- Company marketing materials and company representatives welcome to attend events
- Content posts on Women in Leadership Laurier's social media platforms to recognize your firm as a partner



A **\$500** Donation

- Delegate resume profiles
- Company marketing materials and company representatives welcome to attend events
- Content posts on Women in Leadership Laurier's social media platforms to recognize your firm as a partner



Contact Information

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