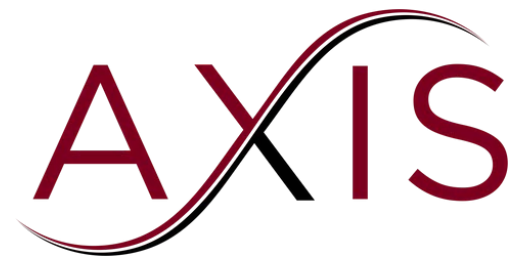


AXIS

2024 SPONSORSHIP PACKAGE

**Calgary Influential Women
in Business Awards**



IS PROUD TO PRESENT THE FIFTH ANNUAL:

CALGARY INFLUENTIAL WOMEN IN BUSINESS (CIWB) AWARDS

April 12, 2024

TELUS CONVENTION CENTRE



The CIWB Awards were established to champion the women (and men) in our city who have achieved professional excellence while also championing diverse leadership in our community. Through their leadership and influence on corporations and boards, they provide advice and counsel on strategy, policy and profitability that benefit some of Canada's largest companies.

Sponsorship of the Calgary Influential Women in Business Awards funds Axis Connects programs year-round. Through your commitment, Axis is able to provide an array of programming including leadership programs, workshops, networking and events. We support women in their journey towards leadership positions and reaching their professional potential. Together we are celebrating the achievements of incredible leaders in our city and advocating for gender diversity in senior leadership and on corporate boards.

Sponsorship of this Gala exemplifies a strong dedication to fostering gender diversity in leadership, and we genuinely appreciate your invaluable support.

Our Impact

Since our inception in 2019, Axis Connects has grown its network to over 4,000 and has a broad reach throughout corporate Calgary and beyond.



CIWB Awards have grown

56%

since 2021

1,350+

women directly supported along their career journey



Axis membership has almost

Doubled

in 2023, creating a broad network of support across multiple industries for our members



60%

of our network are mid to senior level female professionals, gaining access to our unique networking and leadership programs



“

“The network is exceptional. I haven't seen a network comprised of the types of individuals that Axis has. I think that is their biggest asset at the moment; the energy and advocacy that they bring to the business community in Calgary. They are bringing in the right people, saying the right thing, and people are interested.” - Axis Connects member

CIWB Awards: Selection Committee

Andrea Robertson	Board Director
Arun Chandrasekaran	Head of Energy Banking, National Bank
Byron Neiles	EVP, Corporate Services, Enbridge
Curtis Stange	President & CEO, ATB Financial
Dawn de Lima	EVP + Chief I & D Officer, TC Energy
Deborah Yedlin	President, Calgary Chamber of Commerce
Elizabeth Cannon	President Emerita, U of C
Janet Annesley	CSO, Kiwetinohk Energy
Jim Davidson	Board Director
Jim Dewald	Dean at Haskayne School of Business
John Kousinioris	President & CEO, TransAlta
John Osler	Partner, McCarthy Tetrault
Judy Fairburn	Co-Founder & Co-CEO, The51
Katherine Emberly	President & CEO, S.T.A.R.S.
Keith Chiasson	COO, Cenovus
Kelly Schmitt	CEO, Benevity
Kevin Krausert	CEO & Co-Founder, Avatar Innovations
Marcos Lopez	Principal, Alpenglow Capital
Mark Brown	SVP, ATCO EnPower
Mark Thompson	EVP & Chief Commercial Officer, Nutrien
Michelle Sledz	Partner, KPMG
Rachel Moore	EVP Corporate Services, Ovintiv
Reynold Tetzlaff	Vice Chair & Managing Partner, PwC Canada
Hon. Rona Ambrose	Deputy Chairwoman, TD Securities
Sean Brown	SVP & CFO, Gibson Energy
Sippy Chhina	Board Member and Vice Chair, Deloitte LLP
Scott Munn	Partner, Hugessen Consulting
Trent Edwards	COO, Brookfield Residential

Presenting Sponsors \$75,000

Two Sponsorship Opportunities Available

- 3 tables of 10 people in the Presenting Seating area at the Awards Gala*
- 4 tickets to the VIP reception*
- 45 second commercial/promo video to be aired during the Awards Gala
- Lead sponsor screen at the event
- As Emcee, recognition as Presenting Sponsor
- Premium logo displayed on sponsor screen and event signage
- Save-the-date invite (distribution 10,000+)
- Prominent logo on Axis Connects website and communication for one year
- Media sponsorship recognition

Awards Sponsor \$30,000

Six Sponsorship Opportunities Available

- 2 tables of 10 people in the Awards Seating area at the Awards Gala*
- 4 tickets to the VIP reception*
- 30 second commercial/promo video to be aired during the event broadcast
- Recognition as Award sponsor at the event
- Presenter of the Award Category at the event
- Prominent logo displayed on sponsor screen and event signage
- Save-the-Date invite (distribution 10,000+)
- Permanent logo on Axis Connects website and communication for one year
- Media sponsorship recognition

Impact Sponsor \$30,000

- 2 tables of 10 people in the Awards Seating area at the Awards Gala*
- 4 tickets to the VIP reception*
- Title partner in Awards Impact Highlight Reel
- Recognition as Impact sponsor at the event
- Sponsored video used as main promotional tool for the awards for a full year
- Prominent logo displayed on sponsor screen and event signage
- Save-the-Date invite (distribution 10,000+)
- Permanent logo on Axis Connects website and communication for one year
- Media sponsorship recognition

VIP Reception Sponsor \$25,000

- 1 table of 10 people in the Premier Seating area at the Awards Gala*
- 4 tickets to the VIP reception*
- Prominent Recognition as VIP Reception Sponsor
- Save-the-date invite (distribution 10,000+)
- Prominent logo displayed on sponsor screen and event signage
- Permanent logo on Axis Connects website and communication
- Social Media sponsorship recognition

Post Event Reception \$25,000

- 1 table of 10 people in the Premier Seating area at the Awards Gala*
 - 4 tickets to the VIP reception*
 - Prominent Recognition as Post Event Reception Sponsor
 - Save-the-date invite (distribution 10,000+)
 - Prominent logo displayed on sponsor screen and event signage
 - Permanent logo on Axis Connects website and communication
 - Social Media sponsorship recognition
- *subject to COVID regulations

Entertainment Sponsor \$25,000

- 1 table of 10 people in the Premier Seating area at the Awards Gala*
- 4 tickets to the VIP reception*
- Prominent Recognition as Entertainment Sponsor
- Save-the-date invite (distribution 10,000+)
- Prominent logo displayed on sponsor screen and event signage
- Permanent logo on Axis Connects website and communication
- Social Media sponsorship recognition

Gold Carpet Sponsor \$25,000

- 1 table of 10 people in the **Premier Seating** area at the Awards Gala
- **4 tickets to the VIP reception**
- Prominent Recognition as **Gold Carpet Sponsor**
- **Logo displayed as presenter of the Gold Carpet Arrival Experience**
- Save-the-date invite (distribution 10,000+)
- Prominent logo displayed at the **Premier Event Level** at the event, with our media partners and on all promotional materials and social media
- Permanent logo on Axis Connects website and communication for 1 year

Welcome Drink Sponsor \$25,000

- 1 table of 10 people in the Premier Event Seating area at the Awards Gala
- 4 tickets to the VIP reception
- Prominent Recognition as the Beverage/Bar Sponsor
- Logo displayed on the bars in the reception area and passed trays at the Gold Carpet Arrival Experience
- Save-the-date invite (distribution 10,000+)
- Prominent logo displayed at the Premier Event Level at the event, with our media partners and on all promotional materials and social media
- Permanent logo on Axis Connects website and communication for 1 year

Axis Connects Corporate Partner \$50,000 - *NEW

CIWB Benefits:

- 1 table of 10 people in the **Premier Partner Seating** area at the Awards Gala
- **4 tickets to the VIP reception**
- Prominent logo displayed at the **Corporate Partner level** at the event, with our media partners and on all promotional materials and social media
- Save-the-Date invite (distribution 10,000+)
- Permanent logo on Axis Connects website and communication for one year

Additional Benefits:

- Axis Connects Leadership Forum panel speaking opportunity (400+ attendees)
- Mentorship opportunity for a leader on your team to host a Lunch with a Leader event (intimate round table with emerging female leaders)
- Presenting Sponsor for a Career Development session (100+ mid - senior level professional attendees)
- Recognized as a Leading Sponsor for the Axis Stampede Event (350 attendees)
- Feature an employee in our newsletter Axis Member Spotlight (reach of 4000+)
- Exclusive access to new Axis Connects programming

Welcome Drink Sponsor

\$25,000

- 1 table of 10 people in the **Premier Event Seating** area at the Awards Gala
- **4 tickets to the VIP reception**
- Prominent Recognition as the **Welcome Drink**
- **Logo displayed on the bars in the reception area and passed trays at the Gold Carpet Arrival Experience**
- Save-the-date invite (distribution 10,000+)
- Prominent logo displayed at the **Premier Event Level** at the event, with our media partners and on all promotional materials and social media
- Permanent logo on Axis Connects website and communication for 1 year

The Axis Connects Journey

\$25,000

- 1 table of 10 people in the **Premier Event Seating** area at the Awards Gala
- **4 tickets to the VIP reception**
- Prominent Recognition as the **Axis Connects Journey Sponsors**
- **Logo displayed on custom walkway highlighting Axis Connects milestones**
- Save-the-date invite (distribution 10,000+)
- Prominent logo displayed at the **Premier Event Level** at the event, with our media partners and on all promotional materials and social media
- Permanent logo on Axis Connects website and communication for 1 year

Platinum Sponsor \$20,000

- 1 table of 10 people in the **Platinum Seating** area at the Awards Gala
- **2 tickets to the VIP reception**
- **Customized congratulatory note to the winners** in the printed evening program
- Recognition as a CIWB Awards **Platinum Sponsor** at the Awards Gala
- Save-the-date invite (distribution 10,000+)
- Prominent logo displayed at the **Platinum Level** at the event, with our media partners and on all promotional materials and social media
- Permanent logo on Axis Connects website and communication for 1 year

Collaborator \$10,000

- 1 table of 10 people at the Awards Gala
- Recognition as a CIWB Awards Collaborator at the Awards Gala
- Save-the-date invite (distribution 10,000+)
- Logo displayed on Awards Gala signage
- Permanent logo on Axis Connects website and communication
- Social Media sponsorship recognition

Customized Package \$15K +

- We will help you create a customized package based on your sponsorship goals and partnership with Axis Connects and the Calgary Influential Women in Business Awards

Presenting Sponsors



Corporate Sponsors



Award Sponsors



Event Sponsors



Platinum Sponsors



Collaborator Sponsors



AXIS