



Calgary Influential Women in Business Awards

2025 Sponsorship Package



**April 16, 2025
Telus Convention Centre**

Axis Connects supports and accelerates the advancement and recognition of gender diversity throughout Calgary's business community.

Since our inception in 2019, Axis has grown its network to over 5,000 and has a broad reach throughout corporate Calgary and beyond. We recently integrated with **Board Ready Women** with the objective of accelerating impact through a collaborative partnership.

Together, we are:

- Advocating for gender diversity in senior leadership and on corporate boards.
- Celebrating the achievements of women through the annual Calgary Influential Women in Business Awards.
- Creating networking events, mentorship and partnership opportunities, and tailored workshops that advance professional skills at mid to senior career levels (Axis Connects) and board opportunities (Board Ready Women).
- Collaborating with community and corporate partners to accelerate women into positions of leadership.



Our Impact

Axis Leadership Forum

Date: November 13, 2024 @ Telus Convention Centre

Attendees: 500+ senior-level executives and business leaders

2024 featured The Right Honourable Stephen J. Harper as keynote speaker and welcomed guests from 140 companies across multiple industries including energy, finance, technology, education, public sector and more



Career Development Dialogues

Date: 6-8 times per year

Audience: 100-150 mid-to-senior level professionals

CDD workshops are designed to leave our members with resources, tools and new professional connections to support them as they progress in their careers.



Lunch With A Leader

Date: Monthly

Attendees: 12 mid-to-senior level professional women

Axis' mentorship program, LWAL is an intimate member engagement opportunity featuring lunch with an inspirational female executive.



Calgary Influential Women in Business (CIWB) Awards

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.

What started as an opportunity to recognize and celebrate those advancing gender diversity in the business community, has quickly become one of the most prominent events of the year.

Honourees are chosen based on the criteria of professional accomplishments, community involvement, promotion and advancement of women and overall influence and impact on the Alberta business community and its representation of diverse leaders in the following categories:

- Lifetime Achievement
- Large Enterprise
- Small-Medium Enterprise
- Professional Services
- Social Enterprise
- Male Champion



The 2024 CIWB Awards saw over 1,300 senior level professionals from various industries attend to celebrate, connect and inspire.

Sponsor Benefits

Enhanced Brand Visibility: Partners gain exposure and recognition through branding opportunities at our highly attended and well-established events leading to increased brand awareness among target audiences.

Employee Engagement: Partners can offer their employees opportunities for professional development and engagement, enhancing employee benefits and retention.

Reputation and Values: By supporting initiatives aimed at promoting gender diversity and supporting women's leadership, partners demonstrate their commitment to corporate social responsibility and community engagement, enhancing their standing as socially responsible organizations.

Tailored Engagement Opportunities: We offer customized opportunities for engaging with our community through events, workshops, mentorship programs, and collaborative initiatives tailored to meet specific business objectives and enhance employee engagement strategies.

Association with Impactful Change: By partnering with us, companies align themselves with initiatives that actively increase women's representation in senior leadership and Canadian boards. This association underscores their commitment to corporate social responsibility and supports their diversity and inclusion objectives.

2025 Sponsorship Opportunities

Presenting Sponsor \$75,000

- 3 tables of 10 in the Presenting Sponsor area at the Awards Gala
- 4 tickets to the VIP reception
- 45 second promo video to be aired during the Awards Gala
- Opportunity to bring brief remarks at the Awards Gala
- Lead sponsor screen at Awards Gala
- Recognition as Presenting Sponsor on all CIWB Awards communications and media coverage
- Premium logo displayed on event signage
- Prominent logo on Axis Connects website and communication for one year
- Social media sponsorship recognition

Awards Sponsor \$30,000

- 2 tables of 10 in the Awards Seating area at the Awards Gala
- 4 tickets to the VIP reception
- 30 second promo video to be aired during the event broadcast
- Recognition as Award Sponsor at the Awards Gala
- Presenter of the Award Category at the Awards Gala
- Prominent logo displayed on sponsor screen and event signage
- Logo on Axis Connects website and communication for one year
- Social media sponsorship recognition

Welcome Drink Sponsor \$25,000 - 1 Available

- 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 Sponsor
- Logo displayed on the bars in the reception area and passed trays at the Gold Carpet Arrival Experience
- Prominent logo displayed at the Award Gala, with our media partners and on all promotional materials and social media
- Logo on Axis Connects website and communication for 1 year
- Social media sponsorship recognition

Dinner Sponsor \$25,000

- 1 table of 10 in the Premier Seating area at the Awards Gala
- 4 tickets to the VIP reception
- Prominent Recognition as Dinner Sponsor with logo on every guest menu (1,300+)
- Prominent logo displayed on sponsor screen and event signage
- Logo on Axis Connects website and communication
- Social media sponsorship recognition

Platinum Sponsor \$20,000

- 1 table of 10 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
- Prominent logo displayed at the event, with our media partners and on all promotional materials and social media
- Logo on Axis Connects website and communication for 1 year
- Social media sponsorship recognition

Collaborator Sponsor \$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
- Logo on Axis Connects website and communication for 1 year
- Social media sponsorship recognition

Customized Package \$15,000+

- We will work with you to create a customized package based on your sponsorship goals.

Let's Connect

To secure your sponsorship or to learn more, please get in touch at **hello@axisconnects.com**.



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