

2025
FORUM
AXIS
CONNECTS
LEADERSHIP

2025
Axis Connects
Leadership Forum
Sponsorship Package

AXIS

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.



Calgary Influential Women in Business Awards

Date: April 16, 2025 @ Telus Convention Centre

Attendees: 1,400 senior-level executives and business leaders

Annual celebration of Calgary's outstanding business leaders who have set the bar for professional excellence and a commitment to advancing diversity



Career Development Dialogues

Date: 6-8 times per year

Audience: 100-120 mid-to-senior level professional women

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.



Axis Connects Leadership Forum

The 4th annual Axis Connects Leadership Forum will be a highly engaging and interactive one-day summit focused on building community and offering professional development opportunities and resources to professionals at various career stages. Attendees can expect high caliber speakers, compelling discussions with some of Canada's top executive leaders and an end of day networking reception.

Tuesday, November 25, 2025

Telus Convention Centre

8:00 am – 6:00 pm

2024 Axis Connects Leadership Forum

Attendees: 600 mid-to-senior level professionals

2024 featured a keynote from the Right Honourable Stephen J. Harper and welcomed guests from 150 companies across multiple industries including energy, finance, technology, education, public sector and more



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.

Partnership Opportunities

PRESENTING SPONSOR - \$50,000 - 1 AVAILABLE

- 20 Gold-level tickets (2 tables) to the Forum with priority seating and speaker meet and greet
- Opportunity to host a breakout session or panel at the Forum
- Speaking opportunity and/or introduction of the Keynote Speaker
- Recognition as the Presenting Sponsor with priority brand activations
- Priority registration for Forum sessions
- 20% discount promo for corporate staff and client registrants
- Premium logo displayed on sponsor screen and event signage
- Logo recognition on all Forum marketing (Axis newsletter, website, social media, printed materials, partner organizations)
- Inclusion in Forum press releases and media kit
- Save-the-Date invite logo recognition (distribution reach 10,000+)
- Logo on Axis Connects website for a 1 year period
- Presenting Partner recognition for one Career Development Dialogue session
- Presenting Partner recognition for one Lunch with a Leader event

LUNCH SPONSOR - \$50,000 - 1 AVAILABLE

- 10 Gold level tickets (1 table) to the Forum with preferred seating and speaker meet and greet
- First priority registration
- 20% discount promo code for additional tickets for staff and/or clients
- Introduction of the lunch keynote speaker/session
- Premium logo displayed on sponsor screen and event signage
- Save-the-Date invite (distribution 10,000+)
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing

SPEAKER OR PANEL SPONSOR - \$25,000

- 10 Gold level tickets (1 table) to the Forum with preferred seating and speaker meet and greet
- Introduction of the sponsored speaker/session
- Premium logo displayed on sponsor screen and event signage
- Save-the-Date invite (distribution 10,000+)
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing

CONNECTIONS SPONSOR - \$20,000 - 1 AVAILABLE

- Host of cocktail networking reception
- Opportunity for creative activation or branding at reception (e.g. photo booth, branded cocktail trays)
- 10 Gold level tickets (1 table) to the Forum with preferred seating and speaker meet and greet
- Speaking opportunity at opening of reception
- Premium logo displayed on sponsor screen and event signage
- Save-the-Date invite (distribution 10,000+)
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing

TABLE SPONSOR - \$10,000

- 10 Gold level tickets (1 table) to the Forum with preferred seating
- Premium logo displayed on sponsor screen and event signage
- Save-the-Date invite (distribution 10,000+)
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing