

2025 Axis Connects Leadership Forum *Sponsorship Package*

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.



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.

LUNCH SPONSOR - \$50,000 - 1 AVAILABLE

- 20 tickets (2 tables) to the Forum with preferred seating
- First priority registration
- 20% discount promo code for additional tickets for staff and/or clients
- Introduction of the lunch session
- Premium logo displayed on sponsor screen and event signage
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing

SPEAKER OR PANEL SPONSOR - \$25,000

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

SOLD OUT

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 tent)
- 10 tickets (1 table) to the Forum with preferred seating and speaker meet and greet
- Speaking opportunity during opening of reception
- Premium logo displayed on sponsor screen and event signage
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing

SOLD OUT

BREAKOUT ROOM SPONSOR - \$15,000

- 10 tickets (1 table) to the Forum with preferred seating
- Premium logo displayed in your designated breakout room
- Premium logo displayed on sponsor screen and event signage
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing

TABLE SPONSOR - \$10,000

- 10 tickets (1 table) to the Forum with preferred seating
- Premium logo displayed on sponsor screen and event signage
- Logo on Axis Connects website for a 1 year period
- Logo recognition on Forum marketing

— Presenting Sponsor —

POWERED BY



— Corporate Partner —



— Speaker Sponsor —



— Connection Sponsor —



— Table Sponsors —

