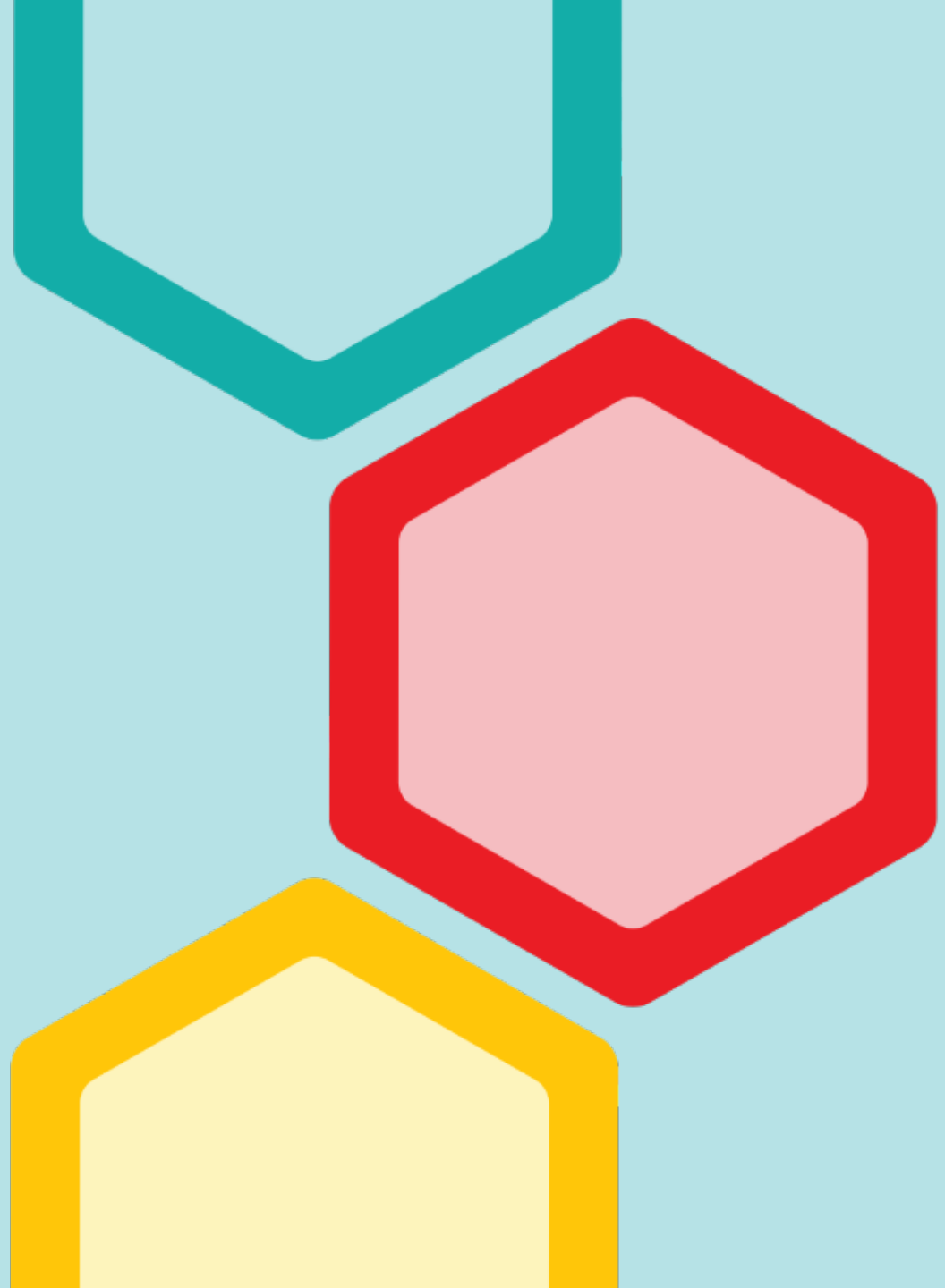


Sponsorship Guide

2024 WIN Awards

Celebrating a Decade of **WIN**ning



About the Women's Infrastructure Network

The Women's Infrastructure Network ("WIN") was established in 2010 from an interest expressed by women in the infrastructure industry to network and connect with peers across various disciplines.

WIN initially started in Toronto, Vancouver, Edmonton and Calgary. Since its founding in 2010, due to overwhelming interest, WIN has expanded to include chapters in Ottawa, Montréal, Saskatchewan, and Halifax, now including a **membership base of over 2,500 individuals across Canada.** Steering Committees across the chapters include some of the most senior women in infrastructure who have a keen interest in fostering networking and development of women in the industry.

WIN has evolved into a dynamic forum designed for women and allies of women in infrastructure to network, exchange ideas, and help shape the infrastructure agenda. Members represent a diverse group in the infrastructure industry, and include members of public agencies, equity sponsors, infrastructure and pension funds, commercial and investment banks, law firms, financial, technical and insurance advisory firms, engineering and construction firms, and operations and maintenance providers.

WIN Chapter Locations



[CLICK HERE](#) to learn more about the Women's Infrastructure Network

Introduction

The WIN National Planning Committee is pleased to announce that the 2024 WIN Awards will be held on April 25, 2024 at all chapter locations across Canada.

Now in its 10th year, the WIN Awards has been a phenomenal success in achieving its objectives of recognizing and celebrating the personal and professional contributions of women in infrastructure across the country. The WIN Awards aim to celebrate excellence in Canada's infrastructure sector and further support WIN's mission to recognize women as leaders in this growing field, where historically women have been under-represented.

The success of WIN is due to the enthusiasm and commitment of industry supporters such as yourself, who recognize the importance of inclusivity, diversity, and equity in the workplace and across the industry. The annual WIN Awards event has been well-attended by industry participants and support from your organization presents a wonderful opportunity to demonstrate your advocacy for women in Infrastructure.



We are celebrating a decade of the WIN Awards! To make this year extra special, 10 activities will be taking place leading up to the awards, honouring 10 years of award nominees and winners.





The WIN Awards

WIN is excited to continue its Awards Program to honour the achievements of women across the country in the infrastructure field. Through the annual WIN Awards event, individuals are recognized through the following awards at an in-person reception held across all chapter locations:

1. The **WIN Outstanding Leader Award** recognizes a woman who has distinguished herself in both her profession and within the infrastructure sector and has demonstrated a unique ability to guide and inspire others. This award recognizes a woman who has shaped the world we live in through her work in the infrastructure industry and is a trailblazer for women in the infrastructure sector.
2. The **WIN Emerging Leader Award** recognizes an exceptional woman who has distinguished herself early in her career in the infrastructure sector and has demonstrated a pattern of leadership. This award recognizes a woman who has showcased herself to be an emerging leader of the infrastructure industry of tomorrow.

Sponsorship Opportunities

WIN is seeking corporate sponsors for the 10h annual WIN Awards. Funding obtained through this event is used to support various WIN initiatives throughout the year. Refer to the 'Sponsorship Details' section for more information.

	Gold Sponsor (2 maximum)	\$10,000	<ul style="list-style-type: none">✓ Introduction of Emerging Leader award nominees and presentation at the WIN Awards✓ Company logo placement and prominent recognition on all award slides and/or videos, all marketing and promotional collateral, email reminders, event signage, WIN website, and exclusive LinkedIn post✓ Corporate video spotlight at the WIN Awards✓ Personalized social media card prepared and shared featuring organization
	Silver Sponsor	\$5,000	<ul style="list-style-type: none">✓ Company logo placement recognition on event signage, WIN website, and LinkedIn✓ Corporate video spotlight at the WIN Awards✓ Personalized social media card prepared and shared featuring organization
	Bronze Sponsor	\$2,500	<ul style="list-style-type: none">✓ Company logo placement recognition on event signage and WIN website✓ Social media card prepared and shared featuring organization
	In-Kind Sponsor	Donation of goods and/or services	<ul style="list-style-type: none">✓ Company logo placement recognition on event signage and WIN website.✓ Social media card prepared and shared featuring organization

A message from our Sponsorship Team

We're so thrilled to be partnering once again as Sponsorship Co-Chairs of WIN Awards!

This year is the 10th anniversary of the WIN Awards and we have an ambitious funding goal to make it the best year yet. With support from incredible sponsors like yourself, WIN will be able to continue connecting like-minded women, celebrating their accomplishments, and furthering the development of women in the industry.

Thank you in advance for your support!

Camille and Renée



Camille McJunkin, EIT

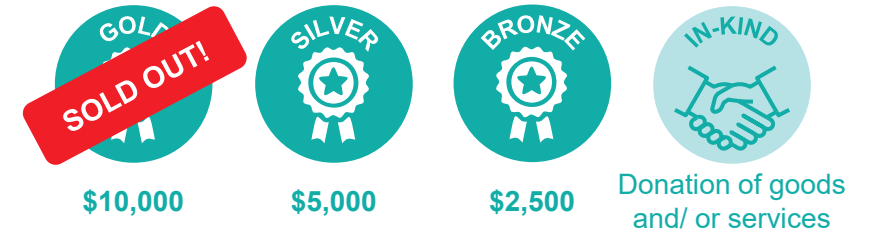


Renée LeBlanc-Smith, P.Eng.



Sponsorship Details

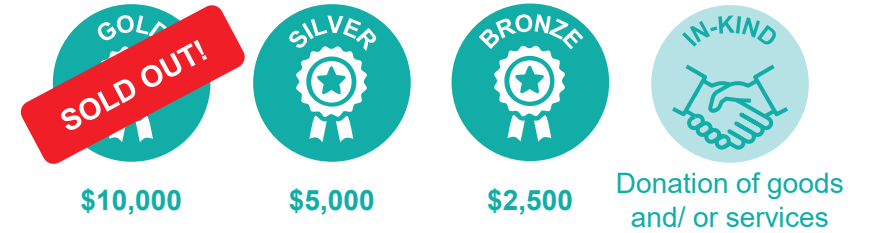
Benefits at WIN Awards Event



	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	IN-KIND Donation of goods and/or services
Speaking opportunity at event – Introduction of Emerging Leader shortlisted nominees and presentation of award(s) or equivalent alternative during event	✓			
At event, company logo placement on all non-speaker / non-nominee specific slides and/or videos	✓			
Sponsor listing on all at-event signage	✓	✓	✓	✓
Tickets for the event (at location of sponsor’s choice) – Number to be determined based on sponsorship level	✓	✓	✓	✓
Acknowledgement at beginning and end of event	✓	✓	✓	✓

Please note that the sponsorship amounts listed above are applicable only to the 2024 WIN Awards event and may be revised in future years

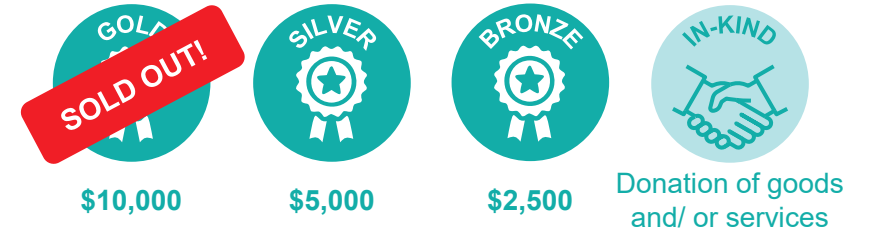
Benefits Prior to WIN Awards Event



Prominent sponsor recognition on all event-related marketing & promotional collateral, including emails such as: invitations for nominations, save the date, event reminder, etc.	✓			
Share a short video highlighting Equity, Diversity and Inclusion (ED&I) in organization, advancing women leaders, community outreach, support of WIN etc. The video could be pre-developed by organization, an interview with company CEO or senior executive discussing ED&I, etc. The video will be posted in one or more of the following venues and the content may be used within the promotional videos developed by WIN (<i>videos to be provided to WIN by March 1, 2024</i>):				
• Video placement via one of the following emails: save the date, event reminder	✓			
• Video to be presented at beginning of pre-event	✓	✓		
• Video placement from event page on WIN website	✓	✓		
• Video can be leveraged in WIN promotional videos	✓	✓		
• Video placement via post on WIN LinkedIn account	✓	✓	✓	

Please note that the sponsorship amounts listed above are applicable only to the 2024 WIN Awards event and may be revised in future years

Benefits Prior to WIN Awards Event



	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	IN-KIND Donation of goods and/or services
Sponsor recognition and link from the event page on WIN website	✓	✓	✓	✓
Social media card featuring organization	✓	✓	✓	✓
Opportunity to display company promotional collateral on WIN website and LinkedIn page (e.g., newsletters, announcement, reports, policies) highlighting organization's effort / achievement in ED&I, women initiatives, community engagement	✓	✓	✓	✓

Please note that the sponsorship amounts listed above are applicable only to the 2024 WIN Awards event and may be revised in future years



www.womensinfrastructure.ca/

Celebrating a decade of **WIN**ning