The Sponsorship Advantage

The Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre) is an action-oriented, non-profit organization that aspires to recruit, retain and advance women in science, engineering, trades and technology (SETT).

By becoming a Sponsor of the WinSETT Centre, you/your organization will
• Benefit from the services of the WinSETT Centre
• Gain high visibility with highly motivated individuals in communities of influence
• Demonstrate leadership within the professions, industry, SETT sectors, and the general public
• Promote and bring the benefits of gender diversity within SETT careers

Your support will be acknowledged in several ways, with details on sponsorship levels and benefits in the accompanying information sheet. Sponsors will be recognized on the new WinSETT Centre website, at events, and in appropriate promotional materials, event signage, reports, and presentations.

For more information and to discuss your level of sponsorship, contact:

Dr. Margaret-Ann Armour
Chair, WinSETT Centre

780 492 7572  
chair@winsett.ca  
info@winsett.ca
Who we are

Through collaboration and partnership, the WinSETT Centre creates and fosters opportunities that encourage women to enter, stay and grow in SETT careers, with the goal of maximizing Canada’s human resource potential, increasing innovation, and driving Canadian economic development.

The WinSETT Centre advances women’s leadership in the technically skilled workforce by:

- Delivering workshops to advance the retention and leadership of women in SETT fields and to create a positive culture for women in the workplace;
- Partnering on specific projects with like-minded organizations; and
- Promoting and celebrating the leadership of women in science, engineering, trades and technology organizations and as role models and mentors.

What we do

Through our flagship Women in SETT Leadership Program, WinSETT delivers high value professional development workshops tailored to early to mid-career female engineers, scientists and technologists in science and technology based sectors. Managers and leaders also benefit from customized workshops to cultivate and advance inclusive and respectful workplaces.

By the end of 2016, over 1,450 participants had enhanced their skills to advance their career success.

- Very useful workshop! It was perfectly interactive and informative.
- Great workshop! Very beneficial - has made me start thinking about my long term aspirations.
- Excellent workshop, good presenters, excellent set-up, great ideas. Keep up the good work!

The managers’ workshops on strengthening workplace diversity also drew positive feedback.

- It is very refreshing to be able to openly speak about this topic.
- Very well done. The speakers had great credibility.

The WinSETT Centre also

- Collects and promotes best practices for the recruitment, retention and advancement of women in SETT
- Promotes the business case for women in SETT
- Gathers statistics and tracks trends
- Advises industry, professional associations, post-secondary institutes and governments on increasing the representation and leadership of women in SETT

Include • Inspire • Empower
# WinSETT Centre Sponsorship Levels

<table>
<thead>
<tr>
<th>Category</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Number available</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>Unlimited</td>
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<tr>
<td>Sponsor Contribution</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
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<td>Sponsorship Term</td>
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<td>2 years</td>
<td>1 year</td>
<td>1 year</td>
<td>1 year</td>
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<tr>
<td>Marketing opportunity</td>
<td>Largest logo in most predominant location on WinSETT web site, publications and brochures for term of membership</td>
<td>Large (80% of Diamond logo size) in predominant location on WinSETT web site, publications and brochures for term of membership</td>
<td>Medium logo (60% of Diamond logo size) on sponsor page of WinSETT web site, publications and brochures for term of membership</td>
<td>Small logo (40% of Diamond logo size) on sponsor page of WinSETT web site, publications and brochures for term of membership</td>
<td>Name listed on sponsor page of WinSETT web site, publications and brochures for term of membership</td>
</tr>
<tr>
<td>WinSETT Leadership Workshops delivered onsite for the organization</td>
<td>3 (= 75 participants) Value 3@$7.5 K exclusive of travel, catering and venue</td>
<td>1 (=25 participants) Value of $7.5K, exclusive of travel, catering and venue</td>
<td>-</td>
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<tr>
<td>Seats in publicly scheduled WinSETT Leadership Workshops</td>
<td>10</td>
<td>5</td>
<td>1</td>
<td>-</td>
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<tr>
<td>Best Practices Advisory (not new research / defined parameters)</td>
<td>3 advisory requests, e.g. lunch and learn presentation</td>
<td>2 advisory requests</td>
<td>1 advisory request</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

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