

aWe

ALBERTA WOMEN
ENTREPRENEURS

2023

SPONSORSHIP OPPORTUNITIES

BUILDING

Capital
Connection
Capacity





The Alberta Women Entrepreneurs (AWE) Story

We support entrepreneurial dreams.

Since 1995, Alberta Women Entrepreneurs (AWE) has provided tools and resources to women across the province to help them achieve their entrepreneurial goals to start or grow their businesses. For over 28 years, AWE has built a network of successful educational and mentorship programs built around our core values: Capital, Connection, and Capacity.

We have provided access to capital for women through our loan programs, connection via our diverse network, and capacity through accessible education and business advising. As the business landscape evolves, we have also added support to women looking to grow their businesses and expand into new markets through our Digital Transformation programs, including the Bold Leadership program. As the world moves more into a digital space, so, too, must businesses.

In addition to our Digital Transformation training, AWE also offers the Next Steps to Success Business Planning Series. This series of workshops provides guidance, expertise, and peer mentoring at an early start-up phase of business to Indigenous women.



As a non-profit organization, we are proud to be recognized in Alberta as a reliable resource for both emerging and established women entrepreneurs in the community. We are a team of diverse women with a wealth of unique experience that we are passionate about sharing with the community. AWE is here to support and guide women entrepreneurs every step of the way.



Calgary Office | Platform Innovation Centre
407 - 9 Ave SE, T2G 2K7



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10310 Jasper Ave, T5J 2W4



awebusiness.com



Toll Free: 1-800-713-3558



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2023 AWARDS

FALL 2023
Edmonton, Alberta

More than 10 years celebrating entrepreneurial excellence!

One decade. Hundreds of entrepreneurs. Thousands of dreams.

Since 2012, the annual AWE Awards recognizes the contribution that women entrepreneurs in Alberta make to the provincial economy. Supporting our AWE Awards positions our partners as leaders in celebrating entrepreneurial excellence. Join us in 2023 as we applaud our province's inspiring women business leaders.

Our inaugural award more than 10 years ago, the Celebration of Achievement award paid tribute to an exceptional woman entrepreneur who has built a business in Alberta with a significant impact on the economy and the community. The entrepreneur is an inspirational leader and a role model for women in business.

In 2016, AWE expanded our awards program to recognize more business leaders and three new awards were added: AWE Emerging Entrepreneur Award, AWE Indigenous Entrepreneur Award, and the AWE Upsurge Award.


Our partners are an intrinsic part of our Awards celebration and we look forward to joining forces to build a stronger business community.



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AWE 2023 AWARDS SPONSORSHIP OPTIONS

\$25,000

AWE Awards Presenting Sponsor

As a Presenting Sponsor, your company will receive the following benefits:

- 8 tickets to the Awards event in Fall 2023 and 8 tickets to the nominee reception in early Fall 2023.
- The event will be “presented by” your company across all marketing material for the event.
- Verbal recognition at the event by an AWE representative
- Opportunity to address the audience during the event
- Event signage and banners onsite and on screen
- Full-page company advertisement in the event program
- Name and logo in social media and traditional media advertising, and posts about the event
- Name and logo recognition on event invitations
- Name and logo recognition in newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event

\$2,500

AWE Awards Red Carpet Sponsor

As a Red Carpet Sponsor your company will receive the following benefits:

- 2 tickets to the Awards event.
- Name on screen
- Name recognition in the event program
- Name recognition in the AWE newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event



\$10,000

AWE Nominee Reception Sponsor

As AWE Nominee Reception, your company will receive the following benefits:

- 6 tickets to the reception event and 6 tickets to the Awards event.
- Table decor, logo on napkins and drink tickets
- Verbal recognition at the event by an AWE representative
- Opportunity to address the audience during the event
- Event signage and banners onsite and on screen
- Full-page company advertisement in the event program
- Name and logo in social media and traditional media advertising, and posts about the event
- Name and logo recognition on event invitations
- Name and logo recognition in newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event

\$5,000

AWE Award Sponsor

As a sponsor of one of our 4 awards, your company will receive the following benefits:

- 4 tickets to the nominee reception event and 4 tickets to the Awards event.
- Direct exposure to all event attendees as an Award presenter.
- Logo placement in finalist videos for the award ceremony and on marketing materials for the award. as well on AWE digital channels and in the event program. on screen
- Name recognition in the AWE newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event

**Looking for other opportunities to sponsor AWE in 2023 for our other programs and activities?
Contact us at external.relations@awebusiness.com.**

OUR AWARDS

Celebration of Achievement Award

AWE Celebration of Achievement Award pays tribute to an exceptional woman entrepreneur who has built a business in Alberta with significant impact on the economy and the community. This entrepreneur is an inspirational leader and a role model for women in business.

Upsurge Entrepreneur Award

Awarded to a female entrepreneur who has built a solid foundation for her business and is now experiencing rapid growth and significant expansion for her business by strengthening her leadership capacity and developing new market opportunities.

Indigenous Entrepreneur Award

Awarded to a leading Indigenous woman entrepreneur, who has a strong business concept and demonstrates plans for future growth, long-term business viability, and commitment to the community.

Emerging Entrepreneur Award

Awarded to a female entrepreneur who has built a strong, scalable business foundation and has achieved early success with strong market potential.





We wish to be recognized as an AWE 2023 Awards Sponsor.

Company Name:

Contact:

Address:

Phone:

Email:

Signature:

Please check one.

Presenting Sponsor (\$15,000)

Nominee Reception Sponsor (\$10,000)

Red Carpet Sponsor (\$2,500)

Individual Award Sponsor (\$5,000)

Thank you for your generous support!



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AWE SUMMIT 2024

OPPORTUNITIES TO SUPPORT

SUMMIT 2024

TENTATIVE
March 29, 2023
Ross Glen Hall
Mount Royal University
Calgary, Alberta

Each year, AWE takes the opportunity to celebrate women! Summit 2024 on March 29, will bring Alberta women entrepreneurs together to:

- Reconnect with the 70+ service providers from the initial Strengthening Partnership initiative
- Engage new people in the work of moving forward elements of the Strengthening Partnerships Report
- Create purposeful connection for more than 75 entrepreneurs to one another, to service providers, and to tools to better access capital
- Network with exhibitors and engage during work break sessions.



The potential of women entrepreneurs for spurring economic growth is incredible. Women-owned businesses contribute \$150 billion to the Canadian economy and employ over 1.5 million people. Advancing women's equality in Canada could add \$150 billion to the GDP by 2026.

- Marcela Mandeville, CEO, AWE



How to Support the AWE Summit

You can be a sponsor of this unique opportunity to support both aspiring and existing women entrepreneurs to build and grow their businesses and networks.

Sponsorship levels range from \$2,500 to \$25,000 and the benefits of each sponsorship are outlined on the following pages.

Once you review the options for sponsorship in this package, please complete the attached form, or contact us to discuss ways we can work together.

Investment and the recognition work for both of us.





AWE 2024 SUMMIT

SPONSORSHIP OPTIONS

\$25,000

AWE 2024 Summit Presenting Sponsor

As a Presenting Sponsor, your company will receive the following benefits:

- 8 tickets to the Welcome reception event on March 23 and 8 tickets to the Summit day.
- The event will be “presented by” your company
- Verbal recognition at the event by an AWE representative
- Opportunity to address the audience during the event
- Event signage and banners onsite and on screen
- Full-page company advertisement in the event program
- Name and logo in social media and traditional media advertising, and posts about the event
- Name and logo recognition on event invitations
- Name and logo recognition in newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event

\$2,500

AWE 2024 Summit Red Carpet Sponsor

As a Red Carpet Sponsor your company will receive the following benefits:

- 2 tickets to the Welcome reception event on March 23 and 2 tickets to the Summit day.
- Name on screen
- Name recognition in the event program
- Name recognition in the AWE newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event

\$10,000

AWE 2024 Summit Food & Beverage Sponsor

As a Food & Beverage Sponsor, your company will receive the following benefits:

- 6 tickets to the Welcome reception event on March 23 and 6 tickets to the Summit day.
- Table decor, logo on napkins and drink tickets
- Verbal recognition at the event by an AWE representative
- Name on screen
- Name recognition in the event program
- Name recognition in the AWE newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event

\$5,000

AWE 2024 Summit Keynote Speaker Sponsor

As the Keynote Speaker Sponsor, your company will receive the following benefits:

- 4 tickets to the Welcome reception event on March 23 and 4 tickets to the Summit day.
- Verbal recognition at the event by an AWE representative
- Name on screen
- Name recognition in the event program
- Name recognition in the AWE newsletter following the event
- Thank you advertisement on AWE social media channels before and after the event



Looking for other opportunities to sponsor AWE Summit 2024?

Please contact us at external.relations@awebusiness.com.



We wish to be recognized as an AWE 2024 Summit Sponsor.

Company Name:

Contact:

Address:

Phone:

Email:

Signature:

Please check one.

Presenting Sponsor (\$25,000)

Food & Beverage Sponsor (\$10,000)

Red Carpet Sponsor (\$2,500)

Keynote Speaker Sponsor (\$5,000)

Thank you for your generous support!



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