

42nd Annual Women of Distinction Awards SPONSORSHIP PACKAGE

Thursday, June 8, 2023 | Sheraton Centre Toronto Hotel

YWCA TORONTO'S 150TH ANNIVERSARY

VISION

YWCA Toronto seeks a radical transformation of society where all women, girls and gender diverse people can thrive.

MISSION

YWCA Toronto is a leader and collaborator in the provision of feminist, intersectional and transformative shelter and housing, employment and training, leadership, and advocacy for women, girls and gender diverse people.



Charitable business number:108229865 RR0001

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YWCA TORONTO TRANSFORMS LIVES

YWCA Toronto is dedicated to improving the lives of women, girls and gender diverse people. As the province's largest multi-service women's organization, we serve over 13,000 people annually in 35 programs across Toronto.

By, for, and about women, we began in 1873 with a promise to give the women of this city a voice when they lacked one, shelter when they needed it, and constant support, in the moment and the long-term. Our mission has never mattered more than it does today.

Our transformative programs champion equality, promote economic security, and strive for violence-free lives. That means offering housing options; delivering employment and training programs; facilitating community groups and girls' initiatives; and tenaciously advocating to break down barriers that prevent women from achieving equity.



WOMEN OF DISTINCTION AWARDS

For over 40 years, YWCA Toronto has applauded the remarkable lives and work of women. They are your colleagues, teachers, friends, mentors, and neighbours. Women of Distinction are visionaries committed to creating a place at the table for women, girls and gender diverse people and shattering glass ceilings. Each year, YWCA Toronto celebrates extraordinary women who advance gender equity in a range of areas such as business, education, social justice, advocacy, arts, health, philanthropy and more.

BECOME A SPONSOR

In addition to celebrating inspirational women, the Women of Distinction Awards Gala is YWCA Toronto's largest fundraiser.

YWCA Toronto needs your company's financial support to stay at the forefront of addressing issues affecting women, girls and gender diverse people. By sponsoring YWCA Toronto's Women of Distinction Awards, your company will be creating a highly visible alignment with Canada's leading women's organization and joining other industry leaders in making a direct impact in the lives of women and girls in our city.

By showing your commitment to women, girls and gender diverse people, your company will build brand loyalty, engage new patrons and create a positive impact in the community. Our sponsors support the YWCA Toronto's Women of Distinction Awards year after year because they want to continue driving social change and empowering women, girls and gender diverse people.



2023 YWCA TORONTO WOMEN OF DISTINCTION AWARDS

5:30-7:30PM NETWORKING RECEPTION & MARKET-STYLE DINNER

- Guests arrive for a pre-Awards Ceremony.
- Reception and market-style dinner in Sheraton Centre Toronto's elegant Grand Ballroom.
- Network, meet and mingle with Women of Distinction past and present, indulge at delicious food stations.

7:30PM AWARDS CEREMONY

Guests enjoy inspiring Awards Ceremony honouring extraordinary women.

9:00PM AFTER PARTY

Continue networking, mingling and celebrating over dessert.



OUR AUDIENCE

Number of guests
1,000-1,200
Over 80% identify as women
Majority are executives from the corporate sector

MEDIA OUTREACH

Over 8 million media impressions
Facebook over 5,400 followers and over 4,700 likes
Twitter over 7,500 followers
LinkedIn over 6,500 followers
Instagram over 2,000 followers

PAST SUPPORTERS

Elmwood Spa | Bangkok Garden; TD Bank Group; RBC; Shoppers Drug Mart; University of Toronto; Whitehorse Liquidity Partners; BMO Financial Group; Tricon Residential; KPMG; KingSett Capital; LifeLabs; Purpose Unlimited; PwC Canada; Sagen; Society of United Professionals; Cidel Asset Management; CBC Toronto, and The Globe and Mail.

SPONSORSHIP LEVELS

Sponsorship packages can be tailored to your specific marketing needs. Recognition will reflect your level of support and be in conjunction with further year-round corporate engagement. This customized approach ensures that your message is delivered in line with your corporate social responsibility and marketing goals.

SPONSORSHIP OPPORTUNITY	PRESENTING SPONSOR	CHAMPION SPONSOR	PATRON SPONSOR	TRIBUTE SPONSOR	FUTURE LEADERS
On-stage acknowledgement	+	+	choice between	-	-
Unique brand exposure*	+	+		+	-
Reserved table of ten	4	3	2	1	1
Ad in program book	2 full pages (includes back cover)	full page	full page	half page	quarter page
Corporate logo placed on advertisements, event print materials and onsite signage, www.ywcatoronto.org with hyperlink to corporate website, large-screen media presentation	xxl size	xl size	large size	medium size	small size
	\$90,000	\$50,000	\$30,000	\$20,000	\$15,000



INCLUDED WITH ALL SPONSORSHIP OPPORTUNITIES

- Two invitations to the 2023 Women of Distinction Recipients Announcement in honour of International Women's Day.
- Recognition on social media platforms leading up to, during and post-event.
- Corporation name listed in YWCA Toronto Turning Points Impact Report (Fall 2023) and YWCA Toronto's Annual Report (Spring 2024).

TABLES & TICKETS

TURNING POINTS PARTNER TABLE: \$7,000 Reserved table of ten with priority seating, includes recognition and partial tax receipt.

COMMUNITY SUPPORTER TABLE: \$3,500 Reserved table of ten, includes recognition and partial tax receipt.

INDIVIDUAL TICKET: \$250
Does not include reserved seating, includes a partial tax receipt.

SOME UNIQUE BRAND EXPOSURE OPPORTUNITIES

Create Change Sponsor • Food Station Sponsor • Reception Sponsor • Registration Sponsor
• Silent Auction Sponsor • Volunteer Sponsor ... and more!



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