



WOMEN IN LEADERSHIP LAURIER

**CORPORATE SPONSORSHIP PACKAGE
2024/2025**




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LAND ACKNOWLEDGMENT

Women in Leadership Laurier acknowledges that our organization operates on a campus located within the Haldimand tract, the traditional territory of the Neutral, Anishnaabe and Haudenosaunee peoples. We recognize, honour, and thank the diverse Indigenous peoples whose histories, languages, and cultures continuously influence our community.

A Message from the Presidents



Welcome to WILL's Corporate Sponsorship Package!

WILL is a student-run organization, operating under the Lazaridis Students' Society at Wilfrid Laurier University (WLU). We aim to empower and support female students in their professional and personal development, particularly in leadership roles. Together, we have 7 years of combined experience in various roles on the WILL executive team.

One of our presidential goals is to seek corporate partners who share our values and understand the importance of empowering women to lead extraordinary careers. As you explore our Corporate Sponsorship Package, you will see how sponsorships from firms like yours enable WILL to grow our impact at WLU and beyond.

Please don't hesitate to reach out with any questions regarding WILL, our events, sponsorship opportunities, and more!

Thank you,
Cassandra Kwong & Elise Ceolin

Our Mission

Women in Leadership Laurier's primary focus is to empower young women and equip them with career-relevant skills that advance both their personal and professional development. WILL inspires members to continue breaking down barriers in business and recognize their potential as future female leaders across all industries of business.

Delivering Value

As the largest women's organization at Wilfrid Laurier University, our members represent the future of women in business. Partnering with WILL is an opportunity for your firm to be part of this meaningful legacy. Sponsors are able to showcase not only their brand, but their potential as an employer, to a remarkable pool of talented young women. Additionally, your support of WILL highlights your organization's dedication to equity, diversity and inclusion.

Expected Success

Women in Leadership Laurier is praised for executing events among the best showcased within the Lazaridis Student Society, earning us the "Club of the Year" award for three consecutive years. In recent years, our past events have boasted a peak attendance of 140 students. Not only that, our social media has reached nearly 11,000 students. Events such as ShopHER and WILL's Little Library have become annual traditions in the Laurier community, increasing our club's awareness each year. We are excited to continue growing WILL's legacy with brand new events and corporate sponsors like you.

GENERAL MEMBERSHIP

Being a general member of WILL gives students the opportunity to be part of a vibrant and supportive community dedicated to empowering and motivating women. They'll have access to all our events, where they can network with like-minded individuals, gain valuable insights from inspiring leaders, and develop skills essential for personal and professional growth. This year, we're excited to launch WILL Academy, an exclusive members-only program offering access to special events focused on personal growth and the chance to learn and work with our exceptional executive team!



MENTORSHIP PROGRAM



Women in Leadership Laurier's Student-to-Student Mentorship Program works effectively to pair upper year student mentors with mentees based on compatibility, as well as similar interests and goals. Both students connect closely in order to foster a relationship which not only supports their academic growth but extends outside of that to form genuine and lasting friendships and bonds. Over the past 3 years of facilitating this program, WILL has observed an exemplary 220 participants (110 mentor and mentee pairings) and looks forward to its continued growth and development.

Main Events & Programs

Employment Skills Workshop

This brand new event will equip young women with the tools to thrive in their professional journeys. Female industry professionals will share their insights on topics such as building a resume that stands out and answering difficult job interview questions. Our goal is to teach women how to confidently and effectively navigate the job application process and workplace environment. This informative and empowering skills session is aligned with our mission of helping young women achieve career advancement.

Oct, 2024

WILL X ACE Case Competition

WILL, in partnership with ACE Laurier, is hosting our first case competition! Encouraging women to push themselves by participating in this challenging yet exciting competition is a primary goal of this event. Through the case process, students will employ valuable skills such as critical thinking, team work, and creativity to solve a real-life challenge faced by our corporate sponsor - and have the chance to win a cash prize!

Nov, 2024

ShopHER Marketplace

ShopHER Marketplace is back for the third year in a row! This award-winning marketplace connects 30+ women-owned small businesses to Laurier students and the greater community. Our goal is for students to see female entrepreneurship in action and have the chance to support small businesses through their purchases of clothing, cosmetics, accessories, decor, and more. Hosted in the beautiful Lazaridis Hall Atrium, ShopHER is set to be another extraordinary afternoon of shopping and celebration of entrepreneurship!

Jan, 2025

WILL's Little Library

Our annual book exchange for a cause is returning in 2025! Combining our community's love of reading and giving back, students have the opportunity to purchase used books, or exchange them with their own pre-loved novels. Aligned with our organization's goals of uplifting women, all proceeds of this beloved initiative are donated to the Women's Crisis Services of Waterloo Region.

Feb, 2025

Partnership Proposal

Women in Leadership Laurier offers unique partnership and branding opportunities for organizations seeking recognition. Sponsorship money is used towards continuously hosting events that help us provide unique and valuable experiences for students, as well as funding our mentorship program. Thank you in advance for your generosity and the conscious decision to support equity, diversity, and inclusion for women entering the workforce.

Former Sponsors

Women in Leadership Laurier has had the pleasure of collaborating with a wide variety of organizations. As WILL focuses on equity, diversity and inclusion, we value organizations that choose to advocate for these principles.



PEPSICO



Women's Crisis Services
of Waterloo Region

BMO



P&G

EY

Deloitte.

KPMG

Partner Packages

WILL OFFERS AN ARRAY OF UNIQUE PACKAGES THAT CAN PROVIDE YOUR BUSINESS WITH THE PERFECT OPPORTUNITY TO ENGAGE WITH LAURIER'S TOP STUDENTS.

\$3500 DONATION

GOLD LEVEL

EVENT ACCESS & NETWORKING OPPORTUNITIES

- Keynote speaker opportunity at a specific event
- Networking opportunities with passionate & driven young women
- Company marketing materials and company representatives welcome at events

MARKETING & COMPANY EXPOSURE TO WLU STUDENT BODY

- Company highlighted as a gold sponsor on all social platforms
- Posts on WILL Instagram highlighting your firm as a primary partner
- Posts on WILL LinkedIn highlighting partnership & event recap
- Spotlight on the WILL website
- Participating representative's profile will be displayed in promotional posts



SPEAKER PANEL, 2023

\$1500 DONATION

SILVER LEVEL

EVENT ACCESS & NETWORKING OPPORTUNITIES

- Speaking opportunity at a specific event
- Networking opportunities with passionate & driven young women
- Company marketing materials and company representatives welcome at events

MARKETING & COMPANY EXPOSURE TO WLU STUDENT BODY

- Post on WILL Instagram highlighting your firm as a dedicated partner
- Post on WILL LinkedIn highlighting partnership & event recap
- Participating representative's profile will be displayed in promotional posts

\$500 DONATION

BRONZE LEVEL

EVENT ACCESS & NETWORKING OPPORTUNITIES

- Speaking opportunity at a specific event
- Networking opportunities with passionate & driven young women

MARKETING & COMPANY EXPOSURE TO WLU STUDENT BODY

- Post on either WILL Instagram OR LinkedIn featuring your firm as a partner

Summary

Available Packages	GOLD	SILVER	BRONZE
Speaking opportunities at a specific event	Keynote	✓	✓
Networking opportunities with passionate & driven young women	✓	✓	✓
Company marketing materials and company representatives welcome at events	✓	✓	
Company highlighted as a sponsor on social platforms	Primary Sponsor, All Platforms	Sponsor, All Platforms	Company Feature in Event Promotional Post
Posts on WILL Instagram highlighting your firm as a partner	Multiple Posts, Primary Partner	Single Post	Single Post (Instagram Option)
Posts on WILL LinkedIn highlighting partnership & event recap	Multiple Posts, Primary Partner	Single Post	Single Post (LinkedIn Option)
Spotlight on the WILL website	✓		
Participating representative's profile will be displayed in promotional posts	✓	✓	✓



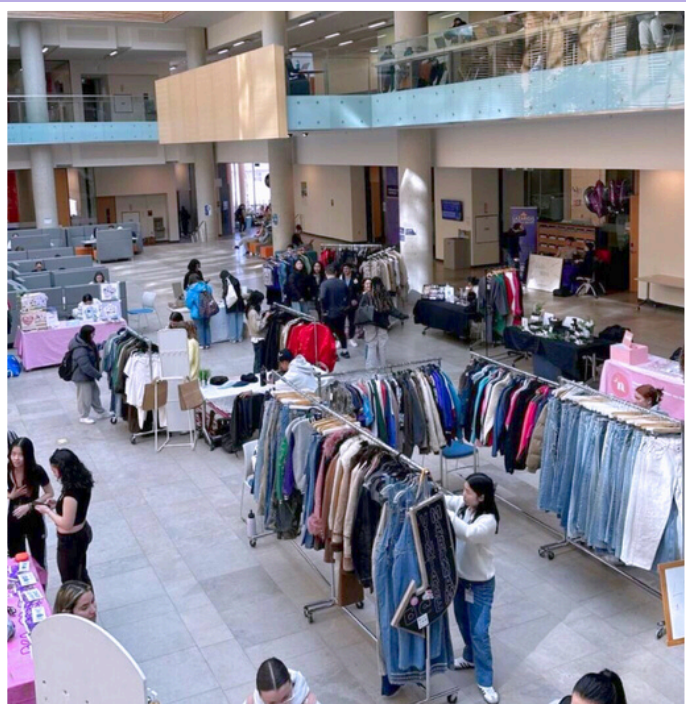
SHOPHER, 2024

\$100 RESERVATION TICKET*

SMALL BUSINESS

- Participation in a ShopHer marketplace event
- Reserved booth in active campus locations
- Marketing through WILL Instagram in event promotional posts showcasing your product/service in advance of event

*Fees derived from Laurier's Student Union policies mandating costs for businesses participating in Lazaridis clubs



SHOPHER, 2024

WILL HIGHLIGHTS

List of our 2024 Awards:

- Executive Legacy Award
- WILL Executive Spotlight Award
- Specialty Portfolio Award for Mentorship
- VP of Marketing Award



Awarded Club of the Year
(for 3 consecutive years)



Global Women's Summit, Flagship Event
(Spotlighting exceptional women driving change within their firms)

List of our 2023 Awards:

- Best Flagship Event
- EDI Leadership Award

List of our 2022 Awards:

- Club of the Year
- Best Flagship Event
- All-Star Executive Corporate Portfolio
- All-Star Executive Finance Portfolio



WILL's Little Library
(Proceeds donated to the Women's Crisis Services of Waterloo Region)



Let's get in touch.

Cassandra Kwong & Elise Ceolin

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The background is a solid purple color with a pattern of white, wavy, organic lines that resemble topographical contours or fluid motion. The lines vary in thickness and flow across the frame, creating a sense of depth and movement.

influence.
empower.
achieve.