



# SPONSORSHIP OPPORTUNITIES

WOMEN IN NUCLEAR  
Annual  
Sponsorship  
Prospectus

# WHO WE ARE

## About Women in Nuclear Canada

WiN (Women in Nuclear) is a world-wide association of women working professionally in various fields of nuclear energy and radiation applications.

WiN-Canada was formed in early 2004 and has been working to support the objectives of WiN-Global and emphasize and support the role that women can and do have in addressing the general public's concerns about nuclear energy and the application of radiation and nuclear technology. WiN-Canada also works to provide an opportunity for women to succeed in the industry through initiatives such as mentoring, networking, and personal development opportunities.

# WHAT DO WE DO

## Why Women in Nuclear Canada is important to the industry

WiN's activities offer many benefits to our members and sponsors. Our membership includes not only technical professionals, such as engineers, scientists and tradespeople, but also financial, legal, and other business professionals. As such, WiN builds engagement across the entire workforce, encouraging professionals from all of the disciplines to pursue careers in the industry. Our mentoring and professional development activities are critical to the recruitment and retention of women and young people, which becomes increasingly important as we prepare for major infrastructure projects such as refurbishment.

As an incorporated not-for-profit organization, WiN-Canada relies on its member volunteers and sponsors to be able to host events such as our science camps for young people and our annual conference for women professionals. WiN-Canada also benefits from your encouragement of these professionals to assume leadership roles in the six WiN Chapters across Canada, and attend the WiN National Conference. Over 190 participants and guests from 30 different organizations enjoyed the hospitality of the WiN-Eastern Ontario Chapter at our 14th WiN-Canada Annual Conference in Ottawa, Ontario this past October. The 15<sup>th</sup> WiN-Canada Annual Conference will be taking place in Saskatoon, Saskatchewan, in conjunction with the Women in Mining annual conference.

**Your support helps enhance WiN Canada's conference and programming.**

# WHY SPONSOR

## Benefits of Sponsorship

**Gaining ambassadors for your company and the industry – WiN** advocates for nuclear technologies in Canada and works to garner public support, particularly among women. As a sponsor, your brand will be recognized nationally as an advocate for nuclear technologies and will strengthen the ambassadors already within your organization as they gain more opportunities to get involved with **WiN** and promote both your organization and the industry as a whole within their communities.

**Recruiting the best and the brightest** – As a corporate sponsor, you'll gain exposure and brand recognition amongst not only our 1700+ members, but among the many students and young people we interact with as part of our outreach programs. **WiN** is committed to encouraging young people, especially girls, to pursue careers in STEM, to help bring more women into the industry and fill the anticipated gap that will be left by an aging workforce. With an estimated 40% of the North American nuclear industry set to retire in the next ten years, the nuclear industry needs to be looking at the entire talent pool to fill the gap. Let WiN help you maintain a sustainable workforce for years to come, and attract the top talent to your organization.

**Expanding your talent pipeline – WiN** offers many professional development and leadership opportunities and motivates our members to become more engaged in their workplaces and communities. As a corporate sponsor, you'll be able to leverage **WiN's** initiatives to develop future leaders within your own organization and affirm your commitment to diversity in the workplace.

# ANNUAL SPONSORSHIP

Uranium

U

\$50,000

- National WiN-Canada Sponsor
- Logo included in all marketing materials that are sent on behalf of the organization
- Logo included on WiN-Canada website with link to organization's website
- Complimentary booth at the annual conference

~~2 OPPORTUNITES AVAILABLE~~

**1 SOLD - 1 OPPORTUNITY LEFT!**

Gold

Au

\$25,000

- Logo included in all marketing materials that are sent on behalf of the organization
- Logo included on WiN-Canada website with link to organization's website
- Complimentary booth at the annual conference

**1 OPPORTUNITY AVAILABLE**

Silver

Ag

\$10,000

- Logo included in all marketing materials that are sent on behalf of the organization
- Logo included on WiN-Canada website with link to organization's website
- Complimentary table top display at the annual conference

**2 OPPORTUNITIES AVAILABLE**

Copper

Cu

\$5,000

- Logo included in all marketing materials that are sent on behalf of the organization
- Logo included on WiN-Canada website with link to organization's website

~~2 OPPORTUNITIES AVAILABLE~~

**1 SOLD - 1 OPPORTUNITY LEFT!**



# PROGRAM SPONSORSHIP

## SCHOLARSHIP SPONSOR

**\$5,000**

The WiN-Canada Pioneer Scholarship is awarded to women who are studying at the undergraduate, graduate, and technical levels with a focus on nuclear science, engineering and other applications and an interest in a career in the nuclear industry. The scholarship sponsors are included in all promotions, on social media and have the opportunity to present the award at the conference.

~~5 OPPORTUNITIES AVAILABLE~~

**2 SOLD - 3 OPPORTUNITIES LEFT!**

## AWARD SPONSOR

**\$5,000**

The WiN-Canada Award is presented on an annual basis at the conference to an outstanding woman making an impact in the nuclear industry and contributing to the mission of WiN-Canada. The award sponsor's logo will be included on the plaque presented to the winner, and will be included in all promotion of the award, including during the nomination process (launching in the spring) and in the official communications regarding the winner. The sponsor has the opportunity to present the award at the conference.

2 OPPORTUNITIES AVAILABLE

## DIGITAL CONTENT SPONSOR

**\$5,000**

This sponsorship provides an organization with premier recognition on all of WiN-Canada's digital content, including webinars broadcast to members, stakeholders and students; social media; and video content from our annual conference and other events. The digital content sponsor will receive logo placement on the opening and closing frames of webinar and video content, and will receive brand recognition on several social media posts on all channels throughout the year. This sponsorship is ideal for a high-tech organization, or an organization that wants to boost its brand awareness.

2 OPPORTUNITIES AVAILABLE

## SPEAKERS CLEARINGHOUSE

**\$3,000**

The Speakers Clearinghouse provides the opportunity for WiN-Canada members to share about their knowledge and experience, the contributions of nuclear applications to society, and career opportunities within the nuclear industry with students, women's groups and the general public. The Speakers Clearinghouse sponsor will receive recognition on all Speakers Clearinghouse PowerPoint presentations, and acknowledgement during remarks at at least one speaking engagement per month.

~~3 OPPORTUNITIES AVAILABLE~~

**2 SOLD - 1 OPPORTUNITY LEFT!**



# CONFERENCE SPONSORSHIP

## ANNUAL CONFERENCE

**\$500 - \$10,000**

The WiN conference is very different from traditional nuclear industry conferences and uniquely addresses ways to help individuals in our industry reach out to the public, especially women and youth, and to help build understanding about the important role of nuclear technology in our society. This conference will enable participants to learn more about innovation taking place in the industry through our technical sessions, gain personal development skills on dealing with change and showcase the accomplishments and contribution women are making to our industry today.

- Title Sponsorship (if not taken by annual sponsor) - \$10,000
- Lunch Sponsorship (if not taken by annual sponsor) - \$5,000
- Digital Content sponsor - \$5,000 (if not taken by annual sponsor) **\*NEW\***
- Social media wall - \$5,000
- Opening or Closing Reception Sponsorship (if not taken by annual sponsor) - \$5,000
- Printed Program - \$4,500
- Breakfast Sponsorship - \$4,000
- Videography sponsor - \$3,000
- Plenary sponsorship - \$2,500
- Photo booth sponsor - \$2,500
- Booth at the WiN-Canada National Conference - \$1,500
- Photography sponsor - \$1,500
- Coffee Break Sponsorship- \$1,000
- Breakout session sponsor- \$1,000
- Media Sponsor - \$500
- Raffle Prize Sponsor (can be provided in-kind)
- Student Sponsor – sponsor a student from a local university to participate in the conference with a mentor assigned (max 10) - \$500 per student

MORE OPPORTUNITIES AVAILABLE, PLEASE CONTACT US TO DISCUSS A CUSTOM LEVEL THAT WILL FIT YOUR NEEDS !

## 2020 GLOBAL CONFERENCE

**\$1,000 - \$20,000**

WiN-Canada is pleased to host the WiN-Global Conference in 2020 in the iconic city of Niagara Falls Ontario. This conference will welcome delegates from dozens of countries around the world and provides the opportunity to showcase the latest innovations, products and services from the Canadian nuclear industry.

Sponsorship opportunities are already available for this highly anticipated conference! You won't want to miss the chance to create an even stronger international profile for your organization, build and nurture international connections, and demonstrate your commitment to equity and diversity. Don't wait – contact us **TODAY** to secure your sponsorship for 2020.

