



beyond p!nk 2010  
corporate relations  
package

**YwIB**  
*build your story...*

[www.ywib.ca](http://www.ywib.ca)



**what is YWiB?** YWiB is the central forum to connect emerging female leaders with opportunities to develop relevant skills and knowledge, so that they have the insight, support, and capability to reach their fullest **personal and professional potential**. With university chapters at both the University of British Columbia and Simon Fraser University, an annual conference Beyond Pink and programs for passionate entrepreneurs and socially-conscious philanthropists, YWiB continually expands its impact to benefit more young women each year.



**what is beyond p!nk?** Beyond P!nk is a high-impact conference connecting and empowering energetic young women in our community. The flagship annual event of the Canadian Young Women in Business Society, this year's theme is to **make your brand & leave your mark**. Now in its third year, the conference brings together 250 young women to participate in intimate workshops, interactive keynote presentations and inspirational mentorship conversations led by Vancouver's top leaders. The goal of this weekend is to ensure delegates depart from Beyond P!nk inspired with the knowledge, resolve and skill to pursue their passions and dreams.

**why support beyond p!nk?** Beyond P!nk is the perfect opportunity for your company to positively impact the development of tomorrow's female leaders. A well-aligned complement to your existing leadership development programs, or a brand-new approach to supporting your female employees, a partnership with Beyond P!nk will showcase your commitment to the next generation of women in business. Providing access to our more than 250 driven young women, mentors, and speakers, our goal is to build a mutually beneficial relationship with your company to ensure a strong return on your investment in our delegates.

The opportunity for delegates to attend Beyond P!nk has always been a privilege. The necessary costs of holding a conference result in a price that attendees have been required to contribute. Due to the entry-level salaries of emerging young professionals, investing into personal development is a costly endeavor. However, new this year to Beyond P!nk, delegates are asked to **pay what they can** for the weekend, ensuring access for individuals of all backgrounds. In order for this structure to be executable, our team's goal is to raise sufficient funds to cover the basic costs of the weekend – and are reaching out to the community for this support.



**message from the team** as we were in the preparatory stages of designing Beyond P!nk we realized that while women have come a long way in business, something is still stopping them from becoming top paid executives (as seen in the Vancouver Sun article: "It's a man's world"). Over many lattes we brainstormed what exactly it was that was stopping women in business from achieving the esteemed status of being a top paid executive. It was then that we realized that perhaps young women in business have all of the same skills as men in business but are just less able to brand and sell themselves as effectively. We are hoping that the delegates of Beyond P!nk will grow individually to find their own strengths, recognize them and share them with others creating their own brands that will hopefully enable them to have more impact on the community at large.



## conference itinerary

date | november 19<sup>th</sup> & 20<sup>th</sup> 2010

venue | the four seasons hotel

city | downtown vancouver

theme | make your brand, leave your mark



### day 1 make your brand

12:30pm registration & networking  
1:30pm welcome & keynote #1  
3pm speaker session #1  
4pm speaker session #2  
5pm tradeshow  
8pm mentor dinner  
10pm night event

### day 2 leave your mark

9am power couple panel & brunch  
12pm case competition  
2:30pm speaker session #3  
3:30pm speaker session #4  
4:30pm break  
6pm silent auction  
7pm keynote #2 & 3 + gala



## how can I get involved?



### premier partner | co-presenting opportunity @ \$10,000 total

*gain conference-long access to all of our delegates, speakers and mentors at this top-tier partnership level*

- speaking opportunity [3 minutes] to address the collective audience at the welcome session and closing gala dinner
- weekend-long exposure to delegates
- marketing exposure on conference materials, website, delegate communication & delegate bag takeaways for attendees
- company logo on all name tags worn by delegates



### event partner | 4 opportunities @ \$4,000 each

*all events include interaction time with hundreds of delegates & speakers and marketing exposure – including conference materials, website, delegate communication & delegate bag takeaways for attendees to use during the weekend*

1. tradeshow | a creative twist on the tradeshow concept, encouraging successful entrepreneurs to share their personal stories with delegates
  - speaking opportunity [1 minute] to announce the opening of the event
  - featured booth at tradeshow event with an opportunity to distribute promotional material
2. mentor dinner | a group mentoring environment is the ideal setting for a night of sharing, advice & inspiration
  - speaking opportunity [1 minute] to welcome delegates
  - company logo on the centerpiece of all tables
3. power couple brunch | a unique spin on a keynote presentation - hosted by a successful power couple to share their secrets
  - speaking opportunity [1 minute] to introduce the mentors
  - company banner in event room
4. case competition | delegates are broken into smaller teams to tackle a case and present to the group at large
  - speaking opportunity [1 minute] to introduce recipients of awards
  - company banner in case presentation rooms



**speaker partner | 4 opportunities @ \$2,000 each**

*delegates select four breakout speaker sessions to attend - a smaller audience will allow for more interactive conversation on targeted topics*

- speaking opportunity [1 minute] to introduce presenters
- company banner in each break-out room
- marketing exposure on conference materials, website, delegate communication & delegate bag takeaways for attendees



**in-kind partner | unlimited opportunities**

*support Beyond P!nk through alternative means such as micro-sponsorship of delegates, speaker and delegate gifts, silent auction items, food, wine, venues or more. benefits to be distributed corresponding to value contributed.*

	<b>premier partner 2 opportunities</b>	<b>event partner 4 opportunities</b>	<b>speaker partner 4 opportunities</b>
<b>investment</b>	\$6,000	\$4,000	\$2,000
<b>event duration</b>	5 hours	2 hours	1 hour
event exposure			
<b>welcome keynote &amp; gala dinner</b>	*		
<b>one of:</b>			
- tradeshow		*	
- mentor dinner		*	
- <b>power couple panel brunch</b>		*	
- <b>case competition</b>		*	
<b>speaker sessions</b>			*
<b>banner displays</b>	*	*	*
<b>speaking opportunity</b>	*	*	*
<b>conference invitations to sponsored event</b>	2	2	2
<b>conference-long exposure</b>	*		
<b>tradeshow booth</b>		*	
corporate logo inclusion on:			
<b>all promotional materials</b>	*	*	*
<b>delegate communication</b>	*	*	*
<b>conference website</b>	*	*	*
<b>delegate bag items</b>	*	*	*
<b>delegate name tags</b>	*		



**thank you** We are confident that you will find an opportunity to directly connect with this esteemed group of young women as we inspire and empower them to become leaders in their life, community and careers. We look forward to working with you to build a strong partnership to support the development of young women in business. To discuss further opportunities please contact Katie Goodrich @ 778.829.7581 or [katiegoodrich@ywib.ca](mailto:katiegoodrich@ywib.ca).