



Be Bold for Change

ATHENA® Leadership Awards & Symposium



ATHENA
INTERNATIONAL



BPW Saskatoon

Business and Professional Women of Saskatoon Inc.

Supporting,
Honouring
& Developing
Women Leaders

The 2017 Be Bold for Change – ATHENA® Leadership Awards & Symposium is based on the ATHENA® Leadership Model. This model identifies eight distinct attributes that are reflective of women’s contributions to leadership: living authentically, learning constantly, advocating fiercely, acting courageously, fostering collaboration, building relationships, giving back and celebrating. These personal traits when combined with the strongest aspects of traditional leadership – taking risks, assertiveness, hard work – prepare women to be successful leaders in the 21st century. We know the value of emerging and transformative styles of leadership that are closely tied to the intuitive strengths that women bring to leadership. The ATHENA® Leadership Model encourages women to achieve their full leadership potential.

This year’s event will take place November 7th, 2017 at the Sheraton Cavalier. Our full day symposium will consist of two workshops, a panel discussion showcasing business women and entrepreneurs from Saskatoon, and our Leadership Luncheon where the ATHENA® Leadership Awards will be presented.

Our morning workshop will be facilitated by Shelley Keyes from SK Transitions (www.sktransitions.ca) & our afternoon workshop will be facilitated by Jami Young (www.jamiyoung.com).

Our Be Bold for Change panel discussion will feature women from organizations such as Saskatoon Women’s Network, Women Entrepreneurs of Saskatchewan and Business and Professional Women of Saskatoon.

The ATHENA® Leadership Awards Luncheon will be emceed by Shawna Nelson, 2016 ATHENA® Leadership Award Recipient and feature our Keynote Speaker, Andrea Conner.

With your sponsorship, you will be recognizing the importance of women leaders in our community as well as celebrating their accomplishments. On behalf of Business and Professional Women of Saskatoon and the ATHENA® Organizing Committee, I would like to thank you for your consideration.

Lucienne Van Langen

ATHENA® Organizing Committee Chair



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Andrea Conner

President

ATHENA International

Andrea Conner is a change agent and strategic relationship builder. Through her success in global leadership roles spanning four countries, she promotes corporate social responsibility, leadership development, and gender equity.

As President of ATHENA International, Andrea leads the organization in its mission to support, develop and honor women leaders. In doing so, she brings an international approach and global awareness of the challenges facing women's educational and equal opportunity advancement.

A servant to the global community, Andrea serves on the Board of the Sias International University Foundation that supports a private post-secondary school in rural China, and is a Governing Body Board Member for the Raleigh Chapter of the US National Committee for UN Women. She is a consultant for the World Academy for the Future of Women and previously worked on assignment for United Nations Women-Beijing.

Andrea holds a master's degree in Global Leadership from Duquesne University and a bachelor's degree in economics and business from Edinboro University.

Currently residing in North Carolina, Andrea advocates fiercely for issues important to the advancement of the world's women and global citizenship.



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Athena Platinum Sponsorship

\$5000

Exclusive opportunity, one available. This sponsorship opportunity includes recognition at the Be Bold for Change ATHENA® Leadership Awards & Symposium featuring keynote speaker Andrea Connor.

Benefits of Sponsorship:

- Company name and logo prominently featured in advertising. This would include, but is not limited to: At least 1 SaskExpress print advertisement, 10 Social Media posts, Logo on the BPW Saskatoon Website announcing Platinum Level Sponsorship leading up to the Be Bold for Change ATHENA® Leadership Awards & Symposium, throughout the day, and all post-event print advertisement.
- Company name and logo featured on the BPW Saskatoon website for 6 months, 2 months prior to the event and 4 months post event
- Verbal recognition throughout the Symposium
- Company name, logo, and full-page advertisement in event program
- Speaking opportunity (up to five minutes) at the Symposium to introduce keynote speaker
- Two full-day complimentary registrations to the Be Bold for Change ATHENA® Leadership Awards & Symposium November 7th, 2017 (valued at \$300.00, attendees must pre-register)
- Preferred pricing for up to 6 additional attendees at the ATHENA® Awards luncheon only (\$40.00 ticket)
- Opportunity to setup a banner and/or table at the Symposium for business profile awareness
- Sponsorship confirmation deadline is August 31st, 2017



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Athena Gold Sponsorship

\$3500

Three opportunities available. This sponsorship opportunity includes recognition at the Be Bold for Change ATHENA® Leadership Awards & Symposium through choice of one of the following:

- Workshop Sponsorship (2)
- Panel Discussion Sponsorship (1)

Benefits of Sponsorship:

- Company name and logo featured in all advertising. This would include, but is not limited to: At least 1 SaskExpress print advertisement, 10 Social Media posts, Logo on the BPW Saskatoon Website announcing Platinum Level Sponsorship leading up to the Be Bold for Change ATHENA® Leadership Awards & Symposium, throughout the day, and all post-event print advertisement.
- Company name and logo featured on the BPW Saskatoon website for 4 months, 2 months prior to the event and 2 months post event
- Verbal recognition throughout the Symposium
- Company name, logo, and half-page advertisement in event program
- One full-day complimentary registration to the Be Bold for Change ATHENA® Leadership Awards & Symposium (valued at \$150.00, attendee must pre-register)
- Preferred pricing for up to 7 additional attendees at the ATHENA® Awards luncheon only (\$40.00 ticket)
- Opportunity to setup a banner and/or table at the Symposium for business profile awareness
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Athena Silver Sponsorship

\$1500

Four opportunities available. This sponsorship opportunity includes recognition at the Be Bold for Change ATHENA® Leadership Awards & Symposium through choice of one of the following:

- Morning Nutrition Break Sponsor
- Afternoon Nutrition Break Sponsor
- All Day Coffee Sponsor
- All Day Tea/Iced Tea Sponsor

Benefits of Sponsorship:

- Company name and logo featured at the appropriate sponsored break
- Company name and logo featured on the BPW Saskatoon website for 2 months, one month prior to the event and one month post event
- Verbal recognition throughout the Symposium
- Company name, logo, and quarter-page advertisement in event program
- One full-day complimentary registration to the Be Bold for Change ATHENA® Leadership Awards & Symposium (valued at \$150.00, attendee must pre-register)
- Preferred pricing for up to 5 additional attendees at the ATHENA® Awards luncheon only (\$40.00 ticket)
- Sponsorship confirmation deadline is August 31st, 2017



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Friends of Athena Sponsorship

\$750

Show your support for the Be Bold for Change ATHENA® Leadership Awards Luncheon through a 'Friends' Sponsorship! Unlimited opportunities.

Benefits of Sponsorship:

- Verbal recognition at the ATHENA® Awards Luncheon
- Company name, logo, and eighth page advertisement
- One full-day complimentary registration to the Be Bold for Change ATHENA® Leadership Awards & Symposium (valued at \$150.00, attendee must pre-register)
- Sponsorship confirmation deadline is August 31st, 2017



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Athena Awards Sponsorship

\$2000

Two opportunities for the Athena Sponsorship and Two opportunities for the Young Athena Sponsorship. This sponsorship opportunity includes recognition at the ATHENA® Awards Luncheon on November 7th, 2017.

Benefits of Sponsorship:

- Company name and logo featured at the ATHENA® Awards Luncheon
- Company name and logo featured on the ATHENA® Award webpages on the BPW Saskatoon website for 6 months if choosing a single year sponsorship term, 14 months if your business chooses a 2 year sponsorship term.
- Verbal recognition throughout the luncheon
- Company name, logo, and half-page advertisement in event program
- One full-day complimentary registration to the Be Bold for Change ATHENA® Leadership Awards & Symposium (valued at \$150.00, attendee must pre-register)
- Preferred pricing for up to 5 additional attendees at the ATHENA® Awards luncheon only (\$40 ticket)
- Opportunity to present applicable ATHENA® Award to the Award recipient
- Opportunity to set-up banner at luncheon. Placement is at Athena Committee discretion we cannot guarantee stage presence
- Sponsorship confirmation deadline is August 31st, 2017



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Contact

To confirm your sponsorship or for additional information, please contact:

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