



MARCH 12, 2025

LEADERS WHO CHANGE THE CONVERSATION

SPONSORSHIP PACKAGE





OVERVIEW OF THE DAY

9 - 9:30 a.m.	CHECK IN & REGISTRATION & BREAKFAST
9:30 - 9:35 a.m.	DR. DENA MCMARTIN VICE PRESIDENT RESEARCH WELCOME AND INTRODUCTIONS
9:35 - 9:40 a.m.	ELDER STAAH'TSI'NAIMS'SKAA'KI (THUNDER PIPE WOMAN UNDER THE SKY), CATHARINE HUNT ELDER PRAYER AND BLESSING
9:45 - 9:50 a.m.	DR. DIGVIR JAYAS PRESIDENT AND VICE CHANCELLOR GREETINGS ON BEHALF OF THE UNIVERSITY OF LETHBRIDGE
10 - 11 a.m.	OPENING KEYNOTE DR. JEN GUNTER "WE DON'T TALK ABOUT THAT"- REFRAMING THE CONVERSATION AROUND MENOPAUSE
11 - 11:15 a.m.	MORNING NETWORKING BREAK
11:15 - 11:30 a.m.	MUSICAL PERFORMANCE – UNIVERSITY SINGERS
11:30 a.m. - Noon	BOOK SIGNING
Noon - 1 p.m.	LUNCH AND NETWORKING EVENT
1 p.m. - 2:15 p.m.	LETHBRIDGE LEADERS/CHANGE MAKERS – ARTS, EDUCATION AND SPORTS MODERATOR – DR. MICHELLE HELSTEIN – PROVOST & VICE PRESIDENT ACADEMIC
2:15 p.m. - 2:30 p.m.	NETWORKING BREAK
2:30 - 3:30 p.m.	CLOSING KEYNOTE DR. RANJANA SHARMA- CHIEF SCIENTIST CHANGING THE CONVERSATION ABOUT WOMEN AND GENDER-DIVERSE INDIVIDUALS IN THE SCIENCE FIELDS
3:30 p.m.	MARTHA MATHURIN-MOE – VICE PROVOST EDI THANK YOU – NEXT YEAR'S KEYNOTE ANNOUNCEMENT

ABOUT THE CONFERENCE

The University of Lethbridge International Women's Day Leadership Conference is an intentional space for empowerment, innovation, and knowledge-sharing, providing greater access to the Lethbridge community. This annual one-day celebration of success and solidarity is pivotal in bringing together a diverse audience to learn from world class leaders, researchers, scholars, and creatives who will inspire and uplift the change leaders of tomorrow. In 2024, our conference featured Manjit Minhas, CEO of Minhas Breweries, Distillery and Winery and co-star of the CBC Dragons' Den, and Lori Campbell, Associate Vice President, Indigenous Engagement from the University of Regina, as well as a panel of impressive Lethbridge Leaders. This event quickly sold out, leading to our decision to expand capacity in 2025!



Lori Campbell (pictured above), Associate Vice President Indigenous Engagement, University of Regina



Are you ready to be **Uplifted, Challenged and Inspired?**

The University of Lethbridge International Women's Day Leadership Conference promises you an unforgettable experience. As a reputable comprehensive academic institution, the University of Lethbridge brings together talented scholars, students and staff from around the globe. Our University is ranked #6 for best undergraduate programs where all our students experience first-hand world class education in smaller, interactive and innovative classrooms. Located on the traditional lands of the Blackfoot Confederacy, we work alongside Indigenous communities to respond in meaningful ways to the Truth and Reconciliation Commission's 94 Calls to Action. We strive to live up to the deep responsibility of having our Blackfoot Name "Iniskim," meaning Sacred Buffalo Stone. At ULethbridge, we are committed to being a strong partner and collaborator for the community, of which we are an essential part of, and we endeavour to serve it well by honouring our past, present and future.



Manjit Manhas (pictured above), Co-founder & CEO at Minhas Breweries, Distilleries and Wineries. Dragon on CBC Dragons' Den (10 yrs!). Philanthropist. Board Member. Honorary Lieutenant Colonel.

Our Speakers

Change Makers in Health and Science



Dr. Jen Gunter

OBSTETRICIAN AND GYNECOLOGIST,
BESTSELLING AUTHOR

Dr. Gunter will speak about an area of women's health that continues to be under-researched and discussed in the medical field: Menopause. Dr. Gunter's presentation will share deep research and insights into why this work is so critical today.

Dr. Jen Gunter is an internationally bestselling author, obstetrician and gynecologist with more than three decades of experience as a vulvar and vaginal diseases expert. Her bestselling books, *The Vagina Bible* and *The Menopause Manifesto*, have been translated into 25 languages. She has a blog called The Vajenda, is the host of Jenspaining, a CBC/Amazon Prime video series that highlights the impact of medical misinformation on women, and is the recipient of the 2020 Media Award from The Menopause Society. Her TED Talk, "Why Can't We Talk About Periods?" was the third most viewed TED Talk of 2020, leading to the launch of her popular podcast on the TED Audio Collective, "Body Stuff with Dr. Jen Gunter." She can be found online at www.thevajenda.com



Dr. Ranjana Sharma

CHIEF SCIENTIST, NATURAL RESOURCES CANADA

Dr. Sharma will speak to the importance of Women in Science and share their insights and knowledge on new ways of engaging women within the science fields.

As Chief Scientist, Dr. Ranjana Sharma is the senior-most scientific authority in Natural Resources Canada (NRCan), accountable for providing corporate science leadership, oversight and strategic policy advice on all aspects of cross-cutting science priorities, policies, capacity and management. She leads the Office of the Chief Scientist in its role of advancing science policy by leading on the development of horizontal policies and implementing related systems and tools, and facilitating evidence-based decision-making by coordinating NRCan science advice, including for impact assessments.

Lethbridge Leaders Panel

We are also thrilled to highlight a diverse and impressive Lethbridge panel of change makers in sports, education, arts and key community builders.

The Lethbridge Leaders panel will include:



Kacie Bosch (BA '20)

CANADIAN 3X3
BASKETBALL OLYMPIAN

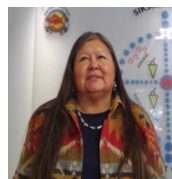
ULethbridge alumna Kacie Bosch (BA '20) has made a remarkable impact on Canada's 3x3 basketball scene since 2021. A key player in consecutive FIBA 3x3 Women's Series titles (2022, 2023), she earned a silver medal at the 2022 FIBA 3x3 World Cup and helped Canada qualify for the Paris 2024 Olympics. Bosch also claimed medals at the FIBA 3x3 AmeriCup, including gold (2022) and two bronzes (2021, 2023). A former NCAA Sweet Sixteen competitor with Gonzaga and Pronghorns standout, she returned to ULethbridge in 2023 as an assistant coach, working alongside national teammate Paige Crozon.



Paige Crozon

CANADIAN 3X3
BASKETBALL OLYMPIAN

Paige Crozon, the world's top-ranked 3x3 basketball player, has won two World Championships, a 2022 World Cup silver medal, and 16 Professional Series stops. As part of Canada's first Olympic-qualifying team, she's elevated the country's global 3x3 profile. Off the court, she manages the Living Skies Indigenous Basketball League, providing cost-free basketball programs to underserved communities. Crozon also serves as Assistant Coach for the ULethbridge Women's Basketball Team. A University of Utah alumna with degrees in Business Management, Health Education, and an MBA, Crozon balances her career and single motherhood, inspiring change through sport and youth empowerment.



Dr. Genevieve Fox

EDUCATION DIRECTOR,
BLACKFOOT
CONFEDERACY COUNCIL

Staahtsisttayaaki Dr. Genevieve A. Fox (B.Ed., M.A., Ed.D.) from Kainai - Blood Tribe has been involved with the ethos of Indigenous education in administration, teaching and curriculum development. She has taught from the K-12 to post-secondary education and worked with national, provincial and Indigenous organizations to help change the reality of Niitsitapi. She is the Education Director of the Siksikaitsitapi Blackfoot Confederacy Tribal Council.



Su Ying Strang

EXECUTIVE DIRECTOR
SAAG

Su Ying Strang (she/her) is a cultural worker based in Sikóóhkotok (Lethbridge, Alberta), on the traditional territories of the Siksikaitsitapi (Blackfoot Confederacy). Since January 2022, she has served as Executive Director of the Southern Alberta Art Gallery Maansiksikaitsitapiitsinikssin. Active in Alberta's arts sector since 2010, Strang previously led The New Gallery in Mohkínstsis (Calgary) for nearly a decade. A 2006 alumna of the Alberta University of the Arts, she focuses on artist stewardship, accessible programming, and community-driven leadership. Her work embodies a people-centred ethos, strengthening arts organizations and fostering meaningful connections through cultural advocacy and engagement.



Simarjit Bains

VP OF MANUFACTURING
TRIPLE M HOUSING

Simarjit (Sim) Bains oversees design, safety, quality, production, and warranty for 400 employees. Born in Quesnel, BC, to Indian immigrant parents, she earned a BSc in Wood Products Processing with a Commerce minor from UBC. Bains began her career with Weyerhaeuser before transitioning to modular housing, taking on progressive leadership roles. She played a key role in Triple M's 2023 sale to ATCO. A dedicated community advocate, Bains volunteers with Lethbridge Family Services, co-chairs the Lethbridge Manufacturing Association, and serves on the Canadian Home Builders Association's Modular Construction Council.



Our Venue

We are excited to welcome up to 250 guests for this year's conference in our state-of-the-art Science Commons building. This \$280-million science facility opened its doors to the public in 2019. The Science Commons building is home to our Chemistry & Biochemistry, Biological Sciences, Neuroscience, Physics, Astronomy and Psychology departments.

This facility was built to bring together the best and brightest minds and has allowed our students to work alongside internationally recognized researchers to tackle complex questions. The science-on-display encourages interdisciplinary work between students, faculty, and departments and allows the University to create spaces for community engagement.

Our Audience

We are proud to host this year's conference as an all-inclusive event. We welcome women and gender-diverse individuals and male allies and sponsors who support and promote the advancement of women leaders, scholars, staff and students within their organization and community.

This Conference may appeal to you if you are:



This is who your Brand will reach in partnering with the University of Lethbridge.

Past Attendees

The conference attracted women, men and gender-diverse individuals of various ages, backgrounds, experiences and careers as well as organizations, both local and from the broader Alberta context.

Our Impact

The 2024 Conference was a high visibility event, shared widely through earned, owned and paid media channels. This resulted in a sold-out event of 190 participants in less than one month from the ticket sales launch. Our strategy resulted in seven news articles/videos by local media outlets, with some stories appearing in national publications.

Tactics to promote the event included:



1

UWeekly (internal employee e-newsletter)

- Approximately 2,800 recipients

2

ULethbridge Connect (weekly student e-newsletter)

- Approximately 8,000 recipients

3

Aperture (ULethbridge alumni e-newsletter)

- Approximately 25,000 recipients

4

Social Media Channels (organic and sponsored posts with a total reach of 41,218)

- Facebook: 31K followers
- Instagram: 17.4K followers
- LinkedIn: 45K followers

5

Campus-wide Digital Signage

6

University Drive Superboard Sign (high visibility traffic area)

7

ULethbridge website (Average views per month: 98,321)



Our **Opportunity**

The University of Lethbridge is seeking conference partners whose missions align with inspiring, growing and contributing to the Southern Alberta community. We need organizations and individuals who are committed to building future leaders and change makers that contribute to making our city and communities better and stronger together. This event is a great opportunity to listen, learn and celebrate the stories and experiences of women and gender-diverse individuals who continue to change the conversation around leadership, science, medicine, creative arts, entrepreneurship and academia and offer new ways of thinking through critical issues. We want to partner with organizations that are committed to giving back and serving our Lethbridge community in tangible and meaningful ways.

Sponsorship Levels

The University of Lethbridge seeks to build ongoing relationships and partnerships to elevate this event and highlight the impact of corporate philanthropy within our community. If this aligns with your strategic vision, we would love to partner with you. These exclusive opportunities are available until January 31, 2025. We are happy to provide the following IWD Leadership Conference sponsorship opportunities:

Presenting sponsors

TWO
AVAILABLE

Lunch Break sponsor

ONE
AVAILABLE

Corporate table sponsors

FIVE
AVAILABLE

Networking Break sponsors

TWO
AVAILABLE



In addition, we have the following sponsor opportunity, which will allow ULethbridge students to attend the event at no cost:

Sponsor a student

(UNLIMITED NUMBER AVAILABLE – UP TO SIX STUDENTS PER TABLE)

2025 Presenting Sponsor

\$6,000 PER YEAR

The University of Lethbridge is seeking a presenting sponsor for the International Women's Day Leadership Conference. **As Presenting Sponsor, your package will include hosting one of the key note speakers at your table.**



- Welcome and thank you email to participants
- 3-minute speaking opportunity at the opening of the event
- Three (3) VIP tables of six (6) with premium seating placement
- Your organizational logo will be included on all promotional materials, including conference tote bag, select event swag
- Verbal recognition by the Master of Ceremonies during the opening remarks
- Premium signage recognition (high visibility) on your tables
- Company name and logo featured in promotional videos and social media event promotion (tag or link to social media account or website)
- Logo and prominent recognition in PowerPoint presentation running in advance of the event and during Networking break
- Logo and prominent recognition in the event program
- Logo and prominent recognition on the event webpage
- First right of refusal in 2026

SPONSORSHIP BENEFITS

Lunch Break Sponsor

\$3,500



- One (1) VIP table of six (6) with premium seating placement
- Table host for event speaker
- Verbal recognition by the Master of Ceremonies during the lunch break
- Premium signage recognition (high visibility) at your table
- Logo and prominent recognition in PowerPoint presentation running in advance of the event and during Networking break
- Logo and prominent recognition in the event program
- Logo and prominent recognition on the event webpage
- First right of refusal in 2026

Corporate Table Sponsor

\$3,000



- One (1) VIP table of six (6) with premium seating placement
- Table host for one Lethbridge Leaders panel speaker
- Verbal recognition by the Master of Ceremonies during the opening of the event
- Premium signage recognition (high visibility) at your table
- Logo and prominent recognition in PowerPoint presentation running in advance of the event and during Networking break
- Logo and prominent recognition in the event program
- Logo and prominent recognition on the event webpage

Leadership Panel Sponsor

\$2,500



- Four (4) VIP tickets, with seating at table with event speaker and close seating to the stage
- Logo and recognition in the event program
- Verbal recognition by the Master of Ceremonies at the beginning of the Leadership panel
- First right of refusal in 2026

SPONSORSHIP BENEFITS

Morning Networking Break Sponsor \$1,500

- Two (2) VIP tickets placed at table with event speaker and close seating to the stage
- Booth/hosting area at event to promote organization
- Recognition in the event program
- Verbal recognition by the Master of Ceremonies during the Networking Break
- First right of refusal in 2026

Afternoon Networking Break Sponsor \$1,500

- Two (2) VIP tickets placed at table with event speaker and close seating to stage
- Booth/hosting area at event to promote organization
- Recognition in the event program
- Verbal recognition by the Master of Ceremonies during the Networking Break
- First right of refusal in 2026

Student Sponsor \$1,200

- Four (4) VIP tickets, with seating at table with event speaker and close seating to the stage
- Logo and recognition in the event program
- Verbal recognition by the Master of Ceremonies at the beginning of the Leadership panel
- First right of refusal in 2026

Community Sponsor \$1,000

- Mention and recognition at the event

To discuss these sponsorship opportunities, please reach out to Mac Nichol at the University of Lethbridge.

Mac Nichol

Philanthropy Advisor, External Relations
403-329-5280 | m.nichol@uleth.ca

INSPIRE & UPLIFT

University of
Lethbridge

