

SPONSORSHIP
BOOKLET

ANNUAL
RECOGNITION

GALA



PALAIS DES CONGRÈS DE MONTRÉAL
SEPTEMBER 26, 2023

PRESENTED
BY



WOMENINGOVERNANCE.ORG

CO-
CHAIR
ED
BY

BOMBARDIER

CNESST

PARITY
CERTIFICATION
PARTNERS

accenture

Mercer

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ANNUAL
PARTNERS

 **AIR CANADA**

 **Ivanhoe
Cambridge**

**LA
PRESSE**

**THE
GLOBE
AND
MAIL**

HONORARY CO-PRESIDENTS



Manuelle Oudar is President and CEO of the Commission for Standards, Equity, Health and Safety at Work (CNESST), a proactive organization with nearly 5,000 people present throughout Quebec. She is also chair of the board of directors of the Institute for Occupational Health and Safety Research, a member of the board of governors of the Institut de gestion financière du Québec and chair of the board of directors of the Association des femmes in finance.

A lawyer and mediator accredited by the Barreau du Québec, she also holds a permit from the Ordre des administrateurs agréés du Québec (Adm. A.), the Ordre des CRHA and Certified Corporate Director (ASC). Manuelle Oudar has worked in the Quebec public service for more than 30 years, having evolved in various departments as Director of Legal Affairs, Associate Deputy Minister and Deputy Minister.

MANUELLE OUDAR

President and Chief Executive Officer, CNESST

In office since January 2016, she oversaw the merger of the three commissions that today make up the CNESST, the single gateway to work, a success for Quebec society and which received the Prix des Nations in 2022. United for Public Service. This prize rewards the actions of the CNESST in favor of gender equality, economic justice, equity, the empowerment of women, the reduction of inequalities and wage gaps.

Manuelle Oudar's exceptional achievements and career have been highlighted by the honors she has earned on more than one occasion: she received the Leadership award from the Association des femmes en finance du Québec (AFFQ), and named one of the Top 100 Most Powerful Women in Canada by the Women's Executive Network (WXN). The Institut d'administration publique du Québec (IAPQ) also awarded the Prix d'excellence de l'administration publique du Québec for the creation of the CNESST, a success for the benefit of the public sector and Québec society.



ÉRIC MARTEL

President and Chief Executive Officer, Bombardier

Éric Martel was appointed President and Chief Executive Officer, Bombardier in the spring of 2020. Since then, he has been a driving force behind Bombardier's successful repositioning as a company purely focused on business aviation. Under his leadership, Bombardier is evolving its industry-leading portfolio of business jets and expanding its service footprint around the world while delivering strong financial results. He is deeply committed to the company's Environmental, Social and Governance strategy, notably its goals of increasing diversity and the number of women in management positions, and shaping a more sustainable future for business aviation. Mr. Martel is also a member of Bombardier's Board of Directors.

Prior to his appointment, he was President and Chief Executive Officer of Hydro-Québec since July 2015. From 2002 until 2015, he held positions of increasing responsibility within Bombardier, including President of Bombardier Business Aircraft, President of Bombardier Aerospace Services, Vice-President and General Manager of the Global and Challenger platforms and he also worked at Bombardier Transportation from 2002 to 2004 as Vice President of Operations for North America. Prior to joining Bombardier, Mr. Martel worked for various other high-profile multinational companies, such as Pratt & Whitney, Rolls Royce, Procter & Gamble and Kraft Foods.

Mr. Martel holds a bachelor's degree in electrical engineering from Laval University and was awarded an honorary doctorate by Concordia University in 2019. He was elected as a Fellow to the Canadian Academy of Engineering in 2022.

Mr. Martel has been actively involved with Centraide of Greater Montreal for over 20 years, and co-chairs the fundraising campaign of the Fondation de l'Institut universitaire en santé mentale de Montréal. He is also a member Board of Directors of the Corporate Angel Network.



ABOUT WOMEN IN GOVERNANCE AND THE PARITY CERTIFICATION

The alarming statistics on the few women in senior management positions or on Boards are what motivated the founding of Women in Governance (WiG) in 2010. The mission of our non-profit organization is to support women in their career advancement and leadership development; with our Parity Certification, we also support organizations working to close the gender gap in the workplace.

Research clearly demonstrates the positive impact of gender parity in upper management and decision-making on their innovation, employee retention, branding and financial performance. Allowing women to progress without glass ceilings or sticky floors is not only in their best interest; it is in the best interest of businesses, the economy, and our society as a whole, particularly in a context of talent shortage.

Things have changed a lot, but not fast enough! According to the World Economic Forum, it will still take about 140 years to reach gender parity. WiG helps change the timeline with its advocacy, dynamic social media, major events featuring prominent speakers, mentoring programs for executive and professional women, a robust governance training program, and the Parity Certification.

A vibrant community working together to achieve gender parity, diversity, and inclusion.

Created in 2017 with the pro bono support of McKinsey & Company, and the first of its kind in North America, the Parity Certification helps organizations increase the representation of women where they have historically been underrepresented, as well as in senior management positions.

Accenture, Mercer, and WTW support the WiG team in the assessment of applications. The robust tool not only evaluates parity at the decision-making level of an organization, but also evaluate the implementation of mechanisms that enable women at all levels to achieve career advancement, creating a pipeline of female talent. Particular attention is also given to intersectionality to ensure that BIPOC, Indigenous, and LGBTQ2S+, as well as women with disabilities are sponsored, supported, and promoted. So far, the Parity Certification has directly impacted over 700,000 employees across Canada and the United States.

Join us and contribute to the advancement of parity, diversity, and inclusion!



PARITY CERTIFICATION

PLATINUM ORGANIZATIONS



BRONZE, SILVER AND GOLD ORGANIZATIONS



SPONSORSHIP PACKAGES

	SOLD 1 organization only PRESENTING SPONSOR 25,000\$	SOLD 2 organizations only HONORARY CO-PRESIDENCY SPONSOR 25,000\$	PLATINUM SPONSOR 20,000\$	GOLD SPONSOR 15,000\$	SILVER SPONSOR 10,000\$
RECOGNITION BEFORE AND AFTER THE GALA					
"Presented by" with your name and/or logo on all communication tools*	★				
"Co-chaired by" with your name and/or logo on all communication tools*		★			
Your name and/or logo featured under the appropriate sponsorship level on all communication tools*			★	★	★
GALA BENEFITS					
Your CEO, Chair or a C-Suite level executive gives an on-stage presentation (up to 3 min.)	★				
Your CEO or Chair joins the evening's discussion panel		★			
Your organization is the exclusive sponsor of either: <ul style="list-style-type: none"> • Cocktail: your logo on the glasses; • Dessert: your logo on the dessert table and napkins; • Photobooth: your roll-up banner next to the photobooth and your logo on the pictures frames. <i>First come, first served! When the three options above are sold, your organization will be offered a double-page ad in the printed Gala program.</i>			★		
Your organization is the exclusive sponsor of either: <ul style="list-style-type: none"> • Silent auction: your logo on the auction's virtual platform; • Coat check: your roll-up banner in the coat check area. <i>First come, first served! When the two options above are sold, your organization will be offered a full-page ad in the printed Gala program.</i>				★	
A double-page ad in the printed Gala program	★	★	★**		
A full-page ad in the printed Gala program				★**	
Your CEO, Chair or a C-Suite level executive is seated at the head table (not transferable)	★	★	★	★	
Your logo is featured on the official Gala poster, program, and video projection	★	★	★	★	★
A word from your CEO in the printed Gala program	★	★			
Your roll-up banner on stage	★	★			
Your roll-up banner at the event			★	★	★

* Communication tools include Women in Governance's website and the Parity Certification microsite, an extensive social media campaign, 10+ mailings, several short videos, etc. Gala promotion starts in February and the post-event campaign lasts until the summer (the detailed communication report can be provided to you upon request.)

** Advertising in the printed Gala program will be offered to Platinum (double-page) or Gold (full-page) sponsors if other recognition opportunities are no longer available.

TICKET INFORMATION



SINGLE SEAT

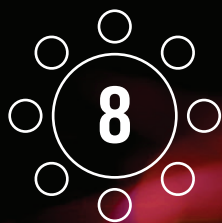
\$650



HALF TABLE (4 SEATS)

\$4,000

Your half table reservation includes your logo on the centerpiece and your organization's name on the corporate tables' floor plan.



FULL TABLE (8 SEATS)

\$6,000

Your full table reservation includes your logo on the centerpiece and your organization's name on the corporate tables' floor plan.

GALA 2023

TORONTO GALA 2023

We look forward to honoring all our Parity certified organizations at the Toronto Gala, presented by the Canadian Bankers Association, on May 9, 2023.

To thank you for your support, we are pleased to extend a 15% rebate on your ticket reservations when registering for both 2023 Gala events.

Please contact Stefanie Bug, Senior Director of Business Development:

stefanie.bug@womeningovernance.org



Register for both Montreal & Toronto Galas and get 15% OFF



2023 Mtl Manuelle Oudar President & CEO CNESTT			2023 Mtl Éric Martel President & CEO Bombardier
2022 Mtl Denis Giangi President Rolls-Royce Canada			2022 Mtl Anik Trudel CEO Lavery
2021 Maria Della Posta President Pratt & Whitney Canada			2021 Marc Parent President & CEO CAE
2019 Mtl Guy Cormier President & CEO Desjardins Group			2019 Mtl Suzanne Bergeron President Sodexo Canada
2018 Mtl Paula Keays President McKesson Canada			2018 Mtl Robert Dumas President & CEO Sun Life Financial Quebec

Thank you to all HONORARY CO-PRESIDENTS



Annual Parity Certification Recognition Galas

2023 TO Dino Bianco CEO Kruger Products			2023 TO Najah Sampson President Pfizer Canada
2022 TO Jaqui Parchment CEO Mercer Canada			2022 TO John McKenzie CEO TMX Group
2020 TO Charles Brindamour CEO Intact Financial Corporation			2020 TO Heather Munroe-Blum Chair of the Board CPPI
2019 TO 2016 Mtl Kathleen Taylor Chair of the Board Royal Bank of Canada			2019 TO Jacques Goulet President Sun Life Financial Canada
2017 Mtl Eric R. La Flèche President & CEO Metro inc.			2017 Mtl Isabelle Marcoux Chair of the Board Transcontinental

GALA 2023

A LOOK AT OUR PAST GALAS

Prestigious events where corporate and political leaders come together to honour Parity certified organizations!




**Discover the
BEST MOMENTS**
Montreal 2022

MAJOR EVENTS AND INFLUENTIAL COMMUNITY

5,000+

attend our events every year

65,000+

subscribe to our newsletter

310,000+

organic reach on our social media in 2022

700,000+

work for Parity certified organizations



BNN
Bloomberg

CBC  Radio-Canada

Global
NEWS

THE
GLOBE
AND
MAIL

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PRESSE

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les affaires

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MONDE

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**WOMEN in
GOVERNANCE**



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