

Fall 2022

young women  
in leadership

# Sponsorship Package



SCHOOL  
OF BUSINESS

# Letter from the President

Dear Potential Partner,

My name is Taylor Kyte and I am a third-year business student at Trinity Western University. This year I have the privilege of leading Young Women in Leadership TWU (YWiL), a club that exists to equip women at TWU with the skills and abilities to excel in their prospective careers.

YWiL recognizes the need within our community to provide support to women, and to meet this need our club facilitates an environment that provides female students with networking opportunities, connections, and community support in developing their leadership abilities.

Being affiliated with the school of business allows us to take some of the practical skills and knowledge taught to business students, and share it with the rest of the student body, regardless of one's area of study. With the goal of cultivating female leaders, YWiL will seek to provide members with personal and career-related skills that will enable them to step into their careers feeling equipped, capable, and inspired to continue their leadership into the workplace. We will achieve this goal through a variety of events throughout the year including networking events, conferences, alumni socials, and workshops.

We are passionate about what we do, and are looking to partner with individuals and companies who share our vision and are equally as passionate. Partnership can come in a variety of forms, whether it be through financial giving, volunteering to speak at an event or workshop, or providing input to our executive team. Regardless of the method, partnership and support from our community is crucial in the development of not only our club, but more importantly our vision and reach. With this being said, we humbly ask you to consider partnering with us in any capacity. The support we have previously received from our community has had an incredible effect on our ability to carry out our goals at TWU and beyond, and for this reason we ask if you could thoughtfully consider partnering with us as we move forward this year. We look forward from hearing from you.

Thank you for considering a partnership with YWiL TWU.

Sincerely,

Taylor Kyte, 2022/2023 President YWiL



Dear Alumni and Friends of Trinity Western University,

I am writing a letter in support of the Young Women in Leadership organization at Trinity Western University (YWiL TWU). The Young Women in Leadership organization is an exemplary representation of a grass roots endeavor to meet an unfulfilled need. The mission of the organization is:

*Cultivating female leaders who push the limits of their future.*

YWiL TWU fulfills a unique need that is not met by any other club or organization on campus. Young women professionals have unique challenges in moving from their academic preparation and compelling dreams to realizing positions of leadership in their desired profession. There are many statistics that support the gap between the number of women in professional positions and the number of women in leadership positions. There are many books and articles that have been written to describe solutions to narrowing this gap. YWiL has created a structure and strategic plan to give practical tools that will build a bridge for young women business professionals to navigate the gap.

YWiL TWU will:

Create a community of like-minded individuals. Membership in this organization will give women collegians who are aspiring to pursue entrepreneurship opportunities or to become leaders in their professions the much-needed support and identity to accomplish their goals. YWiL TWU's vision is to "equip young women to push the limits of the business world" is both inspiring and contagious. There is power in coming together and hearing each other's dreams and visions. The organization will create a supportive community that will continue on well after these collegians have received their degrees.

Connect the community to women business professionals who are making a mark in their respective industries. YWiL TWU has a unique opportunity to connect to many notable female alumni who are truly outstanding in their fields. These notable alumni are committed to creating a mentorship and networking community for TWU women who are coming behind them. YWiL TWU will be able to tap into this wealth of experience and knowledge through networking events and mentorship relationships.

Equip the members of YWiL TWU with leadership, networking and communication skills. These three skills are critical in order to move from an aspiring career dream or entrepreneurial idea into a successful launch of that dream or idea, making the transition from university into professional life.

As the faculty mentor for YWiL TWU, I am placing my full support behind this organization that is student envisioned and student led. Please feel free to contact me if you have any questions about YWiL TWU.

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# Letter from the Faculty

# About YWiL

YWiL exists to equip women at Trinity Western University with the connections and skills to excel in their prospective leadership fields.

In March of 2019 our vision began to take form, as we wanted to create a community of young women who are driven by their passion to make tangible change at TWU and in the external community. Since then, with the support of community members, we have had the privilege of growing as a team and individual leaders.

Our team consists of 15 exceptional young women within the school of business and other faculties. The YWiL TWU team is committed to creating an organization that equips young women to push the limits of the business world.



We see passion, and drive within our network of female students within the TWU community, and we desire to capitalize on that talent by cultivating an organization with honest leadership, networking, and communication skills amongst TWU's female student body. Using the success of notable female alumni from TWU as an inspiration, YWiL TWU encourages women to embrace their strengths and challenge themselves within the business sphere and beyond.



# 2022/2023 Events

*One of the ways YWiL will equip female business students is through our events. This year, we are planning for three events:*

## **Networking Unplugged**

Our first event of the year will take place in November, which will be our networking night. This event will bring together current students, TWU alumni and community business leaders who will capitalize on the opportunity to connect and engage in meaningful conversation and make powerful connections.

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## **International Women's Day Brunch**

This event will take place on March 8th, in light of International Women's Day, and will be a brunch with TWU alumni. The brunch will act as a segway to bridge the gap between current students and TWU alumni and work towards YWiL's long term goal of establishing a co-opprogram.

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## **Bold Conference**

Our main event, Bold Conference, will take place at the Fort Langley Community Hall. Our hope is for the conference to attract speakers and businesses to take part in pouring back into the local young business community. With this event we will be reaching out to various schools and communities with the desire to create a diverse group of attendees, enriching the overall experience for every individual.

# Sponsorship

Our team is passionate about the above events and would love the opportunity to partner with you and your business in our endeavour to make these events come to life. Since this is only the second year that YWiL will have a presence at TWU, we need the assistance of the local community to see our goals come to fruition. With your support we will be able to accomplish our goals and lay a strong foundation for YWiL to build upon in the years to follow.

Why you should partner with YWiL TWU:

- YWiL TWU presents the opportunity to cultivate new talent, network with and recruit from a diverse group of individuals.
- YWiL TWU provides exposure for your company, promoting brand recognition, growth and loyalty throughout our organization.
- YWiL TWU establishes a platform for your company to connect with, share your insights and make an impact among motivated young leaders.

## Our Partnership Commitment

YWiL TWU is always ready and excited to facilitate new ways in which your company can get involved and is committed to providing a sponsorship experience that meets your company's needs. We will work together with you to ensure that your involvement in our organization meets your goals in every way possible.

## Donation Inquiries

If you are interested in donating either your time or financially, please refer to our contact information on Page 8 with any questions or concerns.

# 3 Ways to Sponsor

## Connection and Resource-Based Support

To have a flourishing YWiL organization and to put on our three events, there are many items we need to execute our vision.

- Event Attendee Giveaway Package (giftcards, merchandise, etc)
- YWiL Administrative and Promotional Materials (website, banners, etc)
- Event Materials
  - ◊ Venues
  - ◊ Refreshments (appetizers, coffee, desserts etc.)
  - ◊ Merchandise (notebooks, pens, stickers, etc.)
  - ◊ Decor (flowers, table settings, etc.)
  - ◊ Conference Lunch

## Mentorship & Presenting

Another way to partner with YWiL TWU is through volunteering or by providing contacts that would have the tangible skills to host a workshop or interactive meeting, give a relevant talk at our conference, or have business experience to add to a panel discussion.

## Financial

An important way that sponsors can partner with YWiL TWU is through financial sponsorship. The following table outlines different levels of possible sponsorship.

	Diamond (\$1000+)	Platinum (\$500+)	Gold (\$350+)	Silver (\$150+)	Bronze (<\$150)
Logo on YWiL TWU website and YWiL social media platforms	✓	✓	✓	✓	✓
Company logo in handout (Bold Conference)	✓	✓	✓	✓	
Company logo on slides (Bold Conference)	✓	✓	✓	✓	
Verbal Promotion (All Events)	✓	✓	✓		
Company banner (Bold Conference)	✓	✓			
Company table & Two Tickets (Bold Conference)	✓				

We would love to meet or call regarding any questions you may have or just to get to know you better.  
Thank you for your interest in YWiL TWU.

Contact:

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