



**MAKING CHANGES**  
Advancing futures for women. **TOGETHER.**

# **Powerful You! 2023: (Re)Defining Success**

*Luncheon & Fundraiser*

**Tuesday, May 30, 2023 | 11:00 am - 1:30 pm**  
**Crystal Ballroom, Fairmont Palliser**

## **SPONSORSHIP OPPORTUNITIES**



**DRESS FOR SUCCESS®**  
CALGARY

*Going Places. Going Strong.*



## ***ABOUT POWERFUL YOU! 2023: (Re)Defining Success LUNCHEON***

***Powerful You!*** is a fundraising and community event organized by Making Changes to support the delivery of our programs and to celebrate women.

Geared towards professional women in Calgary, attendees will enjoy a three-course luncheon and panel discussion at the Fairmont Palliser. The panel will feature five exceptional Calgary women.

- MODERATOR – **Karen Judge**, Author, Coach and Founder, A Dose of Happiness
- PANEL MEMBERS
  - **Sue Riddell Rose**, President & CEO, Perpetual Energy
  - **Michelle Cameron Coulter**, Olympic Gold Medalist, Author, CEO of Inspiring Possibilities
  - **Nketti Johnston Taylor**, Executive Director, Calgary Region Immigrant Employment Council (CRIEC)
  - **Chelsea Crowshoe**, Manager, Indigenous Research Services Team, University of Calgary

While a lot has changed due to the COVID-19 pandemic, women's fight for equality in all aspects of life remains. We believe that a woman's success is hers to define. The panel will be a candid conversation about taking your seat at the table, inspiring leadership, and empowering other women along the way.



## OUR VISION

Empowering women to make meaningful contributions to the community.

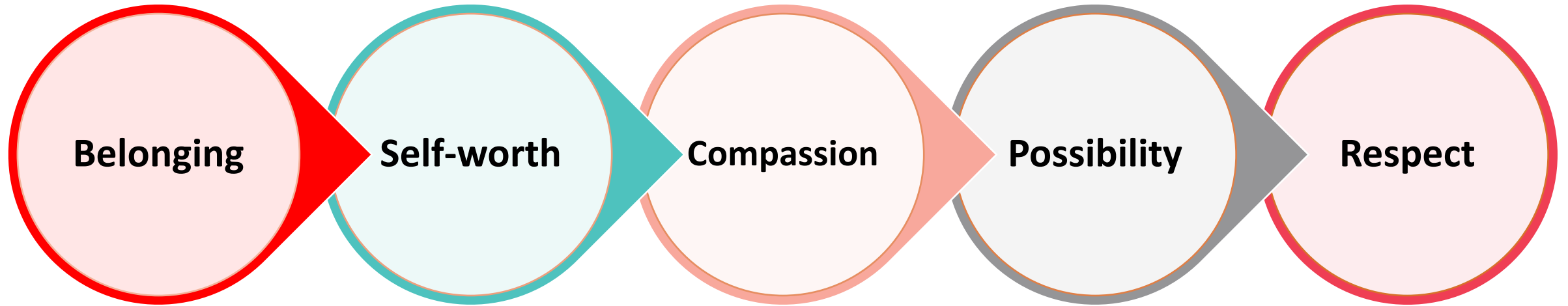
## OUR MISSION

Making Changes is a community of women helping women and their families through life transition by providing them with the skills and resources to support their pursuit of meaningful work and educational opportunities.



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# OUR CORE VALUES



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## OUR PROGRAMS

Making Changes Association is committed to creating an environment of inclusion and welcome ALL who identify as women and teenage girls regardless of age, race/ethnicity, religion, gender identity, sexual orientation or physical ability.

We know that unemployment and underemployment are underlying causes of poverty. When women have the self-confidence and motivation to stay in school and pursue employment, they can become active members of the community both financially and socially. We proudly fulfill our mission by providing 4 core programs that are offered at no cost to our participants.

**See program breakdown on next slide →**

# OUR PROGRAMS

1

## **Dress for Success Calgary** (a division of Making Changes)

- A confidence building, empowerment program.
- One-on-One consultations on professional attire.
- Supports women, facing financial barriers, who want to join the workforce, return to school or volunteer.
- Women are given gently used clothing and accessories to help them look and feel their best.
- Women are invited to attend the monthly Professional Women's Group Zoom sessions

2

## **Employment and Life Skills Program**

- Supports immigrant women plan and prepare for their future in Canada.
- Builds confidence and skills in career planning, communication and Canadian workplace culture.
- Focuses on helping women establish meaningful careers and lives in their new community.

3

## **Women in Technology Program**

- Designed to support immigrant and Indigenous women launch their careers in the growing tech industry.
- 6-month program provides technical Full Stack Web-Development and Employment Power Skills training.
- Practicum work experience in the Information and Technology sector.
- Focuses on increasing women's economic security and participation in the labour market and to increase women in leadership.

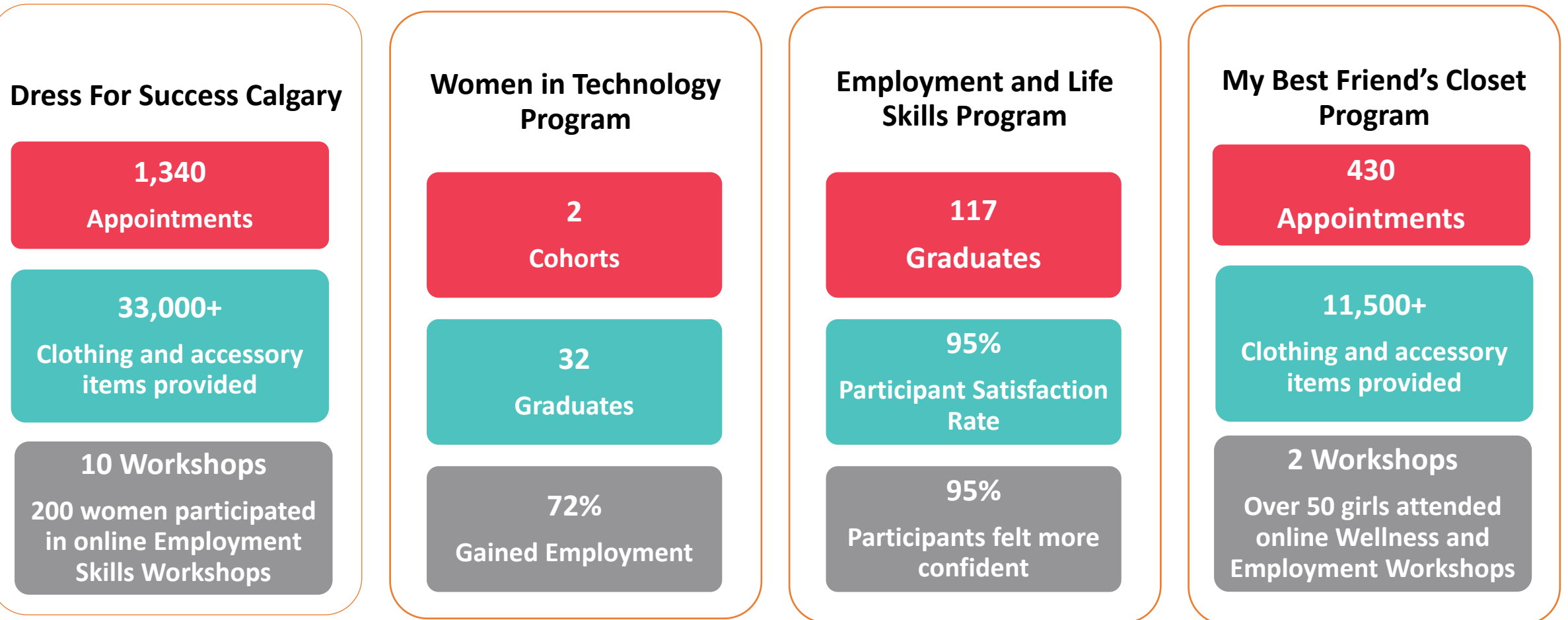
4

## **My Best Friend's Closet**

- A youth empowerment program for girls 12-18 from low-income households.
- Provides one-on-one consultation and clothing/accessories to meet their school, employment, and recreational needs.
- Provides valuable leadership and personal development opportunities to young women in the community, who volunteer in the program and act as peers or near-peers to the girls they support.

# OUR ANNUAL COMMUNITY IMPACT\*

Our programs promote leadership, belonging, and confidence and encourage our participants and volunteers to be active in the community. Participants gain the resources they need to build a successful future for themselves and their families, accessing the workforce and furthering their education.



*\*Statistics from our 2021-2022 Fiscal year and 2022 Calendar year*



## **Presenting/Title Sponsor**

### **\$15,000 (1 Available)**

- Naming Rights of the event for the day of the event, e.g., Powerful You presented by ABC Corporation.
- Visible logo placement on all event collateral.
- Speaking opportunity at event on behalf of the brand.
- 10 complimentary tickets to attend event.
- Presenting sponsorship recognition on website features and pages.
- Presenting sponsorship recognition on social media features, ads and content series.
- Website/webpage advertising – Including a link to the sponsor’s website/applicable web page and social media posts for promotion.
- Ability to include a specific survey question in post-event email to attendees.
- Verbal recognition throughout the event.



# Diamond Sponsor

**\$5,000**

- Visible logo placement on all event collateral.
- Four (4) complimentary tickets to attend the event (to use for staff, clients, etc.).
- Mention of sponsorship on website features and pages, including logo.
- Mention of sponsorship on social media features, ads and content series – rotating ad placement of sponsor logo.
- Website/webpage advertising, including a link to the sponsor's website/applicable web page and social media posts for promotion.
- Verbal recognition throughout the event.





## Platinum Sponsor

**\$2,500**

- Visible logo placement on all event collateral.
- Mention of sponsorship on website features and pages, including logo.
- Two (2) complimentary tickets to attend the event (to use for staff, clients, etc.).
- Website/webpage advertising– Including a link to the sponsor’s website/applicable web page.
- Verbal recognition throughout the event.



## **Gold Sponsor**

**\$500 - \$1,000**

- Mention of sponsorship on website features and pages.
- Website/webpage advertising.
- Vocal recognition during the opening and closing of the event.

# SPONSORSHIP OPPORTUNITIES

Sponsorship Package Details	Presenting/ Title Sponsor \$15,000	Diamond Sponsor \$5,000	Platinum Sponsor \$2,500	Gold Sponsor \$1,000
Company name integrated with event promotion. Making Changes Powerful You presented by_____	✓	-	-	-
Verbal recognition during the event	✓	✓	✓	-
Logo placement on event collateral	✓	✓	✓	-
Logo/name on event print materials	✓	✓	✓	-
Logo and link to your website on Powerful You event website	✓	✓	✓	✓
Inclusion on social media	✓	✓	✓	✓
Event tickets	10 Tickets	4 Tickets	2 Tickets	-



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***Making Changes Association***

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