

# WORTH

## LEADERSHIP SUMMIT

### 2024



# Who We Are

WORTH Association is the first and only non-profit society in BC focusing on advancing women of recreation, tourism, and hospitality. Our mission is to educate, elevate, and empower for more equitable industries.

## Summit 2024

For the first time in Western Canada, women identifying leaders and their allies in recreation, tourism, and hospitality will come together for a full day industry event. Top voices in the sector will share inspiring ideas with the intention of sparking dialogue about issues that impact women in the workplace. Their perspectives will inform, ignite, and empower to collectively identify ways to retain and develop women in the industry. This event will connect a community of leaders to expand their network and create meaningful relationships.

### Schedule:

Morning	Registration Welcome and Opening Keynote Address <b>Speaker: Mandy Farmer, CEO, Accent Inns</b> Panel Discussion and Breakout Workshops
Afternoon	Luncheon Panel Discussion and Breakout Workshops Closing Fireside Chat <b>Speaker: Heather McCrory, Former CEO, North &amp; Central America, Accor</b>

**When:** Monday, May 13th, 2024

**Venue:** Fairmont Waterfront, 900 Canada Pl, Vancouver, BC

**Themes:** Workplace Culture, Leadership Ambition, Career Development, Personal Growth

**Goal:** To elevate and empower women in the recreation, tourism and hospitality industries by fostering equity, diversity, innovation, and advocacy. This summit will nurture growth, champion change, and drive progress.

**Audience:** Managers, entrepreneurs, and aspiring leaders working in recreation, tourism and hospitality. All genders welcome.

### Interested and want more information?

Email [summit@worthassociation.com](mailto:summit@worthassociation.com) to connect. We look forward to partnering!

# Partnership Opportunities

Sponsorship provides visibility and brand exposure to BC's top leaders in the recreation, tourism and hospitality sector. By partnering with us, you will join a community of prominent leaders across the recreation, tourism and hospitality industry, to explore critical topics that shape our industry, such as Equity, Diversity and Inclusion (EDI), employee retention strategies, mental health, leadership development, and more.

	<b>Platinum \$25,000</b>	<b>Diamond \$20,000</b>	<b>Gold \$15,000</b>	<b>Silver \$10,000</b>	<b>Bronze \$5,000</b>	<b>Supporter \$2,500</b>
Complimentary registrations	10	8	6	4	2	1
Logo on Summit webpage	✓	✓	✓	✓	✓	✓
Logo on promotional material and signage	✓	✓	✓	✓	✓	✓
Recognition on Instagram and LinkedIn	✓	✓	✓	✓	✓	✓
Verbal acknowledgement in opening / closing remarks	✓	✓	✓	✓	✓	✓
Dedicated Exhibitor's Table	✓	✓	✓	✓	✓	✓

## Partnerships Opportunity Continued

	Platinum \$25,000	Diamond \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Supporter \$2,500
Exclusive sponsorship announcement on Instagram and LinkedIn	✓	✓	✓	✓		
Company profiled in WORTH'S newsletter	✓	✓	✓			
Branding and promotional materials placed on tabletops	✓	✓	✓			
Seminar Sponsor with opportunity to introduce breakout session	✓	✓	✓			
VIP Table	✓	✓				
Bespoke Benefit	✓	✓				
Customized recognition in event materials	✓					

We also have opportunities for your brand to be strategically exposed to our attendees through product sampling or in-kind support.

# WORTH By The Numbers

\*2018 to Present

# 19

Total in-person events

# 3,120

Self identified women attendees  
(2270 in-person, 850 online)

# \$25,000

In scholarships

# 124

Total mentor/mentee matches  
(Year 1: 21, Year 2: 30, Year 3: 40, Year 4: 33)

# 22

Total online workshops/webinars delivered



Photography Credit: Sachin Khona

# Our Community

Past and Present Sponsors:

