

A woman with glasses is seated at a desk in a laboratory or office environment, working on a laptop. The scene is overlaid with a semi-transparent blue filter. A decorative graphic of a dotted line, similar to the one in the logo, curves around the left side of the text.

# Sponsorship Package 2026



# Our Vision

## **WinSETT: MAKING WAVES**

A swell of change comes from the tiniest event. A single drop of water can break open ancient stones or create a ripple for miles. Together, enough droplets of water form a wave, which can impact the landscape and alter the view. WinSETT is the wave of change - towards inclusivity - in the male-dominated world of science, engineering, trades and technology.

## **TURNING THE TIDE**

WinSETT is a progressive, action-oriented, non-profit organization, aspiring to recruit, retain and advance the careers of under-represented people in the SETT world. Since 2010, we have worked to make a dramatic impact on industry; starting with our flagship Leadership Program - guiding awareness and change through facilitated learning both in-person and online.

We amplify voices and celebrate the leadership and achievements in our industries. Through partnerships with government, business and industry, WinSETT fosters opportunities to develop and implement inclusive policies, improved working experiences and increased innovation throughout the country.

## **WAVE OF THE FUTURE**

WinSETT envisions a world where everyone - including under-represented groups like women and gender non-conforming people - can participate fully in the fields of science, engineering, trades and technology.

Join us and become part of the surge toward equity, gender diversity and inclusion in SETT.



# About Us

## OUR MISSION STATEMENT

WinSETT supports, empowers and enables women to enter, stay, grow and lead in science, engineering, trades and technology

## OUR GUIDING PRINCIPLES

- Foster inclusivity and respect
- Represent the diversity we promote
- Listen to others to learn what we don't know
- Build on what others have done
- Strive to be better and accomplish more
- Step out of our comfort zone
- Find new ways to share and collaborate
- Understand and value intersectionality

REACH: 5,000+ program graduates | 2,000+ LinkedIn followers | 1,110+ X followers

## WHY PARTNER WITH WINSETT?

Partnering with WinSETT means more than sponsorship –it's joining a national movement that's redefining what leadership looks like in science, engineering, trades, and technology (SETT). Together, we are advancing equity, inspiring innovation, and creating workplaces where every voice is valued, and every leader can rise.

Your partnership with WinSETT is an **investment into the future**—one where inclusion fuels innovation, and where together, we make waves of lasting change across SETT industries



# Women in SETT Leadership Program

As an action-oriented non-profit organization, WinSETT Centre encourages and supports women in SETT careers with, among other things, professional development programming.

**Full-day Workshops** include topics such as:

- Leadership
- Communication
- Negotiation
- Workplace Politics
- Building Your Network
- Emotional Intelligence
- Leading Relationships

Our **90-minute Skill Builders** are divided into series designed to boost relevant skillsets among women and their allies as well as topics for organizations.

**Topics for women include:**

- Exploring Communication Styles
- From Difficult to Effective Conversations
- Fundamentals of Leading Change
- Mentors and Sponsors
- Working Collaboratively Across Generations
- Working with Challenging People
- Self Promotion Your Way
- Introduction to Negotiation
- Navigating Workplace Politics
- Foundations of Emotional Intelligence

**Topics for organizations include:**

- Unconscious Bias: What You Need to Know
- Microaggressions: A Primer
- Allyship for Everyone
- Recruiting SETT Women
- Retaining SETT Women
- Towards Respectful and Inclusive Workplaces

# Sponsorship Opportunities

| Benefits*   | Leader<br>\$50,000 | Champion<br>\$30,000 | Mentor<br>\$20,000 |
|---|--------------------|----------------------|--------------------|
| Leadership Retreat or Tradeswomen Retreat (up to 30 participants) | 1                  |                      |                    |
| Bursary offered in your name                                      | 10                 | 6                    | 4                  |
| Skill Builders for your team (up to 30 participants per session)  | 6                  | 4                    | 2                  |
| Opportunity to address sponsored sessions                         | ×                  | ×                    | ×                  |
| Sponsorship acknowledged at all sponsored sessions                | ×                  | ×                    | ×                  |
| Sponsorship promoted on all communications platforms              | ×                  | ×                    | ×                  |

\* All benefits offered within one calendar year

# Partner with Us

| Benefits*  | Role Model<br>\$10,000 | Supporter<br>\$5,000 | Ally<br>\$3,500 | Friend<br>\$1,000 |
|--|------------------------|----------------------|-----------------|-------------------|
| Sponsor the delivery of a public or semi-private Skill Builder session | ×                      |                      |                 |                   |
| Sponsorship acknowledged at your sponsored Leadership Program sessions | ×                      | ×                    |                 |                   |
| Sponsorship reflected on WinSETT website                               | ×                      | ×                    | ×               |                   |
| Sponsorship announced in national newsletter                           | ×                      | ×                    | ×               | ×                 |
| Margaret-Ann Armour Memorial Scholarship offered in your name          | 6                      | 3                    | 2               | 1                 |
| Sponsorship announced on social media                                  | ×                      | ×                    | ×               | ×                 |

\* All benefits offered within one calendar year

# Special Partnership Opportunities

| Benefits*                                    | Student or Early Career Professional Day Retreat<br>\$25,000 | Empowerment Trades Roadshow<br>\$30,000 |
|--|--|---|
| Sponsorship reflected on WinSETT website     | X  | X                                       |
| Sponsorship announced in national newsletter | X  | X                                       |
| Registration for attendees                   | 30   | 60                                      |
| Sponsorship announced on social media        | X  | X                                       |

\* All benefits offered within one calendar year

# Is your partnership level missing?

We will customize sponsorship packages to suit any budget and/or activities of interest. To learn more, contact us at [executivedirector@winsett.ca](mailto:executivedirector@winsett.ca)

