



Sponsorship Package 2019 - 2020

**MCGILL WOMEN IN
LEADERSHIP
STUDENTS'
ASSOCIATION**

WHAT IS MWIL?

Established in 2012, McGill Women in Leadership Students' Association is a SSMU affiliated, and student-run organization at McGill University. At MWIL we are dedicated to providing students with the information and support network necessary to tap into their full potential not only as professionals, but as students and young people.

We strive to inspire students by welcoming women from a variety of career fields to share their stories and accomplishments, connect members with extensive opportunities to learn, and ultimately empower them to be critically engaged global leaders.

We firmly believe in inclusivity and invite all students to join!

Partnering with McGill Women in Leadership Students' Association allows you to market to and develop relationships with thousands of students from diverse intellectual, athletic, and social backgrounds. Whether you choose to access our weekly listserv or set up a booth at one of our events, we are able to create a package specifically catered to your marketing needs.

What do we do?

● **SPEAKER SERIES**

Panel discussions spotlighting 3-5 successful women from various professional industries.

- Politics
- Law
- Athletics
- Entrepreneurship

● **MWIL TALKS**

Round-table discussions on topics regarding female empowerment, feminism, and a variety of women's issues.

- Work life balance
- Gender Roles
- Pay Gap

● **WORKSHOPS**

Panel discussions spotlighting 3-5 successful women from various professional industries.

- Politics
- Law
- Athletics
- Entrepreneurship

● **OTHER**

- LinkedIn Headshots
- Food Sales
- Coffehouses
- Auctions
- Lifestyle Activities
- Evening Socials

COMMUNITY ENGAGEMENT

STUDENT SPONSORSHIP

The Student Sponsorship Program was created in 2015 stemming from a desire to showcase the incredible talent and hard work of our peers. In exchange for donations of goods or services, student run businesses are showcased as official MWIL sponsors and provided with a variety of marketing opportunities.

SUPPORT NETWORK

At MWIL we believe in maintaining an inclusive and safe environment for all students. The executive team alongside portfolio directors and general members form a group that strives to support and encourage one another as we navigate our academic, professional, and personal lives.

OUTREACH

MWIL is dedicated to female empowerment across demographics. We are passionate about developing meaningful relationships with local charities and organizations through volunteer positions and by providing financial support.

MENTORSHIP

In 2014 we began developing the MWIL Mentorship Program, which links current students with a diverse group of mentors from a range of professional fields. Mentors are eager to provide advice and share their own experiences with MWIL members in person, via video chats, or by phone.

SPONSORSHIP OPPTUNITIES

PLATINUM: \$600+

Gold Features.

1 exclusive company event.

Bi-weekly mentions on Facebook.

GOLD: \$400+

Silver Features.

Special promotions added to listserv.

Company booth at sponsored event(s).

Monthly mentions on Twitter & Facebook.

SILVER: \$300+

Bronze features.

Company logo featured on website.

Logo added to weekly listserv e-mail.

1 mention on Twitter & Facebook.

BRONZE: \$200+

Company logo featured on related social media posts. Promotional material distributed at sponsored event(s).

*Please contact us if you are interested in a developing a customized package that reflects your specific needs.



CONTACT INFORMATION

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