



Women in Mining Canada

2021-2022 Sustaining Sponsorship Program

Educate. Elevate. Empower.

Who we are



- Women in Mining Canada is a non-profit organization that envisions an industry that fosters, promotes and empowers women.
- We see a future where the possibilities, opportunities and goals are similar for all, regardless of gender.
- We bring together like-minded people and align with organizations that share our goals.

3,000+
Members

19
Chapters
nation-wide

13
International
partnerships

Our mission is to **Educate, Elevate** and **Empower** all women in mining and affiliated industries.

EDUCATE

- We focus on providing the tools and resources to raise awareness of diversity and inclusion and help women working in the Canadian mining industry to build the skills to become future leaders.

ELEVATE

- We are committed to providing a national platform that fosters excellence and best practices, and celebrates with award recognition.

EMPOWER

- It is time for change. The mining industry has the lowest number of women in C-Suite of any industry group worldwide. Professional networking, speaking opportunities, and access to board training rounds out our strategy.

Our Reach



National Reach

- 14 Chapters and 5 University Chapters across Canada collaborating through an affiliation agreement.
- Long-term partnership with other national organizations (e.g. PDAC, CIM).

Knowledge Sharing

- Our newly launched knowledge platform has a global reach and is a comprehensive source of research, tools and data to connect Canadian women and their communities.

Trailblazer Awards

- Honour and celebrate the achievements of women, students, and indigenous people. These are bold builders who have paved a path for women in the Canadian mining industry.

Global Reach

- Networking and collaboration relationships with international WIM groups and organizations focused on shared values.

Government

- WIMC is recognized by the Canadian Minerals and Metals Plan as a leader for gender equality and inclusion

A photograph of three mining workers in a meeting, overlaid with a red tint. One worker is pointing at a laptop screen while the others look on.

We have a significant national and global reach, and have been recognized as a trusted partner and advocate for gender equality and inclusion

Programs & Initiatives



Mining for Diversity Event & WIMC Trailblazer Award Ceremony

- Our flagship event is Canada's largest diversity-focused networking event for the mining industry.

Launch of the Knowledge Sharing Platform

- We are committed to sharing knowledge that helps women enter and thrive in mining sector. This year, we launched our flagship knowledge sharing platform -- an interactive portal featuring articles, publications and research. Click [here](#) to view.

Belonging Study

- Belonging is a key enabler for equity, diversity, and inclusion, and we are proud to have sponsored the [first study of belonging in the mining industry](#)
- With additional research to follow, your sponsorship helps us continue to provide ground-breaking research.

Community Building with WIM Chapters

- We continue our work bringing together women in remote communities and establishing robust communication networks.
- Sponsoring WIMC allows us to grow our outreach efforts and networking opportunities.

WIMC On Demand Video Channel

- We launched the Leading Women in Mining series, showcasing two game-changing women role models.
- See the [first](#) and [second](#) videos here, and stay tuned for Season 2!

Mining for Diversity is the Canada's largest diversity-focused networking event for the mining industry



Our newly launched **Knowledge Sharing Platform** helps women enter and thrive in the mining sector

Welcome To
Women In Mining Canada's
OnLine Learning Membership Centre



Educate

Discover tools &
resources to raise
awareness of diversity



Elevate

Foster excellence & best
practices through award
recognition, Chapter



Empower

Networking, speaking
opportunities and access to
other training through panel

Become a Women in Mining Canada Partner



We know that the best partners are those that look at long-term objectives and work together to achieve impactful results.

We bring this approach into our sponsorship activities, where we work with your teams to create long-term value for women in the Canadian mining industry. Our ask from you includes:

- Your commitment to a multi-year partnership and your active involvement in developing impactful programs through on-going funding and volunteer participation in joint initiatives.
- A commitment to share your D&I best practices across all communication channels (national and regional).
- Investment: minimum of **\$10,000 per annum.**



Sponsor Benefits



BENEFITS	DIAMOND \$15,000	PLATINUM \$10,000	INFLUENCER \$5,000
Logo and acknowledgement of Sponsor Level on WIMC website and social media, linked to your corporate website	•	•	•
Logo and acknowledgement of Sponsor Level via a special email newsletter to WIMC mailing list	•	•	•
Opportunity to participate in WIMC sponsor roundtable event	•	•	
Ability to post complimentary open job opportunities on Job Board in the WIMC Knowledge Sharing Platform	3	2	1
Complementary membership for company's representatives	5	3	2
Logo and acknowledgement of Sponsor Level at the annual WIMC Mining for Diversity Reception and WIMC Trailblazer Awards Ceremony during PDAC Convention.	•	•	•
Corporate representative will present a Trailblazer award and be photographed with the Trailblazer Award recipient at WIMC Trailblazer Awards Ceremony	•	•	
Corporate representative will have the opportunity to be one of the judges for WIMC Trailblazer Awards	•	•	
Acknowledgement during the WIMC Mining for Diversity Event welcome remarks	•		
Opportunity to showcase one of your company's female leaders on WIMC Role Model Video Series (Season 2), WIMC website and social media	•		
Opportunity to build strategic partnership with local WIMC Chapter of choice	•		
Company profile on WIMC Knowledge Sharing Platform, linked to your corporate website	•		
Exclusive sponsor in your specific business category	•		
One year guaranteed annual renewal	•		

Sustaining Sponsor Program



The purpose of the sponsorship recognition program is to achieve **sustainable** and **measurable** results within a **long-term partnership** and to *EDUCATE*, *ELEVATE* and *EMPOWER* more women in the mining industry across Canada.

The WIMC Sustaining sponsorship program measures your commitment to WIMC and its values, over time, based on your cumulative involvement as follows:

- Funding level over the past 3 years;
- Active involvement in WIMC initiatives (e.g. providing volunteers and other resources);
- Value added to WIMC Knowledge Sharing Platform (e.g. DE&I content);
- Sharing your company's initiatives and programs which have a positive impact on DE&I in the industry.
- Status will be evaluated and recognition provided in September of each year.

Reach WIMC Sustaining Status

ELITE

Cumulative \$20,000
over 3 years

Let's make a
difference together!

Why Become a Sponsor?



- **Targeted access** to our network of dynamic individuals, partners, organizations and volunteers who are focused on diversity and inclusion in the mining industry.
- **Networking** and **communications** through our website, virtual network and social media (over 10,000 LinkedIn followers).
- **Engage** as a progressive employer of choice with Members, Chapters and the next generation.
- **Global exposure** at the WIMC Mining for Diversity Event & Awards Ceremony during the PDAC Convention in March.
- **Promote** and **recognize** women in your organization across WIMC's website and social media, through articles, webinars and video interviews.
- **Contribute** to building the content for WIMC Knowledge Sharing Platform, a comprehensive source of aggregated research, tools and data that connects women and communities in Canada.
- **Demonstrate** your leadership as a corporate role model.

We are Canada's premiere organization devoted to fostering, promoting and empowering women in the mining industry.

14

local chapters

Growing

social media reach

5

university chapters

Landmark

research initiatives

900+

attendees at the 2020
Mining for Diversity
event

9 years

of recognizing
women with the
Trailblazer awards

Thank you to our 2020-2021 Sponsors



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BRONZE



FRIEND SPONSORS



(1) Sponsor of the WIMC Student Trailblazer and Indigenous Student Trailblazer Awards



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