



Women in Mining Canada

2022-2023 Sponsorship Package

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

18
Chapters
nationwide

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

- 13 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



Trailblazer Awards Series

- Annual awards series recognizing five women and mentors making significant contributions to the Canadian mining industry
 - **Trailblazer Award:** Recognizing the contributions of women who are opening doors for themselves and keeping them open for the next generation in the Canadian mining industry
 - **Indigenous Trailblazer Award:** Recognizing and celebrating the contributions of Indigenous women to the development of the Canadian mining industry
 - **Indigenous Student Trailblazer Award:** Recognizing Indigenous female students who have demonstrated leadership in supporting other Indigenous people and women looking to have careers in the mining industry
 - **Student Trailblazer Award:** Recognizing female students who have demonstrated leadership in supporting other women looking to have careers in the mining industry
 - **Rick Hutson Mentorship Award:** Recognizing the mentors (women and men) who have supported, encouraged, guided and advised women along their journey

33 women and mentors recognized and celebrated over 11 years

Programs & Initiatives



Mining for Diversity Networking Event & Award Ceremony

- Held annually at the Prospectors and Developers Association of Canada's convention in Toronto
- Canada's larger diversity-focused mining industry networking event
- Attending by hundreds of attendees every year

We bring together like-minded individuals and align with organizations that share our goals



Programs & Initiatives



Research

- **Belonging Study**
 - First study of belonging in the mining industry – *Can you bring your true self to work?*
 - Over 3,500 participants from 13 TSX-listed companies
 - [Two published papers](#)
- **Motherhood in Mining**
 - Studying the reasons and particular situations, caused by motherhood, which cause women to leave the mining workforce
 - Expected to begin in early 2023
- **Mining Industry Awareness**
 - Gain a baseline understanding of young (teenage) girls' understanding and impression of the mining industry
 - Expected to begin in early 2023



More Programs & Initiatives

- **Community Building**
 - Assist in the creation of new Women in Mining Chapters across the country
 - Assist smaller Chapters in their activities
 - Building partnerships with like-minded organizations to optimize resources and maximise impact
- **Knowledge Sharing Platform**
 - Sharing knowledge about equity, diversity and inclusion through publications and courses
- **Video Series**
 - Highlighting the Trailblazer Awards winners, sponsors and other prominent women in the industry
- **Podcast**
 - Upcoming podcast series featuring interviews with Trailblazer Awards winners, sponsors and other prominent and upcoming women in the mining industry

Sponsor Benefits



BENEFITS	DIAMOND \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000	FRIEND <\$2,500
Logo and acknowledgement of Sponsor Level on WIMC website and social media, linked to your corporate website	•	•	•	•	•
Logo and acknowledgement of Sponsor Level at the annual WIMC Mining for Diversity Reception and WIMC Trailblazer Awards Ceremony during PDAC Convention	•	•	•	•	•
Acknowledgement during the WIMC Mining for Diversity Event welcome remarks	•	•	•	•	•
Opportunity to participate in research initiatives	•	•	•	•	•
Logo and acknowledgement of Sponsor Level via a special email newsletter to WIMC mailing list	•	•	•	•	
Opportunity to showcase one of your company's female leaders on WIMC website and social media	•	•	•	•	
Opportunity to participate in WIMC sponsor roundtable event	•	•	•		
Ability to post complimentary open job opportunities on the WIMC social media platforms	3	2	1		
Complementary membership for company's representatives of choice	15	10	5		
Corporate representative will have the opportunity to be one of the judges for WIMC Trailblazer Awards	•	•	•		
Corporate representative will present an award and be photographed with the Award recipient at WIMC Trailblazer Awards Ceremony*	•	•			
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	•				

*While there are still Awards available to be presented. Priority will be given to Diamond sponsors, followed by Gold sponsors.

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 partnership and your active involvement in developing impactful programs through ongoing funding and volunteer participation in joint initiatives.
- Your commitment to share your D&I best practices across communication channels (national and regional).



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 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!**

Where Will Your Money Go?



ACTIVITY	APPROX. AMOUNT
PDAC Mining for Diversity Event <ul style="list-style-type: none">Support our ability to offer our Mining for Diversity event at the annual PDAC Conference free for all interested to attend	\$25,000
Scholarship Fund <ul style="list-style-type: none">\$5,000 for the Student Trailblazer Award\$5,000 for the Indigenous Student Trailblazer Award	\$10,000
Travel Fund <ul style="list-style-type: none">Support the Trailblazer Award winners' ability to attend the Mining for Diversity Networking Event and Awards Ceremony at the PDAC conferenceSupport Women in Mining Canada researchers and board directors to speak/present at conferences	\$5,000
Chapters Fund <ul style="list-style-type: none">Support the creation of new chapters across the countrySupport smaller chapters in their activities	\$10,000
Sustaining Research Fund <ul style="list-style-type: none">Support research about diversity in the mining industrySupport technical research for the mining industry conducted by womenSupport the creation of courses for our Online Learning Platform	\$100,000
Sustaining Translation Fund <ul style="list-style-type: none">Support Women in Mining Canada's ability to offer its publicly available material in both French and English	\$20,000
Video Series <ul style="list-style-type: none">Video interview series featuring our Trailblazer Awards Series winners, sponsors, and other noted mining professionals	\$20,000
Podcast <ul style="list-style-type: none">Podcast series featuring interviews with Trailblazer Awards winners, sponsors, chapter leads, international Women in Mining organizations, and other prominent and upcoming women in the mining industry	\$5,000
General and administration <ul style="list-style-type: none">Support Women in Mining Canada basic operating and administrative expenses	\$5,000

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
- **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.

13

local chapters

Growing

social media reach

5

university chapters

Landmark

research initiatives

900+

attendees at the 2020
Mining for Diversity
event

11 years

of recognizing
women with the
Trailblazer awards

Thank you to our 2021-2022 Sponsors



Diamond Sponsor

Sprott

Silver Sponsors

Cassels  **Stantec**

Bronze Sponsors



Gold Sponsors

Ausenco 
O3 Mining

In-Kind Sponsors





For more information, please contact us:

VALENTINA MARINOVA

SPONSORSHIP LEAD

info@wimcanada.org

WOMEN IN MINING CANADA

157 Adelaide St West

Suite 511 Toronto, ON Canada

M5H 4E7

www.wimcanada.org

info@wimcanada.org

[@wim_canada](#)

LinkedIn - WIMC

Educate. Elevate. Empower.