



ATLANTIC  
CANADA'S

# 25 Most Powerful women

IN BUSINESS 2023

Join us on International Women's Day for the ultimate celebration of Atlantic Canadian women in business.

One day, two powerful programs.

**Wednesday, March 8**  
Lighthouse Arts Centre • Halifax, NS

# To uplift, and lift up

According to the Canadian Women's Foundation, 82 per cent of all Canadian women between 24 and 54 are employed, but only 15 per cent of Canadian CEOs are women. And since it's usually the person in charge who gets credited for an organization's success, the valuable contributions of powerful women are often overlooked.

Until now.

Atlantic Business Magazine's 25 Most Powerful Women in Business program celebrates businesswomen of influence who live and work in Atlantic Canada. Excel in their job? That's just for starters. They are also corporate builders and industry shapers. Connectors and mentors. Role models and investors. Because the most striking characteristic of powerful women is that they don't use power for their own benefit. Rather, they use it to empower others.

The shape of Atlantic Business Magazine's Most Powerful Women award is a visual representation of the award's meaning. It shows one arm raised up in celebration of the individual's success while the other arm reaches out to support others.

On International Women's Day 2023, we'll deliver a one-of-a-kind celebration of Atlantic Canadian women in business that both uplifts and lifts up.

On the afternoon of March 8, we'll host sponsors, current and past award winners as well as youth delegates for approximately two-and-a-half-hours of high-level discussions and speed networking.

In the evening, we'll honour the 2023 recipients of our 25 Most Powerful Women in Business awards with a gala awards show.

**Two powerful programs.  
One unforgettable celebration of female empowerment.**

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## Platinum

Gain brand prominence as a champion of women in business with this top tier sponsorship.

Only one opportunity available at this level.

**\$10,000+HST**

**SOLD OUT**

### Benefits:

- Opportunity to send four corporate representatives and four post-secondary youth delegates to the afternoon networking event. Sponsor can select their own youth delegates or Atlantic Business Magazine can work with you to identify delegates.
- Two-minute welcome address at the start of the afternoon networking event (to be delivered by one of the four corporate attendees).
- Branded table at the speed networking event (table to be hosted by one of the four corporate attendees).
- Recognition by the afternoon event's emcee.
- VIP table (seats eight) closest to the stage during the awards gala. These do not have to be the same individuals who attend the afternoon event.
- Two-minute welcome address at the start of the awards gala.
- Opportunity to present five awards.
- First-tier placement of corporate name and logo in awards show presentation.
- Sponsor acknowledgement by the emcee during the awards show.
- Identification as the Platinum Sponsor in press materials.
- Logo recognition on the Most Powerful Women awards section of the Atlantic Business Magazine website (<https://atlanticbusinessmagazine.ca/award-programs/25-most-powerful-women/>).
- 30-second branded video message to be shared on Atlantic Business Magazine's social media channels on International Women's Day (message content must relate to the 25 Most Powerful Women in Business 2023 awards). Sponsor is responsible for creating their own video.
- You will be the only sponsor representative of your particular industrial sector. Note: if your business encompasses several sectors, you have to select one sector for exclusivity.

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## Gold

Show your support for gender diversity as a Gold sponsor.

Four sponsorship opportunities available at this level.

**\$7,500+HST**

### Benefits:

- Opportunity to send four corporate representatives and four post-secondary youth delegates to the afternoon networking event. Sponsor can select their own youth delegates or Atlantic Business Magazine can work with you to identify delegates.
- Branded table at the speed networking event (table to be hosted by one of the four corporate attendees).
- Recognition by the afternoon event's emcee.
- Six tickets to the awards gala. These do not have to be the same individuals who attend the afternoon event.
- Opportunity to present five awards.
- Prominent placement of corporate name and logo in awards show presentation .
- Sponsor acknowledgement by the emcee during the awards show.
- Identification as a Gold Sponsor in press materials.
- Logo recognition on the Most Powerful Women awards section of the Atlantic Business Magazine website (<https://atlanticbusinessmagazine.ca/award-programs/25-most-powerful-women/>).
- 30-second branded video message to be shared on Atlantic Business Magazine's social media channels on International Women's Day (message content must relate to the 25 Most Powerful Women in Business 2023 awards). Sponsor is responsible for creating their own video.
- You will be the only sponsor representative of your particular industrial sector. Note: if your business encompasses several sectors, you have to select one sector for exclusivity.

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## Silver

Champion women in business as a Silver sponsor of the 2023 awards.

Five sponsorship opportunities available at this level.

**\$5,000+HST**

### Benefits:

- Opportunity to send two corporate representatives and two post-secondary youth delegates to the afternoon networking event. Sponsor can select their own youth delegates or Atlantic Business Magazine can work with you to identify delegates.
- Branded table at the speed networking event (table to be hosted by one of the four corporate attendees).
- Recognition by the afternoon event's emcee.
- Four tickets to the awards gala. These do not have to be the same individuals who attend the afternoon event.
- Inclusion of corporate name and logo in awards show presentation.
- Sponsor acknowledgement by the emcee during the awards show.
- Identification as a Silver Sponsor in press materials.
- Logo recognition on the Most Powerful Women awards section of the Atlantic Business Magazine website (<https://atlanticbusinessmagazine.ca/award-programs/25-most-powerful-women/>).

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## Bronze

\$2,500+HST

### Benefits:

- Opportunity to send one corporate representative and one post-secondary youth delegate to the afternoon networking event. Sponsor can select their own youth delegate or Atlantic Business Magazine can work with you to identify delegates.
- Recognition by the afternoon event's emcee.
- Two tickets to the awards gala. These do not have to be the same individuals who attend the afternoon event.
- Inclusion of corporate name and logo in awards show presentation.
- Sponsor acknowledgement by the emcee during the awards show.
- Identification as a Bronze Sponsor in press materials.
- Logo recognition on the Most Powerful Women awards section of the Atlantic Business Magazine website (<https://atlanticbusinessmagazine.ca/award-programs/25-most-powerful-women/>).

## Empowerment Ally

\$1,000+HST

Sponsor a minority woman's participation in the 2023 Most Powerful Women awards program (examples of minorities include Black, Indigenous or woman of colour, person with a disability, a low-income woman, trans woman, etc...). Your logo will be displayed during the awards show presentation and included on the Most Powerful Women awards section of the Atlantic Business Magazine website (<https://atlanticbusinessmagazine.ca/award-programs/25-most-powerful-women/>).

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