



CONFÉRENCE  
**2024**  
CONFERENCE

# 2024 30 by 30:

## TURNING KNOWLEDGE INTO ACTION FOR GENDER EQUITY IN ENGINEERING **SPONSORSHIP OPPORTUNITY**

The engineering landscape is evolving, and the 30 by 30 initiative is driving the charge for a more inclusive future. By 2030, we're committed to having 30 per cent of newly licensed engineers be women. However, with only 19.2 per cent currently representing the female-identifying community, there's work to be done. Now is the pivotal moment for engineering firms to stand united, refocus our efforts, and create lasting change in advancing gender equity within our profession.

**April 24 – Virtual Event**

**May 22 – In-person Summit, Winnipeg Manitoba**

[site.phedloop.com/event/30by30conference/home](https://site.phedloop.com/event/30by30conference/home)



# WHAT IS 30 BY 30?

Engineers Canada is championing the 30 by 30 initiative, originally conceived by APEGA in 2010, aiming to have 30 per cent of newly licensed engineers be women by 2030—a tipping point for sustainable change. This isn't just a numerical goal; it's a transformative shift to make the engineering profession more inclusive and innovative. With nationwide support, Engineers Canada collaborates with regulators and stakeholders to turn this vision into reality. Join us in propelling the profession forward, breaking barriers, and creating an environment where every aspiring engineer can thrive. Together, let's shape a more equitable and vibrant future for engineering in Canada.

## WHY SPONSOR THE 2024 30 BY 30 CONFERENCE?

### Be a Catalyst for Change:

Your sponsorship directly fuels the transformative mission of achieving 30 per cent women in engineering by 2030. Demonstrate your firm's commitment to fostering a more inclusive and innovative industry. women in engineering by 2030. Demonstrate your firm's commitment to fostering a more inclusive and innovative industry.

### Visibility on a National Stage:

Elevate your firm's presence by aligning with a conference that unites the entire engineering community. Gain exposure to a diverse audience—from industry leaders to regulatory bodies, engineering faculties, and beyond.

### Strategic Networking Opportunities:

Connect with key decision-makers, industry influencers, and leaders during the one-day in-person Summit in Winnipeg, MB. Forge partnerships, share insights, and position your firm at the forefront of positive change.

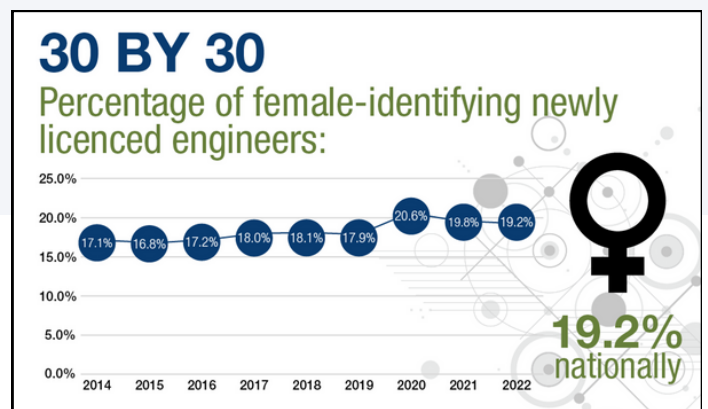
By sponsoring the 2024 30 by 30 Conference, your firm becomes an integral part of the movement towards a more equitable and innovative future for Canadian engineering. Don't miss this chance to be a catalyst for change—position your firm as a leader committed to shaping the landscape of engineering for years to come.

### Showcase Your Commitment to Diversity and Inclusion:

Stand out as an industry leader by showcasing your firm's dedication to diversity and inclusion. The 30 by 30 Conference provides a platform to highlight your commitment to creating a workplace that values and celebrates diversity.

### Access to Top Talent:

Engage with engineering students and emerging professionals who attend the conference. Showcase your firm as a forward-thinking employer and connect with the next generation of engineering talent.



# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR

\$25,000/YEAR x 3 YEARS

SOLD!

AVAILABLE

### GENERAL BENEFITS



- **Conference naming rights** “30 by 30, presented by...”
- **Logo placement and identification** as presenting sponsor on all digital and print materials, as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- **Dedicated customized feature** on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- **Recognition in Engineers Canada newsletter**, *Engineering Matters*, as well as in the 30 by 30 Newsletter
- **Opportunity to showcase EDI initiatives and products** via website with a QR code that will be available in print materials and in the attendee follow-up email

### VIRTUAL EVENT



- **Verbal recognition** during the opening and closing of the virtual session
- **Opportunity to address attendees** for up to five minutes during the opening of the virtual event
- **Logo displayed prominently** during the virtual event
- **Unlimited virtual attendance** for your staff\*

\*Your organization will be given a maximum of 10 logins to be used. We encourage you to view in groups as needed.

### IN-PERSON SUMMIT



- **Prime seating placement** for two tables of five (includes the option to “pay it forward” to donate seats to student engineers or community members)
- **Corporate signage** throughout the in-person summit
- **Sponsor showcase booth** in a prominent location
- **Opportunity to address attendees** for five minutes as a precursor to lunch with logo displayed on full screen
- **Recognition on all event signage** displayed at breakfast, lunch and cocktail hour
- **Full-screen company logo** on screen during meals and breaks
- **Verbal recognition** during the opening and closing of the conference

# SPONSORSHIP OPPORTUNITIES

## CHAMPION SPONSOR

\$15,000/YEAR x 3 YEARS

1 REMAINING!

2

AVAILABLE

### GENERAL BENEFITS



- **Logo placement** and identification as champion sponsor on all digital and print materials, as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- **Dedicated customized feature** on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- **Recognition in Engineers Canada newsletter**, *Engineering Matters*, as well as in the 30 by 30 Newsletter
- **Opportunity to showcase EDI initiatives and products** via website with a QR code that will be available in print materials and in the attendee follow-up email

### VIRTUAL EVENT



- **Verbal recognition** during the opening and closing of the virtual session
- **Logo displayed prominently** during the virtual event
- **Unlimited virtual attendance** for your staff\*

\*Your organization will be given a maximum of 10 logins to be used. We encourage you to view in groups as needed.

### IN-PERSON SUMMIT



- **Prime seating placement** for one table of five (includes the option to “pay it forward” to donate seats to student engineers or community members)
- **Opportunity to introduce** a key workshop (one in the morning, one in the afternoon)
- **Sponsor showcase booth** in a prominent location
- **Recognition on all event signage** displayed at breakfast, lunch and cocktail hour
- **Full-screen company logo** on screen during meals and breaks
- **Verbal recognition** during the opening and closing of the conference

# SPONSORSHIP OPPORTUNITIES

## TRAILBLAZER SPONSOR

\$7,500/YEAR x 3 YEARS

SOLD!

3

AVAILABLE

### GENERAL BENEFITS



- **Company name listed** as trailblazer sponsor on select digital and print materials, as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- **A recognition feature** on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- **Recognition in Engineers Canada newsletter**, *Engineering Matters*, as well as in the 30 by 30 Newsletter

### VIRTUAL EVENT



- **Verbal recognition** during the opening and closing of the virtual session
- **Logo displayed** during the virtual event
- **Unlimited virtual attendance** for your staff\*

\*Your organization will be given a maximum of 10 logins to be used. We encourage you to view in groups as needed.

### IN-PERSON SUMMIT



- **Reserved seating for one table of five** (includes option to “pay it forward” to donate seats to student engineers or community members)
- **Recognition on all event signage** displayed at breakfast, lunch and cocktail hour
- **Half-screen company logo** on screen during meals and breaks
- **Verbal recognition** during the opening and closing of the conference

# VIRTUAL EVENT



## FIRESIDE CHAT AND WORKSHOP (1 AVAILABLE)

Exclusive sponsorship of the fireside chat and workshops during the virtual event

**INVESTMENT: \$5,000**

### BENEFITS:

- Company logo is displayed on the screen and recognized at the beginning of the fireside chat
- A company representative can address the attendees for up to three minutes
- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- A recognition feature on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- Recognition in Engineers Canada newsletter, [Engineering Matters](#), as well as in the 30 by 30 Newsletters
- Unlimited virtual attendance for your staff\*

\*Your organization will be given a maximum of 10 logins to be used. We encourage you to view in groups as needed.

## ACCESSIBILITY SPONSOR (2 AVAILABLE)

Sponsor the accessibility needs of conference attendees. This level of sponsorship will allow for translation services and other accessibility requirements

**INVESTMENT: \$2,500**

### BENEFITS:

- Company will receive verbal recognition during the opening of virtual event
- Company name listed as accessibility sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and conference app
- A recognition feature on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- 10 tickets to the virtual event

## VIP TABLE + VIRTUAL EVENT ATTENDANCE

For those looking to attend both the virtual event and in-person summit

**INVESTMENT: \$1,500**

### BENEFITS:

- Five tickets to the virtual event
- Reserved table for five people at the in-person summit
- Logo displayed on table signage
- Company name listed as a table sponsor on screen during meals & breaks at the in-person summit

# IN-PERSON SUMMIT



## GRAND PRIZE SPONSOR (1 AVAILABLE)

Opportunity to sponsor the grand prize draw

**INVESTMENT: \$3,000**

### BENEFITS:

- Company logo will be prominently displayed on the screen during the prize draw for the closing ceremony of the in-person summit
- Company will receive verbal recognition during plenary sessions
- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and conference app
- Company name listed as an industry partner on-screen during meals and breaks at the in-person summit
- A recognition feature on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- Recognition in Engineers Canada newsletter, Engineering Matters, as well as in the 30 by 30 Newsletter
- Three tickets to the virtual event and in-person summit

## ACCESSIBILITY SPONSOR (2 AVAILABLE)

Opportunity to sponsor the accessibility needs of summit attendees. This level of sponsorship will allow for translation services and other accessibility requirements

**INVESTMENT: \$2,500**

### BENEFITS:

- Company will receive verbal recognition during the opening of the in-person summit
- Company name listed as accessibility sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and conference app
- Company name listed as accessibility sponsor on-screen during meals and breaks
- A recognition feature on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- Three tickets to the virtual event and in-person summit

# IN-PERSON SUMMIT



## KEYNOTE (1 AVAILABLE)

Exclusive opportunity to introduce the keynote speaker

**INVESTMENT: \$5,000**

**SOLD!**

### BENEFITS:

- Company logo is displayed on the screen and recognized at the beginning of the keynote
- A company representative can address the attendees for up to 3-minutes and introduce the speaker
- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- A recognition feature on Engineers Canada social media during Engineering Month in March. In 2023, Engineering Month garnered over 7.5 million impressions on social media
- Company name listed as an industry partner sponsor on-screen during meals and breaks
- Opportunity to showcase EDI initiatives and products via website with a QR code that will be available in print materials and in the attendee follow-up email
- Reserved seating for one table of five at the in-person summit (includes option to “pay it forward” to donate seats to student engineers or community members)
- Five tickets for the virtual event

## EDUCATION SESSIONS (3 AVAILABLE)

Opportunity to introduce speakers of the education sessions

**INVESTMENT: \$2,500**

### BENEFITS:

- Company logo is displayed on the screen and recognized at the beginning of an education session
- A company representative can address the attendees for up to 2 minutes and introduce the speaker(s)
- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- Company name listed as an industry partner on-screen during meals and breaks
- Two tickets to the virtual event and in-person summit

**1 REMAINING!**

## NAME TAG SPONSOR (2 AVAILABLE)

Proudly display your logo alongside Engineers Canada logo on all attendee name tags

**INVESTMENT: \$2,500**

### BENEFITS:

- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- Company name listed as an industry partner on-screen during meals and breaks at the in-person summit
- Three tickets to the virtual event and in-person summit



# IN-PERSON SUMMIT



## WIFI SPONSOR (1 AVAILABLE)

Sponsor the wifi connectivity throughout the summit

**INVESTMENT: \$2,500**

### BENEFITS:

- Company logo will be prominently displayed on all materials advertising internet access at the in-person summit
- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- Company name listed as an industry partner on-screen during meals and breaks
- Three tickets to the virtual event and in-person summit

## SOCIAL HOUR ENTERTAINMENT (1 AVAILABLE)

Exclusive sponsorship of the social hour entertainment

**INVESTMENT: \$3,000**

### BENEFITS:

- Company logo will be displayed on the screen during the social hour program
- A company representative can address the attendees for up to 2-minutes and introduce the entertainment
- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- Company name listed as an industry partner on-screen during meals and breaks at the in-person summit
- Three tickets to the virtual event and in-person summit

## SUSTAINABILITY SPONSOR (4 AVAILABLE)

Help us decrease our environmental footprint!

**INVESTMENT: \$2,000**

### BENEFITS:

- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- Company name listed as an industry partner on-screen during meals and breaks at the in-person summit
- Three tickets to the virtual event and in-person summit

**3 REMAINING!**

# IN-PERSON SUMMIT



## MOCKTAIL STATION (1 AVAILABLE)

Use this opportunity to commit your support for a fully inclusive event

**INVESTMENT: \$2,500**

### BENEFITS:

- Company logo will be displayed on the screen during the social hour program
- A company representative can address the attendees for up to 2-minutes and introduce the entertainment
- Company name listed as an industry partner sponsor on select print and digital materials as well as Engineers Canada website, the 30 by 30 conference website and the conference app
- Company name listed as an industry partner on-screen during meals and breaks at the in-person summit
- Three tickets to the virtual event and in-person summit

## VIP TABLE + VIRTUAL EVENT ATTENDANCE

For those looking to attend both the virtual event and in-person summit

**INVESTMENT: \$1,500**

### BENEFITS:

- Logo displayed on table signage
- Company name listed as a table sponsor on screen during meals and breaks at the in-person summit
- Reserved table for five people at the in-person summit
- Five tickets to the virtual event

## VIP Table

Attend the in-person summit

**INVESTMENT: \$1,000**

### BENEFITS:

- Reserved table for five people at the in-person summit
- Logo displayed on table signage
- Company name listed as a table sponsor on-screen during meals and breaks at the in-person summit