

WOMEN ON SITE

Chapter Sponsor Proposal



2024 - 2025



WHO ARE WE & WHAT DO WE DO?

Women on Site is a registered nonprofit organization that hosts networking and social events for women and non-binary people in the construction, manufacturing, and building science industries.

While there are efforts by the government, businesses, unions, and educational institutions to recruit more women into our industries, the same cannot be said for the efforts to **keep us once we're in**. Few resources or organizations offer opportunities to build relationships with people who have had similar experiences, challenges, and that familiar feeling of being the "only one" on site.

ISOLATION IS ONE MAIN REASON THAT 44% OF WOMEN WORKING IN CONSTRUCTION HAVE SERIOUSLY CONSIDERED LEAVING THEIR JOBS.

INSTITUTE FOR WOMEN'S POLICY RESEARCH

Recognizing the industry's challenges in **retaining women** and facing a **labour shortage**, WOS is committed to fostering a sense of community and connection to encourage women to stay and thrive in their male dominated careers.

Our unique **focus on networking, mentorship, and community building** set us apart in a landscape of recruitment-focused initiatives.

Women on Site is the only organization run **by women on site, for women on site** in Canada.





OUR TEAM

We are four women working in the construction industry, different job titles, different journeys to how we got on site, but the same need for a community. Our job titles are different but our lived experiences are very similar, and that's what makes WOS so special.



Tessa Ferzli
Red Seal Bricklayer
Director of Finance



Constanza Maass
Environmental Specialist
Director of Strategy



Samara Sampson
Red Seal Sheet Metal Worker
Director of Communications



Rylie Swanson
Rubber Surfacing Operations
Director of Marketing



OUR...

MISSION

To create a welcoming community for women and non-binary people in construction, manufacturing, and building sciences.

We curate experiences to connect outside of work, through which we address our two main goals: **reduce the loneliness** experienced by underrepresentation and **ensure the retention** of underrepresented people who have, against all odds, committed themselves to careers in these industries.

...AND

VISION

To build a world (pun intended!) where all people feel welcome in construction, manufacturing, and building sciences.

Through our events and meetups, we aim to create inclusive spaces that encourage dialogue, spark connection, and challenge perspectives. We aspire to be a catalyst for positive change, promoting diversity, and nurturing the next generation of Women on Site.

WOS COMMUNITY

10k

Subscribers

Our online community spans the globe!

168

Attendees

Average attendance at our ticketed events in 2023!

8

WOS Chapters

We have 7 chapters in Canada and 1 in the USA & more coming!





WOS GROWTH

	2022	2023	YOY GROWTH
Total Event Attendees	118	168	35%
Instagram Followers	1,867	6,852	267%
Email Subscribers	n/a	1,091	n/a
Email Newsletter Open Rate	n/a	70%	n/a

n/a - 2023 was the first year we operated our website and email subscription so we'll have this data for you next year!

2024 Goals



20,000

Socials & Email Subscribers

75

Average Ticketed Event Attendance

15

Canadian Chapters

2

International Chapters

How we're doing this



- Expanding our team
- Investing into social media ads
- Connecting with industry partners

5 Women on Site



Sponsorship Opportunities



WELCOME TO A WOMEN ON SITE EVENT

We host two types of events - Monthly Meetups and Ticketed Events - they each serve their own important purpose.



TICKETED EVENTS

We host three Ticketed Events every year. These large, formal gatherings are excellent networking opportunities, as the entire WOS community around Southern Ontario comes together to attend.



blWOSom - Summer Social May 2024

Our season opener. We typically lead impactful roundtable discussions and host interactive activities. The perfect place to kick off the busy field season, by making connections in the industry.

This year we're expecting 75 guests.

Camp WOS - Fall Retreat September 2024

An action-packed weekend retreat! We revolve the weekend around health and wellness, typically undervalued in our industries, goal setting, and strengthening networks within the community.

This year we're expecting 75 guests.



Let it WOS - Winter Gala January 2025

Our most anticipated event! We host speakers, reflect on the past year and celebrate our accomplishments. Our 2024 event was sold out in 6 days and we had a wait-list of hopefuls!

This year we're expecting 150 guests.





MONTHLY MEETUPS

Our monthly meetups connect women within their local communities in an intimate setting. They're free to attend and held on the first Wednesday of every month. We currently have seven chapters in Canada, one in the USA, and more in the works!

Each month we host approximately 75 women across our chapters.



Hamilton, ON



Kitchener, ON



London, ON



Ottawa, ON



Toronto, ON



Calgary, AB



Montreal, QC



Roanoke, VA





CHAPTER SPONSOR PACKAGE

This sponsorship package is catered to companies that are interested in sponsoring a monthly meetup chapter in their city. Chapter sponsors are vital for the success of their local WOS community. This investment is one of the best ways to increase your brand awareness among the tradeswomen in your area and to show your commitment to the retention of a diverse workforce.

We're grateful for your support!

Chapter Sponsor

\$3,000

- Corporate logo on all monthly drop-in meetup signage (table-top signs, bar top signs, A-frame sidewalk sign, etc.)
- Logo and website link on WOS website
- Corporate logo included in year-end yearbook

Table Toppers



A-Frame Sign



Thank you for your support!

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womenonsite.ca