

WOMEN ON SITE

Sponsorship 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

Across our email & social media platforms!

168

Attendees

Attendees at our 2023 season Ticketed Events!

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

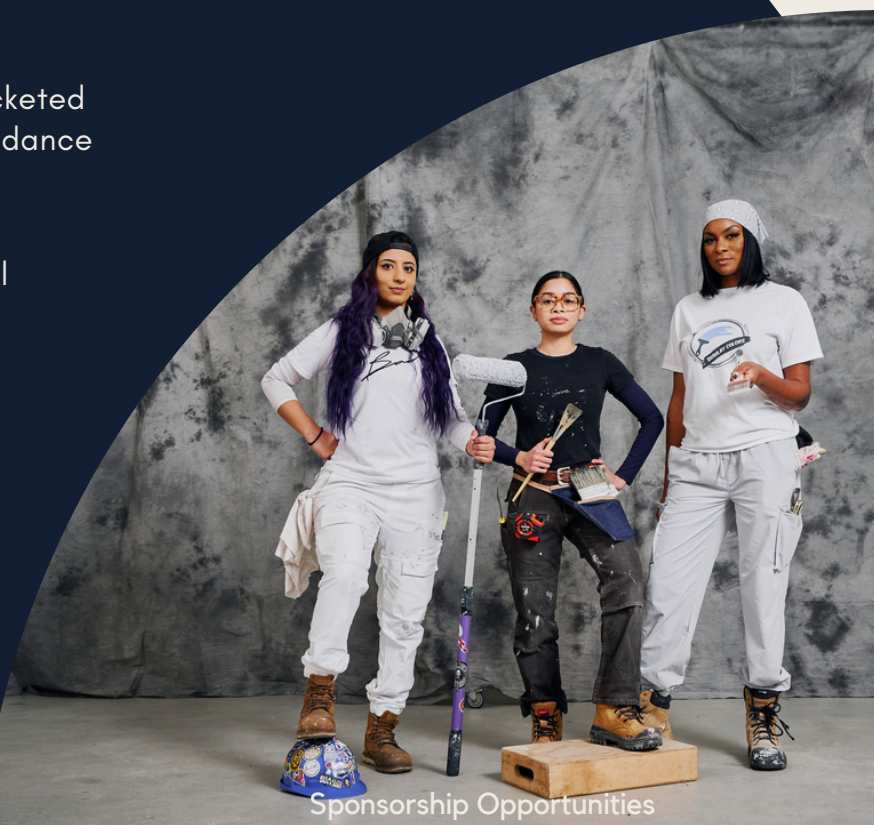
International Chapters

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





SPONSORSHIP PACKAGES

Single Event

\$1,200

This package is for sponsors that are interested in sponsoring one (or more!) of our three annual ticketed events.

- Logo in social media content promoting the event
- Logo in post-event social media video
- Opportunity to provide promotional material (i.e. discount codes, flyers, swag, etc) for event bag

Bronze

\$3,500

- Small logo on ticketed event banner
- Logo and website link on WOS website
- Company spotlight on one sponsor-specific graphic to run on Instagram
- Corporate logo included in year-end yearbook
- 1 WOS Membership

Silver

\$6,000

- Medium logo on ticketed event banner
- Logo and website link on WOS website
- Company spotlight on one sponsor-specific graphic to run on Instagram
- 1/2 page ad included in year-end yearbook
- Company logo in monthly email newsletter
- 3 WOS Memberships

What is a WOS Membership?

A WOS Membership is an opportunity for you to gift your employees who identify as Women on Site (WOS) the gift of a community and the commitment that you're invested in their success in this industry. There is no better way to show your WOS support than by providing them free access to this community.

Each WOS Membership includes:

- Entry to all three ticketed events
- Access to our Monthly Meetups
- A copy of our annual yearbook
- One merch item
- Special members-only name tag with Sponsor name

The benefits also extend to you, the Sponsor. With each membership, you have the opportunity to post up to 2 job postings per membership on our WOS online job board.

Please note that if you want to include additional WOS Memberships as part of your Sponsorship Package, they can be added for \$650 per membership.

SPONSORSHIP PACKAGES



continued

Gold

\$9,000

- Large corporate logo on ticketed event banner
- Logo and website link on WOS website
- Company spotlight on two sponsor-specific graphics to run on Instagram
- Full page ad included in year-end yearbook
- Company logo in monthly email newsletter
- Logo in social media content promoting ticketed events
- Special mention at ticketed events by MC
- Opportunity to provide promotional materials for event swag bag (i.e. discount codes, flyers, swag, etc)
- Logo in post-event social media video
- 5 WOS Memberships

Only 5 sponsor spots available

Optional add-on - \$5,000

Participate in one ticketed event (host a demo, survey, roundtable discussion, etc.)

Platinum

\$24,000

- Largest corporate logo on ticketed event banner
- Logo and website link on WOS website
- Company spotlight on four sponsor-specific graphics to run on Instagram
- 2-page ad spread included in year-end yearbook
- Company logo in monthly email newsletter
- Logo in social media content promoting ticketed events
- Special mention at ticketed events by MC
- Opportunity to provide promotional materials for event swag bag (i.e. discount codes, flyers, swag, etc)
- Logo in post-event social media video
- Participate in all ticketed events (host a demo, survey, roundtable discussion, etc.)
- Corporate logo on WOS shirts worn at exhibitions, expos, and networking events
- 10 WOS Memberships

Only 1 sponsor spot available

Chapter Sponsor

\$3,000

This package is for sponsors that are interested in sponsoring a monthly meetup chapter in their area. Chapter sponsors are vital for the success of their local WOS community!

- 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

If you would prefer to discuss a custom sponsorship package, please get in touch with us via our email on the next page.

Thank you for your support!

THANK YOU FOR YOUR SUPPORT!



womenonsite.ca
info@womenonsite.ca