



ALBERTA WOMEN'S
SCIENCE NETWORK

SPONSORSHIP
PACKAGE

2026

INTRODUCTION

Alberta Women's Science Network (AWSN)

About AWSN

AWSN is a provincial nonprofit organization dedicated to advancing equity, diversity, and inclusion in science, technology, engineering, and mathematics (STEM).

Our Mission

To support and promote women and underrepresented groups in STEM through networking, mentorship, advocacy, and community engagement.

Our Vision

An equitable STEM ecosystem where women and diverse individuals thrive as leaders, innovators, and change makers.

What We Do

- Support grassroots STEM initiatives across Alberta by providing grants.
- Recognize and celebrate leadership in STEM through awards.
- Engage communities through events and workshops that raise awareness, inspire youth, and encourage people of all ages to explore STEM.

WINSTEM WEEK

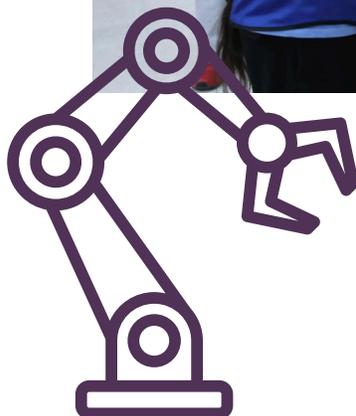
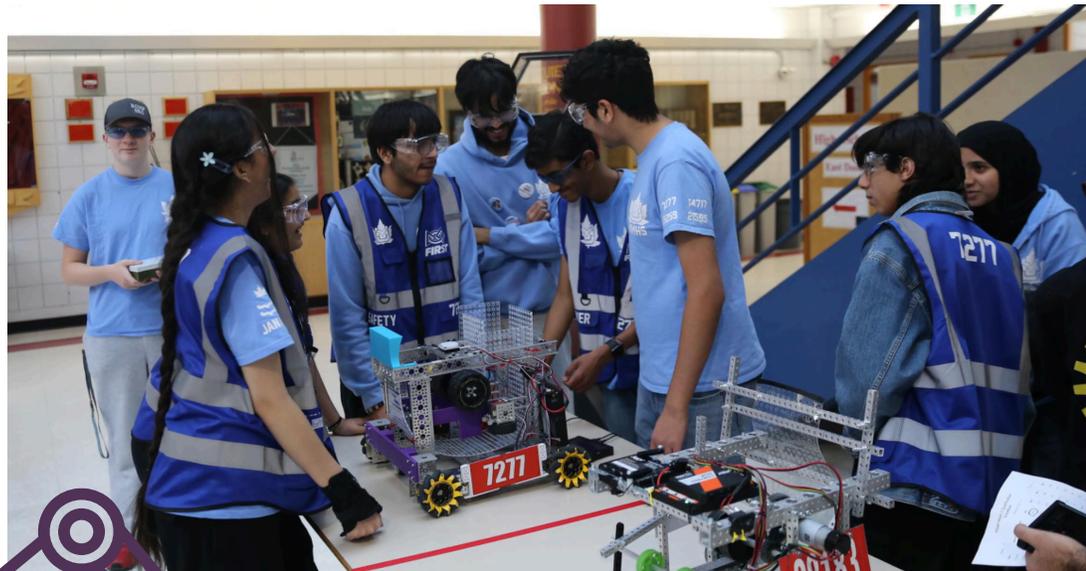


WinSTEM Week is one of AWSN's signature outreach initiatives, recognized by the **Government of Alberta**, focused on youth engagement and early talent pipeline development.

Our flagship event brings together:

- Students and families
- Professionals and industry leaders
- Educators and community leaders

Through keynote talks, panel discussions, interactive workshops, and networking sessions, we aim to increase **representation**, **visibility**, and **opportunity** in STEM fields.



SUPPORT OUR 2026 EVENT



WinSTEM Week's 10th Anniversary

Date: October 17th , 2026

Venue: Vivo for Healthier Generations, Calgary

Expected Attendance: 250 to 400 participants

Audience Profile:

- 60% students (Grades K-12 and post-secondary)
- 20% early-career professionals
- 10% educators
- 10% industry leaders and community members

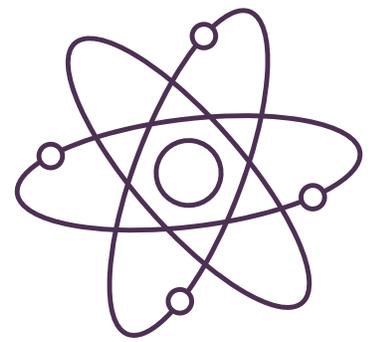


Event Features:

- Industry keynote speakers
- Hands-on STEM workshops
- Sponsor exhibition booths
- AWSN Athena and Minerva award winners recognized



WHY SPONSOR WINSTEM WEEK?



Visibility & Brand Recognition

Align your organization with equity, innovation, and future workforce development.

Corporate Social Responsibility (CSR)

Demonstrate commitment to diversity, inclusion, and gender equity in STEM.

Community Impact

Support a movement that directly addresses representation gaps in STEM industries.



SPONSORSHIP LEVELS

Benefits	Title Sponsor \$5,000 (only 1 available)	Platinum Sponsor \$2,000	Gold Sponsor \$1,000	Silver Sponsor \$500
Logo prominence on all materials	Large featured logo	Medium logo	Small logo	Small logo
Logo on event banner and backdrop	✓	✓		
Featured social media campaign	Full campaign	3 posts	2 posts	1 post
Press release inclusion	✓	✓		
Logo on website	Featured placement	✓	✓	✓
Booth space	Premium booth placement	Booth space	Booth space	
Recognition during closing remarks	Featured recognition	✓	✓	✓
VIP Event Access for up to 15 employees and their guests	✓			
Organization name in the event title	✓			

Post-event sponsors receive:

- Attendance demographics
- Engagement metrics
- Social media analytics
- Photos and branding visibility highlights
- Impact summary report



MESSAGE FROM TANYA FIR (2025)



Minister of Arts, Culture and Status of Women

WinSTEM Week received strong public visibility through social media amplification. Posts highlighting the initiative were shared by Tanya Fir, Alberta’s Minister of Arts, Culture and Status of Women, as well as the Government of Alberta’s official accounts. Their engagement helped spotlight the importance of gender equity in STEM and extended the reach of WinSTEM Week to audiences across the province.



“I am honoured to recognize Women in STEM Week, an annual celebration of the remarkable achievements of women in STEM.”



ACKNOWLEDGEMENTS

AWSN gratefully acknowledges the individuals, organizations, and volunteers whose dedication and collaboration make this work possible.

Your collective efforts strengthen STEM communities across Alberta and help advance equity, visibility, and long-term participation in science and technology.

CONTACT

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