Women in Mining Canada

2022-2023 Sustaining Sponsorship Program

Who we are

• Women in Mining Canada is a non-profit organization that envisions an industry that fosters, promotes and empowers women.

• We see a future where the possibilities, opportunities and goals are similar for all, regardless of gender.

• We bring together like-minded people and align with organizations that share our goals.

Our mission is to **Educate, Elevate** and **Empower** all women in mining and affiliated industries.

**EDUCATE**

• We focus on providing the tools and resources to raise awareness of diversity and inclusion and help women working in the Canadian mining industry to build the skills to become future leaders.

**ELEVATE**

• We are committed to providing a national platform that fosters excellence and best practices, and celebrates with award recognition.

**EMPOWER**

• It is time for change. The mining industry has the lowest number of women in C-Suite of any industry group worldwide. Professional networking, speaking opportunities, and access to board training rounds out our strategy.
## Our Reach

### National Reach
- 13 Chapters and 5 University Chapters across Canada collaborating through an affiliation agreement.
- Long-term partnership with other national organizations (e.g. PDAC, CIM).

### Global Reach
- Networking and collaboration relationships with international WIM groups and organizations focused on shared values.

### Government
- WIMC is recognized by the Canadian Minerals and Metals Plan as a leader for gender equality and inclusion.

### Knowledge Sharing
- Our newly launched knowledge platform has a global reach and is a comprehensive source of research, tools and data to connect Canadian women and their communities.

### Trailblazer Awards
- Honour and celebrate the achievements of women, students, and indigenous people. These are bold builders who have paved a path for women in the Canadian mining industry.

We have a significant national and global reach, and have been recognized as a trusted partner and advocate for gender equality and inclusion.
Programs & Initiatives

Trailblazer Awards Series

- Annual awards series recognizing five women and mentors making significant contributions to the Canadian mining industry
  - **Trailblazer Award**: Recognizing the contributions of women who are opening doors for themselves and keeping them open for the next generation in the Canadian mining industry
  - **Indigenous Trailblazer Award**: Recognizing and celebrating the contributions of Indigenous women to the development of the Canadian mining industry
  - **Indigenous Student Trailblazer Award**: Recognizing Indigenous female students who have demonstrated leadership in supporting other Indigenous people and women looking to have careers in the mining industry
  - **Student Trailblazer Award**: Recognizing female students who have demonstrated leadership in supporting other women looking to have careers in the mining industry
  - **Rick Hutson Mentorship Award**: Recognizing the mentors (women and men) who have supported, encouraged, guided and advised women along their journey

33 women and mentors recognized and celebrated over 11 years
Programs & Initiatives

Mining for Diversity Networking Event & Award Ceremony

- Held annually at the Prospectors and Developers Association of Canada’s convention in Toronto
- Canada’s larger diversity-focused mining industry networking event
- Attending by hundreds of attendees every year

*We bring together like-minded individuals and align with organizations that share our goals*
Programs & Initiatives

Research

- **Belonging Study**
  - First study of belonging in the mining industry – *Can you bring your true self to work?*
  - Over 3,500 participants from 13 TSX-listed companies
  - Two published papers

- **Motherhood in Mining**
  - Studying the reasons and particular situations, caused by motherhood, which cause women to leave the mining workforce
  - Expected to begin in early 2023

- **Mining Industry Awareness**
  - Gain a baseline understanding of young (teenage) girls’ understanding and impression of the mining industry
  - Expected to begin in early 2023
More Programs & Initiatives

- **Community Building**
  - Assist in the creation of new Women in Mining Chapters across the country
  - Assist smaller Chapters in their activities
  - Building partnerships with like-minded organizations to optimize resources and maximize impact

- **Knowledge Sharing Platform**
  - Sharing knowledge about equity, diversity and inclusion through publications and courses

- **Video Series**
  - Highlighting the Trailblazer Awards winners, sponsors and other prominent women in the industry

- **Podcast**
  - Upcoming podcast series featuring interviews with Trailblazer Awards winners, sponsors and other prominent and upcoming women in the mining industry
## Sponsor Benefits

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>DIAMOND ($15,000)</th>
<th>GOLD ($10,000)</th>
<th>SILVER ($5,000)</th>
<th>BRONZE ($3,000)</th>
<th>FRIEND &lt;$2,500</th>
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</thead>
<tbody>
<tr>
<td>Logo and acknowledgement of Sponsor Level on WIMC website and social media, linked to your corporate website</td>
<td>●</td>
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<tr>
<td>Logo and acknowledgement of Sponsor Level at the annual WIMC Mining for Diversity Reception and WIMC Trailblazer Awards Ceremony during PDAC Convention</td>
<td>●</td>
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<tr>
<td>Acknowledgement during the WIMC Mining for Diversity Event welcome remarks</td>
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<td>Opportunity to participate in research initiatives</td>
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<td>Logo and acknowledgement of Sponsor Level via a special email newsletter to WIMC mailing list</td>
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<td>Opportunity to showcase one of your company’s female leaders on WIMC website and social media</td>
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<td>Opportunity to participate in WIMC sponsor roundtable event</td>
<td>●</td>
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<td>Ability to post complimentary open job opportunities on the WIMC social media platforms</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<td>Complementary membership for company’s representatives of choice</td>
<td>15</td>
<td>10</td>
<td>5</td>
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<td>Corporate representative will have the opportunity to be one of the judges for WIMC Trailblazer Awards</td>
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<td>Corporate representative will present an award and be photographed with the Award recipient at WIMC Trailblazer Awards Ceremony*</td>
<td>●</td>
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<td>Opportunity to build strategic partnership with local WIMC Chapter of choice</td>
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<td>Company profile on WIMC Knowledge Sharing Platform, linked to your corporate website</td>
<td>●</td>
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<td>One year guaranteed annual renewal</td>
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*While there are still Awards available to be presented. Priority will be given to Diamond sponsors, followed by Gold sponsors.
We bring this approach into our sponsorship activities, where we work with your teams to create long-term value for women in the Canadian mining industry. Our ask from you includes:

▪ Your commitment to a partnership and your active involvement in developing impactful programs through ongoing funding and volunteer participation in joint initiatives.

▪ Your commitment to share your D&I best practices across communication channels (national and regional).
The WIMC Sustaining sponsorship program measures your commitment to WIMC and its values, over time, based on your cumulative involvement as follows:

- Funding level over 3 years;
- Active involvement in WIMC initiatives (e.g. providing volunteers and other resources);
- Value added to WIMC Knowledge Sharing Platform (e.g. DE&I content);
- Sharing your company’s initiatives and programs which have a positive impact on DE&I in the industry.

Status will be evaluated and recognition provided in September of each year.
Where Will Your Money Go?

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>APPROX. AMOUNT</th>
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<tbody>
<tr>
<td><strong>PDAC Mining for Diversity Event</strong></td>
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<tr>
<td>● Support our ability to offer our Mining for Diversity event at the annual PDAC Conference free for all interested to attend</td>
<td><strong>$25,000</strong></td>
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<td><strong>Scholarship Fund</strong></td>
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<td>● $5,000 for the Student Trailblazer Award</td>
<td><strong>$10,000</strong></td>
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<tr>
<td>● $5,000 for the Indigenous Student Trailblazer Award</td>
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<td><strong>Travel Fund</strong></td>
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<tr>
<td>● Support the Trailblazer Award winners’ ability to attend the Mining for Diversity Networking Event and Awards Ceremony at the PDAC conference</td>
<td><strong>$5,000</strong></td>
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<td>● Support Women in Mining Canada researchers and board directors to speak/present at conferences</td>
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<tr>
<td><strong>Chapters Fund</strong></td>
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<tr>
<td>● Support the creation of new chapters across the country</td>
<td><strong>$10,000</strong></td>
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<tr>
<td>● Support smaller chapters in their activities</td>
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<td><strong>Sustaining Research Fund</strong></td>
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<tr>
<td>● Support research about diversity in the mining industry</td>
<td><strong>$100,000</strong></td>
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<td>● Support technical research for the mining industry conducted by women</td>
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<td>● Support the creation of courses for our Online Learning Platform</td>
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<td><strong>Sustaining Translation Fund</strong></td>
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<tr>
<td>● Support Women in Mining Canada’s ability to offer its publicly available material in both French and English</td>
<td><strong>$20,000</strong></td>
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<tr>
<td><strong>Video Series</strong></td>
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<tr>
<td>● Video interview series featuring our Trailblazer Awards Series winners, sponsors, and other noted mining professionals</td>
<td><strong>$25,000</strong></td>
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<td><strong>Podcast</strong></td>
<td></td>
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<tr>
<td>● Podcast series featuring interviews with Trailblazer Awards winners, sponsors, chapter leads, international Women in Mining organizations, and other prominent and upcoming women in the mining industry</td>
<td><strong>$5,000</strong></td>
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<tr>
<td><strong>General and administration</strong></td>
<td></td>
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<tr>
<td>● Support Women in Mining Canada basic operating and administrative expenses</td>
<td><strong>$7,500</strong></td>
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<tr>
<td>● Website maintenance</td>
<td></td>
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<tr>
<td>● Marketing and communications</td>
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</table>
Why Become a Sponsor?

- **Targeted access** to our network of dynamic individuals, partners, organizations and volunteers who are focused on diversity and inclusion in the mining industry.
- **Networking** and **communications** through our website, virtual network and social media
- **Engage** as a progressive employer of choice with Members, Chapters and the next generation
- **Global exposure** at the WIMC Mining for Diversity Event & Awards Ceremony during the PDAC Convention in March
- **Promote** and **recognize** women in your organization across WIMC's website and social media, through articles, webinars and video interviews
- **Contribute** to building the content for WIMC Knowledge Sharing Platform, a comprehensive source of aggregated research, tools and data that connects women and communities in Canada
- **Demonstrate** your leadership as a corporate role model
Thank you to our 2021-2022 Sponsors

Diamond Sponsor

Sprott

Silver Sponsors

Cassels
Stantec

Bronze Sponsors

Gold Sponsors

Ausenco
O3 Mining

In-Kind Sponsors

adnet communications inc.  
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EY  
KPMG
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