

PARO Centre
For Women's Enterprise
pour l'entreprise des femmes
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Women Leaders
A SUSTAINABLE FUTURE

Spark CENTRE

PARO women are pursuing their dreams and they are everywhere in Ontario. They come from all walks of life and they represent a rich diversity of backgrounds..

Dear PARO Supporter,

We know that you are a proud supporter of women and entrepreneurship. As businesses thrive, we all thrive. This expression says it best, *All boats rise with the tide.* Keeping business "afloat" has been challenging for many these past two years. Support is needed.

The world has changed, and we are all moving towards a new future. PARO has existed to serve and empower women entrepreneurs, and we know how our clients have been impacted by COVID-19. This year, we invite you to explore the possibilities of a more sustainable future with PARO Centre as we host our *Women Leaders: A Sustainable Future* Event and Awards Ceremony. The event will take place on April 28th.

Women Leaders: A Sustainable Future Event and the Awards Ceremony that will follow are both celebrations of accomplishments and a great learning opportunity for all emerging entrepreneurs, new and established business owners and professionals. This motivating event is packed with **workshops, dynamic speakers, engaging networking opportunities, a one of a kind virtual pop-up market exhibition, and PARO Evening Awards Gala,** honouring women in Ontario who have made positive contributions in their community and who have made significant pivot and adopted new ways of doing business through resilience and business leadership. We will be joined in the morning by a **StartUp Grind** session, partnering with Spark Centre, to add inspiration to those who see starting a business as solution for their future.

The **workshops and networking sessions** will provide tools and learnings on how to collaborate, strengthen and grow women's companies as we make the shift to an increasingly online future, keeping the earth and its sustainability at the top of our priority list. Speakers and facilitators will share what they have learned from their experience in pivoting and operating their businesses, and how they have contributed to the fight against climate change through making changes to their business practices. This event is open to all people - women, men, youth, as well as organizations!

Given our mandate, we offer sponsor opportunities to businesses, agencies and community organizations, in order to keep the event accessible. We invite you to participate as a Presenting, Keynote, Workshop, Award, or Contributing Sponsor.

Enclosed find information on PARO, the sponsorship opportunities and benefits available. Also, we invite you to consider support through the purchase of one or more tickets for this noteworthy event. It is significant that this event **raises funds for the grant portion**

of our renowned Peer Lending Circles loans/grants, serving 190+ Circles throughout the province. These grants impact positive social change across Ontario, and go to the women who need it most, and was sometimes the only source of financial support during Covid-19 challenges.

For further information or inquiries regarding sponsorship, please contact (807) 625-0328, or access@paro.ca. As this event will take place on **April 28th 2022**, we would appreciate a response of your intention to participate by **February 1st, 2021.**

On behalf of PARO, we thank you for your consideration of these opportunities, and we look forward to celebrating the many achievements of enterprising women with you in April!

Sincerely,

Rosalind Lockyer
Founder and CEO

Attachments:
Appendix A: About PARO Centre for Women's Enterprise
Appendix B: Sponsorship Benefits
Appendix C: Awards Description

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Appendix A: About PARO

PARO Centre for Women's Enterprise (PARO) is a woman-centred community economic development organization focused on addressing the many unique challenges facing women as entrepreneurs and as primary caregivers. Since the beginning, we have continued to diversify the range and reach of our programs and services to meet the changing socio-economic environments of our communities and the growing economic needs and aspirations of women in Ontario. Today, PARO offers services to women, people with disabilities, youth and social entrepreneurs.

At PARO, we seek to empower women and families within their communities, strengthen small business and promote community economic development (CED) through integrated and women-centered program delivery. From training and business coaching, to building job search skills, networking events and peer lending circles, all of our programs and services are designed to increase the self-sufficiency and success of women, families and communities.

We have seen how women have been impacted by COVID-19, and PARO has been contacted from all over Ontario for information and assistance. Pre-COVID, PARO visited communities giving women entrepreneurs support and financing. Now, PARO 'zooms' directly to their screen, connecting women remotely with support, information, financing, and, perhaps most importantly, growing connections with one another.

Our reach and membership are escalating daily, and our mandate has not changed, though our physical presence may be limited. Our network and peer lending circles are still growing, and your sponsorship now more than ever will support the maintenance and recovery of families, businesses, and communities.

PARO delivers innovative programs and services that include:

- ✓ Business development services and support
- ✓ Networking and Marketing Opportunities
- ✓ Leadership and business development
- ✓ Peer Circle micro grant/loans and support in accessing other funds



For more information about PARO programs and services, please visit our website at www.paro.ca.

Appendix B: Sponsorship Benefits

Benefits	PRESENTING Sponsor $3,000 +	KEYNOTE Sponsor $ 2500 +	WORKSHOP Sponsor $1000+	AWARD Sponsor $ 400	PARO Grant Fund Contribution Unlimited (charitable receipts wil be issued to donations $20+)
Number of Opportunities Available	ONE (1)	ONE (1)	FOUR (4)	EIGHT (8)	Unlimited
Each correspondence (social media, print, etc) will mention your organization as the Presenting Sponsor, ie. **Women Leaders: A Sustainble Future, Presented by [Your Business/Organization name]**	★				
Exclusive Opportunity to **Address Delegates as PRESENTING Sponsor**	★				
Introduction of **Keynote** speaker		★			
Sponsor Logo Placement on Web	★	★	★	★	
Opportunity to announce award winner during the Award Ceremony				★	
Opportunity to include promotional material in participant registration virtual resource kit	★	★	★	★	
Logo featured during the event	★	★	★	★	
Featured on our Social Media promotions and newsletter of event	★	★	★	★	
Link to your website from our event page	★	★	★		
1 year PARO network membership	★	★	★	★	★
Opportunity to have a virtual Pop-Up Market Booth to Display Business/Organization	★	★	★		
Complimentary Registration for online attendance	12 (Full Day)	6 (Full Day)	4 (Full Day)	2 (Full Day)	

In-Kind Sponsors: By identifying your sponsor expense limit as In-kind sponsor, you are awarded the **equivalent to an Award Sponsor** and the **according benefits**, but not present an award.

Appendix C: Award Categories

Fearless Business of the Year. *Previously New Business*
This award recognizes a woman's business, with a successful and notable track record for less than 3 years and giving back to the community.

Unshakeable Business of the Year *Previously Established business*
This award recognizes a woman's business with a successful and notable track record for 3 years or more. A woman who has established a business, taken financial risks, managed the business successfully, and given back to the community.

Rising Star.
A Rising Star is a current woman leader or an aspiring future leader who is starting out in Business, has built in ecofriendly practices, and is quickly rising through the ranks

PARO Circle of the Year.
This Award recognizes a Peer Lending Circle's efforts to "Give Back" to each other, to PARO and to their community.

"Mooka'am Kwe" She Rises
Indigenous Women Leader Award
This award celebrates successful, accomplished and committed Indigenous women.

Newcomer Award
The Newcomer Entrepreneur recognizes the woman's business success of a woman entrepreneur who were born outside of Canada and now call Ontario home.

Trailblazer Award
The recipient is a woman who is demonstrating that there is a space and a place for women in male-dominated fields or has successfully challenged a world of work or industry typically occupied by males.

SupportHER of the Year (Previously PARO Partner)
This award recognizes a partner whose collaborative work with PARO has contributed to advance women's economic development