



Sponsorship Opportunities

WOMEN ON SITE



APRIL 2024 - MARCH 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.

**44% OF WOMEN WORKING IN THE
CONSTRUCTION TRADES HAVE SERIOUSLY
CONSIDERED LEAVING THEIR JOBS.**

INSTITUTE FOR WOMEN'S POLICY RESEARCH

So, while recruitment is important, WOS is tackling the **labour shortage** issue we're facing through a different perspective: **retention**. And we're achieving this through community and connection.

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 Events & Strategy



Samara Sampson
Red Seal Sheet Metal Worker
Director of Communications



Darci Spiteri
Electrical Apprentice
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. A world where people are judged based on their work ethic, not for how they look.

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

6.2k



Instagram Followers

Our Instagram following spans the globe!

672



Email Subscribers

People that like hearing from us on a monthly basis!

56



Avg. Event Attendance

Average attendance at our ticketed events in 2023!

52



WOS Chapter Drop-In Meetups

We hosted this many drop-in meetups in 2023!





WOS GROWTH

	2022	2023	YOY GROWTH
Total Event Attendees	118	168	42%
Canadian Chapters	1	7	600%
Instagram Followers	1,867	6,201	232%
Website Avg. Monthly Visits	n/a	850	n/a
Email Subscribers	n/a	672	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



10,000

Instagram Followers &
Email Subscribers

65

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





OUR EVENTS

We host two types of events, and they each serve their own important purpose.

TICKETED EVENTS

We host three ticketed events each year. These are large, formal gatherings that bring together the entire WOS community around Southern Ontario.



Let it WOS



Summer Harvest



Camp WOS

MONTHLY MEETUPS

The monthly meetups connect women in an intimate, local setting. They're free to attend and held on the first Wednesday of every month. We currently have 7 chapters in Canada: Calgary, Hamilton, Kitchener, London, Montreal, Ottawa, Toronto, and more coming!



Kitchener



Ottawa



Toronto



SPONSORSHIP PACKAGES

April 2024 - March 2025

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
- A copy of our annual yearbook
- One merch item
- Special members only name tag

The benefits also extend to you, the Sponsor. With this 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!



FOR INQUIRIES,
CONTACT US.

womenonsite.ca
info@womenonsite.ca