



MARCH 11, 2026

DISRUPTING THE SUPERWOMAN NARRATIVE, EMBRACING THE POWER OF REST

SPONSORSHIP PACKAGE



University of
Lethbridge



OVERVIEW OF THE DAY

9 - 9:45 a.m.	CHECK IN & REGISTRATION WELCOME ICE BREAKER
9:45 - 9:50 a.m.	DR. DENA MCMARTIN VICE-PRESIDENT RESEARCH WELCOME AND INTRODUCTIONS
9:50 - 9:55 a.m.	ELDER STAAH'TSI'NAIMS'SKAA'KI (THUNDER PIPE WOMAN UNDER THE SKY), CATHARINE HUNT ELDER PRAYER AND BLESSING
9:55 - 10 a.m.	KAREN REID BOARD CHAIR GREETINGS ON BEHALF OF ULETHBRIDGE BOARD OF GOVERNORS
10 - 10:05 a.m.	DR. DIGVIR JAYAS PRESIDENT AND VICE-CHANCELLOR GREETINGS ON BEHALF OF THE UNIVERSITY OF LETHBRIDGE
10:05 - 11 a.m.	OPENING KEYNOTE JULLY BLACK CANADA'S QUEEN OF R&B SOUL AND MULTI-JUNO AWARD WINNER
11 a.m. - Noon	LUNCH AND NETWORKING EVENT PHOTO WITH THE ARTIST
Noon - 12:15 p.m.	WELLNESS PAUSE: BREATHE, STRETCH AND ENERGIZE
12:15 - 1:15 p.m.	LETHBRIDGE LEADERS/CHANGE MAKERS - REAL ESTATE DEVELOPMENT AND DESIGN, INDIGENOUS EDUCATION AND ADVOCACY, AND MUNICIPAL POLITICS
1:15 - 1:30 p.m.	NETWORKING BREAK
1:30 - 2:30 p.m.	CLOSING KEYNOTE DR. MALINDA SMITH ASSOCIATE VICE-PRESIDENT (RESEARCH EDI), UNIVERSITY OF CALGARY
2:30 p.m.	MARTHA MATHURIN-MOE - VICE-PROVOST ABC, UNIVERSITY OF LETHBRIDGE THANK YOU - NEXT YEAR'S KEYNOTE ANNOUNCEMENT

ABOUT THE CONFERENCE

The University of Lethbridge International Women's Day Leadership Conference is an intentional space for empowerment, innovation, and knowledge-sharing, providing greater access to the Lethbridge community. This annual one-day celebration of success and solidarity is pivotal in bringing together a diverse audience to learn from world class leaders, researchers, scholars, and creatives who will inspire and uplift the change leaders of tomorrow. In 2025, our conference featured Dr. Jen Gunter, obstetrician, gynecologist and bestselling author, and Dr. Ranjana Sharma, Chief Scientist at Natural Resources Canada, along with a distinguished panel of Lethbridge Leaders. Even with increased capacity compared to 2024, this event sold out in record time!



Su Ying Strang, Executive Director SAAG; Simarjit Bains, VP of Manufacturing 3M Housing; Dr. Genevieve Fox, Education Director, Blackfoot Confederacy Council.



Are you ready to be **Uplifted, Challenged and Inspired?**

The University of Lethbridge International Women's Day Leadership Conference promises you an unforgettable experience. As a reputable comprehensive academic institution, the University of Lethbridge brings together talented scholars, students and staff from around the globe. Our University is ranked #6 for best undergraduate programs where all our students experience first-hand world class education in smaller, interactive and innovative classrooms. Located on the traditional lands of the Blackfoot Confederacy, we work alongside Indigenous communities to respond in meaningful ways to the Truth and Reconciliation Commission's 94 Calls to Action. We strive to live up to the deep responsibility of having our Blackfoot Name "Iniskim," meaning Sacred Buffalo Stone. At ULethbridge, we are committed to being a strong partner and collaborator for the community, of which we are an essential part of, and we endeavour to serve it well by honouring our past, present and future.



Dr. Jen Gunter (pictured above), Obstetrician and Gynecologist, Bestselling Author.

Our Speakers

Change Makers in the Community



Jully Black

CANADA'S QUEEN OF R&B SOUL
AND MULTI-JUNO AWARD WINNER

Jully Black will talk about the complexities of navigating social activism and community organizing as a Black artist. She will share insights on staying grounded, taking care of oneself, and remaining authentic while working for change.

Jully Black is a Canadian Icon and Global Star, dubbed Canada's Queen of R&B Soul with a record-breaking success as an award-winning singer, actress, entrepreneur, motivational speaker, philanthropist, and fitness guru. A multiple Juno Award winner and Canada's Walk of Fame inductee, Jully is a platinum-selling artist named one of 'The 25 Greatest Canadian Singers Ever' by CBC Music. She has performed alongside global icons like Elton John, Alicia Keys, Celine Dion, Black Eyed Peas, Jessie Reyez, Paris Richards and Drake. Furthering her role as a positive change agent, Jully launched in 2018 the 100 Strong and Sexy fitness challenge, and in 2020, she introduced The Power Of Step, a successful Step Aerobics and Personal Transformation Coaching practice with global reach. She is also a vocal advocate for the LGBTQ2S+ community and in 2022, she founded the Jully Black Family Foundation, offering scholarships to help women pursue education.



Dr. Malinda Smith

ASSOCIATE VICE-PRESIDENT (RESEARCH EDI), UCALGARY

Dr. Malinda's talk will explore the concept of the "glass cliff," drawing on her research to examine how this dynamic affects opportunities, expectations, and outcomes faced by women in leadership, especially those who are racialized.

Dr. Malinda Smith is a distinguished scholar and leader with a PhD in political science from the University of Alberta and multiple degrees from Western Michigan University, including an MA, MDA, and a BA magna cum laude in political science and criminal justice. At the University of Calgary, she is a member of the Senior Leadership Team as the inaugural Associate Vice President (Research-EDI). She serves as Co-Chair of the President's Task Force on EDIA, Chair of the Dimensions EDI Executive and Steering Committees, and Lead on the CFREF-One Child Every Child Equitable Pathways Accelerator and Equitable Pathways Council. Her research focuses on equity, anti-racism, pluralism, and hidden figures in the Canadian academy. Dr. Smith is the co-author, editor and co-editor of eight books and numerous articles.

Lethbridge Leaders Panel

We are also thrilled to highlight a diverse and impressive Lethbridge panel of change makers in real estate development and design, Indigenous education, advocacy and key community builders.

The Lethbridge Leaders panel will include:



Whitney (BMgt '06) and Kirby Maronda

THE PROPERTY TWINS REAL ESTATE

Whitney (BMgt '06) and Kirby Maronda lead a dynamic team of realtors dedicated to providing exceptional service. They have consistently been recognized as Top Producing Realtors as well as being voted the Best of the Best for individual Realtors and team for multiple years. The Maronda twins are not only committed to real estate but also to giving back to their community, actively participating in numerous organizations and fundraisers.



litoomsaokaa'sii Diandra Bruised Head (BSc '17)

INDIGENOUS LEARNING AND IMPACT, MANAGER, INISKIM INDIGENOUS RELATIONS, ULETHBRIDGE

litoomsaokaa'sii Diandra Bruised Head is Kainaiikii, and a graduate of Lethbridge Polytechnique (RRM '16) and the University of Lethbridge (B.Sc. Enviro Sciences, '17). She is pursuing a Master's in Conservation Leadership at the University of Guelph, integrating her Western education with her Blackfoot values and exploring the intersection of human leadership and environmental health. Her work focuses on building a strong case for trans-boundary, landscape-scale rematriation of linnii / buffalo through ecological corridor networks and implementing a hoof-to-ground model within Siksikaitsitapi Sao'aohkiohtsi Blackfoot territory.



Jenn Schmidt-Rempel (BA '93)

COUNCILLOR, CITY OF LETHBRIDGE

Jenn Schmidt-Rempel (BA '93), a lifelong Southern Albertan and entrepreneur, was elected to Lethbridge City Council in 2021. Her career includes publishing Lethbridge Living magazine for a decade, partnering with several restaurant franchises, and now co-owning a communications and marketing consulting firm. She has served on the Lethbridge Chamber of Commerce Board, Police Commission, Chinook Arch Regional Library Board, and chaired Economic Development Lethbridge. A passionate supporter and advocate of Lethbridge, Jenn's work is dedicated to sustainable growth, innovation, and community belonging. She is a firm believer that leadership thrives when we embrace rest while emphasizing the balance between action, authenticity, and renewal.



Our Venue

We are excited to welcome up to 250 guests for this year's conference in our state-of-the-art Science Commons building.

This \$280-million science facility opened its doors to the public in 2019. The Science Commons building is home to our Chemistry & Biochemistry, Biological Sciences, Neuroscience, Physics, Astronomy and Psychology departments.

This facility was built to bring together the best and brightest minds and has allowed our students to work alongside internationally recognized researchers to tackle complex questions. The science-on-display encourages interdisciplinary work between students, faculty, and departments and allows the University to create spaces for community engagement.

Our Audience

We are proud to host this year's conference as an all-inclusive event. We welcome women and gender-diverse individuals and male allies and sponsors who support and promote the advancement of women leaders, scholars, staff and students within their organization and community.

This Conference may appeal to you if you are:



Our Impact

The 2025 Conference was a high visibility event, shared widely through earned, owned and paid media channels. This resulted in a sold-out event of 260 participants in less than one month from the ticket sales launch. Our strategy resulted in seven news articles/videos by local media outlets, with some stories appearing in national publications.

Tactics to promote the event included:

- 1 UWeekly (internal employee e-newsletter)**
 - Approximately 2,800 recipients
- 2 ULethbridge Connect (weekly student e-newsletter)**
 - Approximately 8,000 recipients
- 3 Aperture (ULethbridge alumni e-newsletter)**
 - Approximately 25,000 recipients
- 4 Social Media Channels (organic and sponsored posts with a total reach of 41,218)**
 - Facebook: 31K followers
 - Instagram: 17.4K followers
 - LinkedIn: 45K followers
- 5 Campus-wide Digital Signage**
- 6 University Drive Superboard Sign (high visibility traffic area)**
- 7 ULethbridge website (Average views per month: 98,321)**

Our Opportunity

Sponsorship Levels

The University of Lethbridge seeks to build ongoing relationships and partnerships to elevate this event and highlight the impact of corporate philanthropy within our community. If this aligns with your strategic vision, we would love to partner with you. These exclusive opportunities are available until January 31, 2026. We are happy to provide the following IWD Leadership Conference sponsorship opportunities:

Presenting sponsors
\$5,000 per year

TWO
AVAILABLE

Lunch Break sponsor
\$3,500 per year

ONE
AVAILABLE

Corporate table sponsors
\$3,000 per year

FIVE
AVAILABLE

Networking Break sponsors
\$1,500 per year

TWO
AVAILABLE

In addition, we have the following sponsor opportunity, which will allow ULethbridge students to attend the event at no cost:

Student Sponsor - \$1,200

UNLIMITED NUMBER AVAILABLE

Community Supporter - \$1,000

UNLIMITED NUMBER AVAILABLE



INSPIRE & UPLIFT



To discuss these sponsorship opportunities, please reach out to Martha Mathurin-Moe at the University of Lethbridge.

Martha Mathurin-Moe

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