University of Lethbridge

When Women Rise Together, **Communities Thrive**

University of Lethbridge
International Women's Day
LEADERSHIP CONFERENCE

2027 SPONSORSHIP PACKAGE

Overview of the day – March 10, 2027

8 – 9 a.m.	CHECK IN & REGISTRATION MORNING NETWORKING
9 – 9:30 a.m.	DR. DENA MCMARTIN	VICE-PRESIDENT RESEARCH WELCOME AND INTRODUCTIONS
	ELDER STAAH'TSI'NAIMS'SKAA'KI (THUNDER PIPE WOMAN UNDER THE SKY), CATHARINE HUNT ELDER PRAYER AND BLESSING
	KAREN REID	BOARD CHAIR GREETINGS ON BEHALF OF ULETHBRIDGE BOARD OF GOVERNORS
	MICHELLE HELSTEIN	PROVOST AND VICE-PRESIDENT (ACADEMIC) GREETINGS ON BEHALF OF THE UNIVERSITY OF LETHBRIDGE
9:30 – 10:30 a.m.	OPENING KEYNOTE	WANEEK HORN-MILLER OLYMPIAN AND ACTIVIST, INDIGENOUS HEALTH & RECONCILIATION
10:30 a.m.	MORNING BREAK	NETWORKING ICEBREAKER
10:45 a.m. – 12 p.m.	LEADERSHIP PANEL FIRESIDE CHAT – HOSTED BY MICHELLE HELSTEIN BERNIE BOULET, ASHLEY DAY CHIEF, KAREN REID
12 – 1 p.m.	LUNCH
1 p.m.	WELLNESS RESET
1:15 – 2:15 p.m.	CLOSING KEYNOTE	JESSICA RIDDELL FOUNDER OF HOPE CIRCUITS INSTITUTE & AWARD-WINNING EDUCATOR, SCHOLAR AND BEST-SELLING AUTHOR
2:15 p.m.	MARTHA MATHURIN-MOE – VICE-PROVOST ABC, UNIVERSITY OF LETHBRIDGE THANK YOU – NEXT YEAR'S KEYNOTE ANNOUNCEMENT
2:20 p.m.	BOOK SIGNING & NETWORKING EVENT

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 2026, our conference featured Jully Black, multi-Juno award winner and R&B musician and Dr. Malinda Smith, Associate Vice-President (Research EDI) at the University of Calgary along with a distinguished panel of Lethbridge Leaders. Even with increased capacity compared to 2025, this event sold out in record time!



From left, Kimoya Edwards, Jully Black, Martha Mathurin-Moe.



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.



From left, Martha Mathurin-Moe, Cathy Hunt, Dr. Dena McMartin, Dr. Malinda Smith, Diandra Bruised Head, Jully Black, Whitney Maronda, Jenn Schmidt-Rempel, Kirby Maronda, Dr. Michelle Helstein.

Our Keynote Speakers

Change Makers in the Community



Dr. Waneek Horn-Miller LLD ‘22

OLYMPIAN, ACTIVIST, SPEAKER ON
INDIGENOUS HEALTH AND RECONCILIATION

As one of Canada’s few Indigenous Olympians, Waneek has used her unique experiences in life and sport combined with a passion for her culture to influence Indigenous and non-Indigenous leadership in sport and wellness, Indigenous business, women in business and community building. The Canadian Association for the Advancement of Women and Sport and Physical Activity recently named her one of Canada’s most influential women in sport. A Mohawk from the Kahnawake Mohawk Territory near Montreal, Waneek was behind the lines during the Oka crisis in 1990 when she was stabbed by a Canadian soldier’s bayonet. It was a near-death experience that marked a turning point in her life. Waneek is an advocate for building indigenous sport and has worked with the Assembly of First Nations to develop their sport, fitness and health strategy. Drawing on her experiences as the former co-captain of Canada's Olympic women's water polo team, Waneek shares her story and teaches how to build self-esteem through a balance of education and sport. Waneek is currently working with the Indigenous forward company Manitobah Mukluks in several capacities, markedly as the director of the Storyboot Project. In 2022, Waneek was presented with an honorary degree from the University of Lethbridge.



Dr. Jessica Riddell

FOUNDER, HOPE CIRCUITS INSTITUTE, AWARD-WINNING EDUCATOR, SCHOLAR AND BEST-SELLING AUTHOR

Dr. Jessica Riddell is a Full Professor at Bishop’s University (Québec, Canada) and the inaugural Stephen A. Jarislowsky Chair of Undergraduate Teaching Excellence. A nationally recognized educator, public intellectual, and higher education leader, she is known for reimagining universities as public institutions oriented toward human and ecological flourishing. She is the founder of the Hope Circuits Institute and the author of *Hope Circuits: Rewiring Universities for Human Flourishing* (MQUP, 2024) and co-author of *Shakespeare’s Guide to Hope, Life, and Learning* (UTP, 2023). She serves on the Board of Directors of the American Association of Colleges and Universities and has received Canada’s highest teaching and engagement honours, including the 3M National Teaching Fellowship (2015) and election to the Royal Society of Canada College of New Scholars for her national contributions to the humanities (2025).

Lethbridge Leaders Fireside Chat

We are also thrilled to highlight a diverse and impressive Lethbridge panel of change makers and community builders.



Dr. Bernadine (Bernie) Boulet (BEd ’88, LLD ’25)

CO-FOUNDER GREEN SHIRT DAY

Bernie was a member of the inaugural Pronghorns women's soccer team at ULethbridge and is a retired teacher who previously worked at the Kanai Board of Education and Lethbridge School Division. Along with her husband Toby Boulet (BEd ’89, MEd ’94), Bernie has been at the forefront of promoting organ donations across Canada by co-creating Green Shirt Day to honour the tragic passing of their son Logan. Green Shirt Day — a national movement to encourage conversations and organ donor registrations — was established and they formed partnerships with the Canadian Transplant Association, Kidney Foundation and Canadian Blood Services, giving them the opportunity to speak across the nation. With the Alberta ORGANization Group, they successfully lobbied legislators to change current laws to create Give Life Alberta. In 2025, she was presented with an honorary degree from the University of Lethbridge.



Ashley Day Chief (BASc '14)

CHIEF OPERATIONS OFFICER AND CO-OWNER OF ADVANCEDAG INC.

Ashley is the Chief Operations Officer (COO) and co-owner of AdvancedAg Inc. She currently serves as a member of the Senate at the University of Lethbridge, is Past Chair of the Lethbridge Chamber of Commerce, and previously served as a member of the Town of Raymond’s Truth and Reconciliation Committee. Ashley was named a finalist in the Emerging Entrepreneur category of the 2022 Alberta Women Entrepreneurs (AWE) Awards. She went on to receive the 2023 Young Business Professional Award at the Lethbridge Chamber of Commerce Business of the Year Awards, the 2024 Entrepreneur of the Year Award through CETAC West, and was inducted into the University of Lethbridge Alumni Honour Society in 2025.



Karen Reid (BMgt ‘86)

CHAIR, BOARD OF GOVERNORS, ULETHBRIDGE

Karen is 12th appointed Board Chair and the first female Board Chair in the University’s 58-year history. She is currently the Chief Financial Officer at Charlton & Hill Limited in Lethbridge. She served on the University’s Board of Governors from 2018 to 2024, including in the capacity as Vice-Chair. Reid has held senior leadership roles with Charlton & Hill since 2004, where she oversees finance, technology, human resources and strategic direction. In 2008, she was named a Fellow of the Certified Management Accountants, and in 2015, a Fellow of the Chartered Professional Accountants. She has volunteered with the Lethbridge Squash Association and Big Brothers Big Sisters of Lethbridge and District, where she has chaired the annual Golf for Kids Sake fundraiser for more than two decades.





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:

- **Senior Leader/CEO**
- **Community member, activist**
- **Not-for-profit professional**
- **Faculty/Researcher**
- **Emerging leader**
- **Professional**
- **Male ally who supports/sponsors women leaders within your organization**
- **Undergraduate or Graduate student**

Our **Impact**

The 2026 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. Our strategy resulted in several news articles/videos by local media outlets.

Tactics to promote the event included:

1. **UWeekly (internal employee e-newsletter)**
   - Approximately 3,000 recipients
2. **ULethbridge Connect (weekly student e-newsletter)**
   - Approximately 8,000 recipients
3. **Aperture (ULethbridge alumni e-newsletter)**
   - Approximately 35,000 recipients
4. **Social Media Channels (organic and sponsored posts with a total reach of 41,218)**
   - Facebook: 33K followers
   - Instagram: 21.1K followers
   - LinkedIn: 52K followers
5. **Campus-wide Digital Signage**
6. **University Drive Superboard Sign (high visibility traffic area)**
7. **ULethbridge website**
   (Average views per month):
   - Entire website: 825K
   - Homepage: 72K

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 sponsor $5,000 per year	ONE AVAILABLE
Lunch Break sponsor $3,500 per year	ONE AVAILABLE
Corporate table sponsors $3,000 per year	FOUR AVAILABLE
Networking Break sponsor $1,500 per year	ONE 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

LIMITED NUMBER AVAILABLE

Community Supporter - $1,000

UNLIMITED NUMBER AVAILABLE

University of Lethbridge

To discuss these sponsorship opportunities, please reach out to our External Relations team at the University of Lethbridge.

Christa Merrell,
Philanthropy Advisor, Community Giving
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