





For more than a decade, Leading Ladies Networking events connect, support and elevate women in the business community so they can cultivate genuine connections and grow their businesses. Founded in Halifax, Nova Scotia, Canada January 2012 by Menna Riley.

Where movers and shakers meet the city's rainmakers, the lively, welcoming networking vibe is the perfect environment to build and foster relationships in the business and entrepreneurial community. With the exception of our recent Covid-related hiatus, Leading Ladies has been consistently selling out events since January 2012.

Experience the power of networking at its finest while enjoying delicious cocktails and hors d'oeuvres, fabulous prizes, and above all, the opportunity to grow your career and community.

- Network in style with like-minded women in your city
 - Strike-up meaningful conversations
 - Cultivate genuine, valuable connections
- Enjoy a cocktail (or two) and delectable hors-d'oeuvres
- Located at Lot Six Bar in the heart of downtown Halifax
- Featuring award-winning event photographer, Chantal Routhier
- Founded by Business Development Strategist, Menna Riley

TESTIMONIALS



“These are hands-down the best, most genuine, and exciting networking events I have attended in my career. The events themselves are structured so that we not only have fun and grow our circle of amazing women, I find I also learn something new every time!”

- Fiona Kirkpatrick Parsons, Marketing & Communications Professional for 25+ Years

“Not only did I have fun, but just in one event, I got to interact with like-minded business owners, re-connected with existing clients, booked two new clients, and lined-up a speaking engagement. Leading Ladies was definitely worth my time and money!”

- April Stroink, Financial Coach @ [aprilstroink.ca](https://www.aprilstroink.ca)



“This is the first networking event I ever attended where I didn’t want to hide in the bathroom stall clutching my business cards!”

- Brigid Milway, Owner, What, These Old Things & The Curio Collective Vintage Show



ATTENDEES ENJOY

- Paperless registration via secure online ticketing system
- Complimentary welcome glass of bubbles
- Stunning atmosphere and delicious complimentary hors d'oeuvres
- Professional award-winning event photographer, Chantal Routhier
- Fabulous prizes from featured leading lady-owned & led businesses
- Four powerhouse Wing Women on-hand at each event to help initiate connections within the group
- A sophisticated atmosphere that sets the stage for ultimate networking magic

EVENT FORMAT



5pm: Registration & welcome glass of bubbles
Welcome from event host & sponsors
NETWORK-work, work, work, work
Enjoy complimentary hors d'oeuvres
Featured wines and drink specials
Final comments, prize draws & thank yous
7pm: Event Concludes
Après Event: VIP post-event dinner





WING WOMEN

Wing Women put the 'safety net' in networking and bring an extra special element to the networking experience; a safe place to land if you find yourself in need.

We appoint four Wing Women at each event, all of whom are experts in their field, so you get the chance to connect and receive complimentary one-on-one consultation time.

Ever since we implemented the Wing Women program in 2017, we've had such success we've seen many other organizations adopt a similar format at their networking events.

TESTIMONIALS



"Menna is the ultimate connector. She makes sure that everyone has a killer time and leaves feeling connected and supported."

- Katelyn Bourgoin, Business & Marketing Strategist @ [katelynbourgoin.com](https://www.katelynbourgoin.com)

"As a first-time attendee, I found the atmosphere extremely relaxed and welcoming. I had a great time meeting new people and enjoying a fine glass of wine in the process. Thank you for creating a fun, savvy event where wonderful women can connect and grow together."

- Natalie Smith, Communications Manager



"I met so many amazingly talented women at Leading Ladies Networking events that I'm officially out of networking hiding - they are absolute can't-miss events."

- Laurie Dolhan, Owner, Hook, Line & Tinker

CENTRAL DOWNTOWN HALIFAX VENUE

When Leading Ladies was founded in January of 2012, it was originally located in one of the most prestigious and beautiful restaurants in Halifax; The Press Gang. While the atmosphere is undeniably gorgeous, and our networking guests couldn't get enough of the menu both in the kitchen and behind the bar, there was just not enough room for all our powerhouse ladies!

In 2017, we were proud to move to our larger location, the equally beautiful and elegant Atrium at Lot Six Bar & Restaurant located on Argyle Street in downtown Halifax.

—
LOT SIX
—

BAR & RESTAURANT



A NON-SALESY VIBE

Although we make sure our events have a non-salesy vibe, that doesn't mean there isn't room to genuinely promote local businesses!

We put the spotlight on select organizations and businesses by giving away gifts and door prizes that value in the range of \$250-\$500 at each event. We do special promotions on social media to announce prize sponsors and acknowledge sponsors in our on-screen presentation, at the mic, and on our post-event blog and mailing list.

... and we only give away gifts and prizes that we know our attendees will covet as much as we do!



ATTENDEES

From accomplished CEOs, and established business owners to marketing managers, bloggers, photographers, real estate developers and graduates, financial advisors, authors, speakers and tiktokers; Leading Ladies attracts a broad range of Halifax's influential 'boss babes' and those who want to network with them.

Forbes & Huffington Post's 'top women-to-watch' list makers, Ted-Talkers, as well as Entrepreneur's Organization and Women's President Organization members, certified B-Corps, product purveyors, sales directors, graphic designers, block chain developers, clothing designers, and so many more make up our robust network.

Our demographics include women and female-identifying individuals ages 19-65+ with a concentration in the 35-45 range. We welcome over 100 influential people to each an every event.

TESTIMONIALS

"As a student, it was an inspiring evening. Being in a room with so many ladies who own their businesses and are leaders in their companies is motivational and makes me excited for my future here in Halifax."

- Meghan Brodmann, President, Sobey School of Business MBA Society



"I just wanted to say what a fantastic event this was, it definitely brightened up my evening. Menna was amazing on the stage and I loved her style and sense of humour. I will definitely recommend this event to my friends and colleagues!"

- Maggie Hua, BCOMM

"Not only did I meet so many amazing, inspiring women, I even acquired a new client from that evening and continue to make new connections every day, all from that one event!"

- Jennifer Pulsifer, Founder, BizEBee Marketing



SPONSORSHIPS



We are currently cultivating relationships with like-minded partners looking to connect with women owners and leaders in business in Halifax.

Please take a look at the sponsor benefits we are excited to offer and let us know if anything sparks your marketing imagination!

SIX EVENTS IN 2023...

We currently have six events planned throughout 2023 and many more in 2024 and onward. By becoming a sponsor now, you can help shape the benefits you and your business really care about, and as a bonus you get first right of refusal to be involved at the same level going forward.



We are also planning to take this show on the road so women outside of HRM can experience Leading Ladies Networking for themselves. Here's a chance to get on board and support us now to stay with us when and where we grow.

SPONSORSHIPS

		LEADING SPONSOR \$25K	TITLE SPONSOR \$10K	EVENT SPONSOR \$5K PER EVENT	PRIZE SPONSOR \$500 PER EVENT	VENUE SPONSOR \$10K	EVENT PARTNER IN-KIND \$10k+
BENEFITS	# AVAILABLE	1	5	5	6	- SOLD -	- SOLD -
YEAR ROUND	Naming rights: "Leading Ladies Networking, sponsored by YOUR COMPANY"	✓	--	--	--	--	--
	Name, Logo & link featured on event website & all materials	✓	✓	✓	✓	✓	✓
	Company Name & link featured on all social accounts	✓	✓	✓	✓	✓	✓
	Company industry category exclusivity	✓	✓	✓	✓	✓	✓
	Ability to customize sponsor benefit offerings	✓	✓	✓			
	1st right of refusal for same category of sponsor in 2024 season	✓	✓	✓	✓	✓	✓
PRE EVENT	Announcement welcoming you on as sponsor VIA Social Media + Mailing List	✓	✓	✓	✓	✓	✓
	Minimum 2 x Social Media collab posts (for your audience & ours)	✓	✓	✓	--	✓	✓
	Pose one question on attendee ticket signup form (and receive the results)	✓	✓	--	--	--	--
DURING EVENT	# VIP Tickets to each sponsored event	--	4	4	1	2	2
	Corporate signage opportunity your featured event	✓	✓	✓	--	--	--
	Corporate Logo on Screen during event (with optional caption)	✓	✓	✓	✓	✓	✓
	Corporate Logo on Screen during each event	✓	✓	✓	✓	✓	✓
	Verbal acknowledgement by event host + 90 seconds of opening remarks	✓	--	--	--	--	--
	Acknowledgement & 60 seconds of opening remarks at your featured event	--	✓	--	--	--	--
	Verbal acknowledgement by event host	✓	✓	✓	✓	✓	✓
	Option to provide door prize or gifts/discount codes for all attendees	✓	✓	✓	✓	✓	✓
	Option to appoint a Wing Woman to represent your organization	✓	✓	✓	--	--	--
Sharable Social Media collab post(s)	✓	✓	✓	✓	✓	✓	
APRÉS EVENT	Opportunity to hand out promotional gifts / materials after event	✓	✓	✓	--	--	--
	You and your guests are invited to attend the post-event dinner	✓	✓	✓	✓	✓	✓
	Pose a question in our post-event survey!	✓	✓	✓	--	✓	✓
POST EVENT	Logo + Custom URL and write-up + CTA in event blog (pushed to mailing list)	✓	✓	✓	✓	✓	✓
	Acknowledgement in write-up of post-event blog	✓	✓	✓	✓	✓	✓
	Select photos and videos featuring your company can be used in your marketing	✓	✓	✓	✓	✓	✓
	Sharable Social Media collab post(s) for your audience & ours)	✓	✓	✓	✓	✓	✓

LET'S CONNECT

HALIFAX'S HOTTEST
WOMEN'S BUSINESS
NETWORKING EVENTS
ARE BACK!



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