





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 its inception.

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 connections, career and community.

- Network in style with like-minded women
 - Strike-up meaningful conversations
 - Cultivate genuine, valuable connections
- Enjoy a cocktail (or two) and delectable hors-d'oeuvres
- Featuring award-winning event photographers
 - Founded by 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



“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 or 0% option
- Stunning atmosphere and delicious complimentary hors d'oeuvres
- Professional award-winning event photographer
- Fabulous prizes from featured leading lady-owned & led businesses
- Powerhouse Wing Women on-hand at each event to help initiate connections within the group
- A carefully-curated, sophisticated atmosphere that sets the stage for ultimate networking magic

EVENT FORMAT

5pm: 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, prizes & thank yous
7pm: Event Concludes





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 of a conversation partner.

We appoint three or 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 @ CustomerCamp.co

"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



"Leading Ladies is the best networking event for women, period. Menna has created and fostered a community of inclusiveness, one that celebrates the diversity of its members while simultaneously creating a sense of solidarity. At any stage in your career, you truly feel like a Leading Lady when you arrive!"

- Ashley MacInnis, AMPR

LOCATION, LOCATION,

When Leading Ladies events were founded in January of 2012, we were originally located in one 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.

LOCATION...

As we grow to include more women in more locations, we are bringing Leading Ladies Satellite Nights to communities outside the HRM. Stay tuned to see which Nova Scotia communities we pop up in!



A NON-SALESY VIBE

We make sure our events have a non-salesy vibe and 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 before, during and after our events to our mailing list and social media network.

... and we only give away gifts and prizes that we know our attendees will covet as much as we do! Our common goal: to promote your business and to add value to the attendees' experience.



ATTENDEES

From accomplished CEOs, and established business owners to marketing managers, bloggers, photographers, real estate developers and graduates, financial advisors, authors, speakers and influencers; Leading Ladies attracts a broad range of Nova Scotia's '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 35-44 and 45-54 range.

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

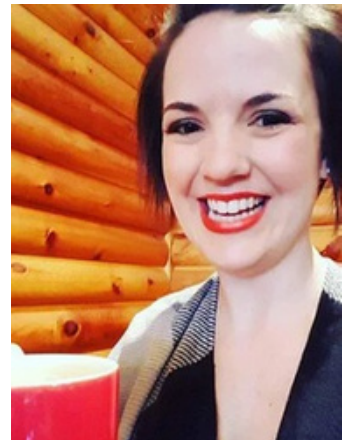


"I just wanted to say what a fantastic event this was, it definitely brightened up my evening. Menna was amazing on the stage and I loved her style and sense of humour. I will definitely recommend this event to my friends and colleagues!"

- 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

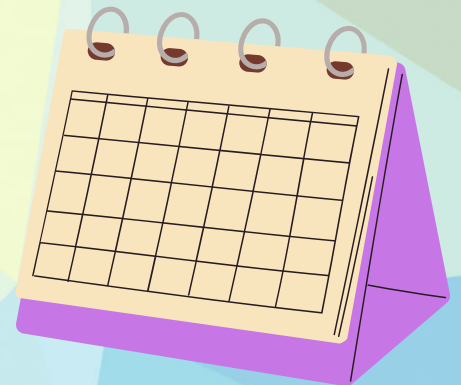


We are currently cultivating relationships with like-minded partners looking to connect with women business owners and leaders in business in Halifax and around Nova Scotia.

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

EVENTS IN 2023...

We have six events scheduled throughout 2023, and 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 taking 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.



SPONSORSHIP LEVELS



ANNUAL

- Sponsorship for the Year (average of 6-8 events per year)
- Naming rights “Leading Ladies Networking presented by Your Company” or your choice of similar wording
- Speaking opportunity (opening remarks) at live events
- Ability to pose a question on each attendee ticket purchase form and receive results
- Includes five (5) sponsor tickets per event (flexible)
- Ability to receive attendee list including names & emails
- ***Includes all benefits in Event Sponsor Level below:

\$25K

EVENT

- Covers Sponsorship for one event (industry exclusivity based on first come/confirmed, first served basis)
- Includes five (5) sponsor tickets per event for your colleagues and clients
- Opportunity to appoint yourself or a representative of your company as a Wing Woman
- Covers at least 1 custom social post, 1 custom reel, minimum 1 mention in newsletter including your logo with unique URL + custom caption featuring your hand-picked call to action
- Two mentions by host plus featured slide in ongoing onscreen presentation during event
- Opportunity to hand out promotional gifts/ materials as guests depart event
- ***Includes all benefits outlined in Prize Level below:

\$5K

PRIZE

- Your prize can be for any value (the fee for this level of sponsorship does not include value of prize)
- Covers at least 1 custom social post, 1 custom reel, minimum 1 mention in newsletter including your logo with unique URL + caption featuring your custom call to action
- Two mentions by host plus featured slide in looping onscreen presentation during event
- Your company featured with image & unique URL in post-event blog
- Includes one (1) sponsor ticket per event

\$500

PARTNER

- Sponsor benefits and recognition correlate with and reflect the dollar value of what the sponsor provides in-kind
- Contact us today to see if our vision and goals (and target audience aligns) so we can build a mutually beneficial relationship

N/A

LET'S CONNECT



**MENNA RILEY
COMMUNITY CONNECTOR, SPEAKER
& FOUNDER, LEADING LADIES NETWORKING**

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