

2025

LEADING LADIES

Networking

SPONSORSHIP

Opportunities



On 2nd Last Page!





PARTNER WITH

LEADING LADIES

Networking

13+

YEARS

55+

EVENTS

5,500+

ATTENDEES

∞

CONNECTIONS

Since 2012, Leading Ladies Networking has built a thriving community of ambitious professionals, hosting 55+ sold-out events and engaging over 5,500 women. We create high-impact networking experiences that lead to real business growth, supporting women at all ages and business stages through leadership, connection, and support.

Now, through our 2025 Sponsorship Packages, you can connect with a highly engaged, business-driven audience. Whether you're seeking brand integration at curated live events, premium exposure at signature networking experiences, or ongoing digital visibility through our online community, we offer tailored opportunities to maximize your sponsorship dollars, increase value, and drive impact.

*Most of our signature events and services are designed for women in leadership, but we also partner with organizations to deliver corporate networking solutions for teams, executives, and clients of all backgrounds.



MEET OUR INSPIRING COMMUNITY

YOUR FUTURE CLIENTS, PARTNERS & ADVOCATES



Leading Ladies Networking brings together a dynamic mix of entrepreneurs, executives, and professionals who are shaping Nova Scotia's business landscape. Where established leaders and ambitious newcomers forge real relationships that lead to business growth, partnerships, and opportunity.

Our community includes TED speakers, Women's Angel Fund Investors, Forbes & Huffington Post-recognized changemakers, top CEOs, as well as rising talents across industries like real estate, finance, marketing, tech and beyond. From seasoned executives to emerging voices current students and women new to the region; every attendee is here to connect, collaborate, and create impact.

As a sponsor, your brand is more than a name on an event – you become part of a movement that champions leadership, innovation, and meaningful connections.



WHAT'S IN IT FOR YOU?



Sponsorship with Leading Ladies Networking is more than just a branding opportunity – it's a chance to be part of a dynamic community where meaningful connections lead to real business growth. Whether you're looking to amplify your brand's presence at in-person events, engage with an active online network, or make lasting connections with influential professionals, our sponsorship tiers offer unparalleled visibility and opportunities.

- Maximize brand exposure across in-person events, our online network, owned media platforms and social media.
- Reach an Engaged, Growing Network: 10K+ direct followers/subscribers, with a reach of 15K-20K+.
- Turn Connections into Clients: 80% of attendees report making valuable business connections that lead to clients, referrals, new opportunities, and new friends.
- Align with a Powerful Community: Trusted by sponsors like TD Women in Enterprise, The Warrington Group, BDC, Bishops Cellar, SkinFix, Safi Media and dozens more.
- Enjoy VIP Access & Custom Benefits: All sponsorships include event tickets (quantity based on level), brand features, live recognition, and post-event marketing.

FOOD FOR THOUGHT: If any sponsorship tiers are outside your budget, consider collaborating with industry colleagues and partners. We'll ensure everyone gets visibility while maximizing your impact!



WHAT OUR SPONSORS SAY:



"Safi Media partnered with Leading Ladies Networking because of the undeniable power of this community. The conversations, collaborations, and high-calibre connections forged at these events don't just stop in the room - they turn into tangible business growth. We've seen firsthand how this network moves the needle for women in leadership, which is why we awarded Menna with the Safi Media **Economic Impact Award for Advancing Professional Networks.**" - Safi Media

"Becoming a sponsor was a no-brainer. I immediately connected with decision-makers and new clients at every event. Leading Ladies doesn't just create networking moments, it's about creating meaningful relationships that drive business." - Tara MacDonald, Leading Ladies Sponsor

"Sponsoring Leading Ladies was one of the best business decisions we made. The events are filled with highly engaged professionals who are serious about building meaningful business relationships. Not only did we make valuable connections, but we also gained new clients as a direct result." - Cindy Viner & Shauna Selig, Viner & Selig Wealth Management

"The exposure we received as a sponsor was unmatched. Menna goes above and beyond to create high-impact touchpoints that lead to real ROI." - Jen Warrington, The Warrington Group

SPONSORSHIP OPPORTUNITIES:



Elevate Your Brand and Build Meaningful Connections

Leading Ladies Networking provides exclusive opportunities for your brand to gain visibility in front of our engaged and professional community of women in leadership. Sponsorship isn't just about logos; it's about building real relationships that leave a lasting impact. Lucky for you, this is our wheelhouse! We create a welcoming, high-energy atmosphere where your brand is experienced in an organic, engaging way.

Choose Your Level of Impact

Whether you're looking for long-term exposure or a one-time event opportunity, we have the right fit for you. Each sponsorship level is designed to offer strategic engagement and brand visibility before, during, and after our events.

What You'll Get

- ✓ Multi-Touchpoint Exposure – Your brand will shine before, during, and after the event through newsletters, social media, live mentions, and exclusive recognition in our exclusive online platform, The Glow Network.
- ✓ Genuine Brand Engagement – Attendees will connect with your brand in a way that feels exciting and memorable, not transactional.
- ✓ Flexible Sponsorship Options – Want to team up with industry colleagues? We ensure that all partners receive strong visibility while maximizing impact.

This is so much more than just sponsorship; it's strategic networking that leads to real business growth.



SPONSORSHIP TIERS:

At Leading Ladies Networking, we don't just create events — we create opportunities for real, lasting connections that fuel business growth. Our sponsorships place your brand in front of a powerful community of women, offering exclusive access to influential leaders and decision-makers. Whether you want to make an impact at one event or build lasting visibility, we have a tier for you:

1. Presenting – Gain exclusive visibility across all events
2. Event – Leave a lasting impression at a single event
3. Prize – Align your brand with giveaways and engagement

Join us in creating a networking experience that drives real business growth. Ready to make an impact?



PRESENTING EMPOWERMENT SPONSOR

\$15,000 Annual Sponsorship

The highest level of sponsorship with year-round visibility and exclusive ownership of the Sponsor Lounge.

- Lead Sponsor for all 4 events with top-tier name & logo placement
- Exclusive Host of the Sponsor Lounge (event sponsors get access)
- Unlimited access to our Network directory for attendee engagement
- Custom engagement via expert sessions, polls, and activations
- Featured in newsletters, social media, and event promotions
- Speaking opportunity at one event (flexible, two-minute max)
- First right of refusal for 2026 sponsorship
- Complimentary tickets (#tba) to all events
- Optional prize giveaway (value not included in sponsorship)



EVENT MOMENTUM SPONSOR

\$3000 Single Event Sponsorship

Be featured at one event with premium brand recognition and exclusive industry access.

- Industry exclusivity based on first-come, first-served (priority given to returning sponsors)
- Premium brand placement in event promotions, marketing materials, and social media
- Shared access to the Sponsor Lounge
- On-stage brand mention during the event
- Glow Network engagement (content sharing, polls, discussions)
- Pre- and post-event exposure via email & social media
- Visibility in event recap blog and digital promotions
- Complimentary tickets (#tba) to the event



SPOTLIGHT PRIZE PARTNER

\$1500 Single Event Sponsorship

Get your brand in front of attendees in a memorable way by offering a door prize or gift that elevates the event experience.

- Brand visibility in event promotions and social media
- Branded giveaway sponsorship
- Event email newsletter mention
- Social media spotlight featuring the prize and sponsor
- Website event recap blog
- Recognition in The Glow Network community
- Complimentary tickets (#tba) to the event



Our 2025 Event Series in Downtown Halifax dates:

- Thursday, April 17, 2025
- Thursday, June 12, 2025
- Thursday, September 18, 2025
- Thursday, November 20, 2025

Event Agenda & Format:

- 5:00 PM: Welcome glass of prosecco or 0% beverage
- Opening Remarks: Hosted by Menna Riley & event sponsors
- Networking: Thoughtfully facilitated connections & engagement
- Hors d'oeuvres & Drink Specials: Featuring local offerings
- Closing Remarks: Prizes, announcements & thank-yous
- 7:00 PM: Event Concludes
- VIP Dinner Option: Host a post-event dinner for deeper, more intimate networking and relationship building. This is optional, and for sponsors.
- Apres: Book a room at Moxy Hotel using our VIP rate



WING WOMEN



We know the details matter. Entering a room full of new people can feel overwhelming – but not at our events. That’s why we created **Wing Women**; to add maximum value to the networking experience.

This signature initiative ensures every guest has a warm welcome, effortless introductions, and access to industry leaders. No awkward ‘deer in the headlights’ moments, just meaningful conversations, one-on-one interactions, and a proven framework. This program makes everyone feel at ease and fully welcomed, fostering genuine connections while maintaining the integrity of organic networking.

Attendees leave feeling confident, connected, and equipped with valuable relationships that drive business growth.

For sponsors, this means aligning with a high-impact, thoughtfully curated experience where more connections can take place.

“ ATTENDEE 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

"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



“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

“ ATTENDEE TESTIMONIALS



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

- Katelyn Bourgoin, The Buyer Psychologist

"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 as soon as you arrive!"

- Ashley MacInnis, AMPR



"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

MEET MENNA RILEY: THE POWERHOUSE BEHIND LEADING LADIES NETWORKING

Menna Riley is a networking strategist, business growth expert, and award-winning community builder. She creates opportunities for professionals at all levels to expand their networks, unlock new business opportunities, and build meaningful relationships that drive real career growth and success.



- 25+ Years of Experience | 1,000+ Events Hosted – A trusted expert in corporate event management, networking, and sponsorship strategy.
- Award-Winning Leadership – Honoured with the Safi Media Economic Impact Award for Advancing Professional Networks.
- Sought-After Speaker & Thought Leader – Featured at top business conferences and industry events, sharing actionable insights on networking and business growth.
- Strategic Partnership Expert – Works directly with sponsors to create ROI-driven, impactful activations that go far beyond visibility.
- Visionary Connector – Founder of Leading Ladies, The Glow Network, and The Networking Boutique, creating lasting impact through digital and live experiences.
- Results-Driven Community Builder – Empowering professionals at all levels to expand their networks and generate new business opportunities through strategic connections.

"Sponsoring Leading Ladies isn't just about visibility, it's about positioning your company at the heart of meaningful connections that drive real business, real relationships, and real results." – Menna Riley



STRATEGIC NETWORKING & CLIENT GROWTH SERVICES

Beyond our signature women's networking events, I work with companies, executives, and teams of all backgrounds to build stronger business relationships, drive referrals, and maximize ROI through expert-led networking solutions.

- ✓ **Executive Networking Strategy Workshops** – Whether you're leading an all-women team or a mixed group of professionals, being in the right room isn't enough; without a plan, you're leaving money on the table. Equip your team with the strategy, skills, and confidence to turn connections into real business opportunities.
- ✓ **Online Networking Strategy Courses** – A mix of self-paced learning + live coaching designed to turn relationships into real results.
- ✓ **Corporate Event Planning & Executive Networking** – High-impact client appreciation events, leadership networking, and business relationship-building tailored for diverse teams & industries.
- ✓ **Dynamic Keynote & Event Speaking** – Available for corporate conferences, leadership retreats, and industry events, I bring actionable strategies, energy, and humor to every stage, ensuring your audience leaves inspired and ready to take action.

Why Invest in Client Appreciation Networking Events?

- Acquiring a new client costs 5x more than retaining an existing one. – Harvard Business Review
- Increasing customer retention by just 5% can boost profits by 25-95%. – Bain & Company
- Firms with a planned approach to networking reported 38% higher performance compared to those with an ad-hoc approach. – University of Wolverhampton, UK

Reach out to explore your options!



LET'S CONNECT...



Menna Riley 👑 The Networking Queen

☀️ Online Community: [The Glow Network](#)

📖 Online Courses: [The Networking Boutique](#)

🎤 Live Events in NS: [Leading Ladies Networking](#)

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