



Her Leadership Journey

FOUNDING
PARTNERSHIP
OPPORTUNITIES

*Honouring Trailblazing
Female Leadership*



Her Leadership Journey

**ROBERTA
JAMIESON**
O.C., I.P.C., LL.B., LL.D. (HON)

Honouring Trailblazing Female Leadership

2026 KEYNOTE DINNER & FIRESIDE CHAT

Thursday, February 5, 2026

5:00 PM - Networking Reception

6:00 PM - Dinner Service & Welcome Remarks

7:00 PM - Keynote

7:15 PM - Fireside Conversation

8:15 PM - Closing Reflections & Networking



Her Leadership Journey

Her Leadership Journey is more than an evening event – it is the beginning of a movement. In 2026, we launch our inaugural keynote dinner and fireside conversation to honour the women whose leadership is shaping industry, community, and the future of Fort McMurray Wood Buffalo. This gathering is designed to spark inspiration and amplify the voices of women who drive transformation across our region. With your partnership, this first milestone becomes the foundation for an annual Female Leadership event. Together, we can build a platform that elevates emerging leaders, strengthens our business ecosystem, and creates lasting impact for generations to come.

This inaugural event is proudly presented through a shared vision between the Fort McMurray Chamber of Commerce and Bouchier. Both organizations are deeply committed to advancing leadership, empowering women, and championing the stories that shape our region's future. We are honoured to welcome Roberta Jamieson, O.C., I.P.C., LLB, LLD (Hon) as our keynote speaker – an iconic Indigenous leader whose trailblazing journey has influenced national policy, advocacy, and equity across Canada. Her presence sets the tone for an unforgettable evening and underscores the importance of investing in platforms that elevate powerful voices and inspire the next generation.



Her Leadership Journey

VISIONARY PARTNER

Sold!

ONE OPPORTUNITY

As the exclusive Visionary Partner, your organization stands at the highest level of support for Her Leadership Journey. This premier category reflects a deep commitment to elevating women's leadership in Fort McMurray Wood Buffalo and positions your company as a guiding voice in shaping the inaugural event. From program direction to fireside conversation themes, the Visionary Partner plays an influential role in crafting an evening that reflects shared values of leadership, inclusion, and long-term regional impact.

Partnership Benefits

- Exclusive presenting-level branding across all event materials, media, promotions, and on-site signage
- Collaborative role in shaping event themes and fireside conversation direction
- Opportunity to moderate, co-host, or participate in the fireside chat
- A speaking opportunity during the event program
- Reserved table for 8 in the most prominent seating location
- High-impact recognition throughout the full promotional campaign
- Premier logo placement on screens, printed programs, digital promotions, and venue signage
- Acknowledgement as the founding Visionary Partner supporting the long-term leadership initiative



Her Leadership Journey

LEADERSHIP PARTNER

Sold!

ONE OPPORTUNITY - \$10,000

As a Leadership Partner, your organization helps amplify the voices and stories of women who are transforming industries and communities. This partnership offers strong brand visibility and meaningful alignment with an event rooted in resilience, mentorship, and progress.

Your support positions your company as a regional leader dedicated to developing talent, elevating women's leadership pathways, and fostering a stronger, more inclusive future workforce. With impactful stage recognition, prominent visual placement, and a dedicated presence throughout the evening, your organization will be seen as a driving force behind this transformative experience.

Partnership Benefits

- Reserved seating for 8
- Opportunity for company representatives to greet guests
- Exclusive VIP Reception Access for company executives
- Pre-event meet & greet with keynote and fireside leaders
- Logo featured on ALL directional/event wayfinding signage
- Right to provide signage for the event
- Logo on signage throughout the event
- Verbal recognition during the program
- Inclusion in social media posts



Her Leadership Journey

EMPOWERMENT PARTNER

ONE OPPORTUNITY - \$7,500

As an Empowerment Partner, your organization plays a pivotal role in elevating the impact and reach of Her Leadership Journey. This tier enhances the attendee experience while positioning your brand at the heart of an event dedicated to strength, mentorship, and transformational leadership.

Your partnership helps support core program elements such as production, staging, creative design, or guest experience enhancements, components that ensure the evening feels as meaningful as it is memorable. Empowerment Partners receive strong brand visibility across event materials, on-screen placement during the program, and reserved premium seating. This level is ideal for organizations seeking elevated presence and meaningful association with the leadership movement our region is building.

Partnership Benefits

- Reserved seating for 6
- Supporter of a core program element
- Secondary logo placement on agenda slide
- Group recognition during opening remarks
- Social media acknowledgement
- Logo included on Chamber website
- Logo in event program



Her Leadership Journey

TRAILBLAZER PARTNER

ONE OPPORTUNITY - \$5,000

Trailblazer Partners help bring the energy and connection of the evening to life. Your support fuels key elements of the guest experience - networking, hospitality, and program engagement - while showcasing your commitment to elevating leadership in Fort McMurray Wood Buffalo.

This partnership tier offers strong visibility and direct alignment with the evening's most interactive moments, including opportunities like the welcome reception, networking activations, creative program elements, or hospitality features. As a Trailblazer Partner, your organization is celebrated for championing women leaders!

Partnership Benefits

- Reserved seating for 6
- Supporter of a core program element
- Secondary logo placement on agenda slide
- Group recognition during opening remarks
- Social media acknowledgement
- Logo included on Chamber website
- Logo in event program



Her Leadership Journey

COMMUNITY PARTNER

Sold!

ONE OPPORTUNITY - \$3,500

Community Supporters play a meaningful role in ensuring this inaugural event is inspiring and rooted in community spirit. This tier is perfect for organizations that want to demonstrate their belief in women's leadership, mentorship, and regional growth—while contributing to the long-term vision of establishing an annual leadership conference.

Your brand will be acknowledged throughout the evening and across event communications, signalling your organization's commitment to progress and supporting the leaders shaping tomorrow.

Partnership Benefits

- Reserved seating for 4
- Exclusive branding for one experience zone
- Group recognition during opening remarks
- Social media acknowledgement
- Logo included on slideshow to be played at the event
- Logo included on Chamber website
- Logo in event program



Her Leadership Journey

ADVOCATE PARTNER TWELVE OPPORTUNITIES

The Advocate Partner tier offers an accessible and meaningful way for organizations or individuals to support *Her Leadership Journey* and the women shaping the future of our region. This tier includes twelve category-specific partnership opportunities, each with its own price point and unique branding alignment, while providing a consistent entry-level connection to the event.

All Advocate Partner options include reserved seating for two guests, along with recognition on event screens, in the printed program, and on the event webpage. This tier demonstrates your organization's commitment to leadership development, mentorship, and community empowerment, and contributes to the long-term vision of building an annual women's leadership event in Fort McMurray Wood Buffalo.

Partnership Benefits

- Reserved seating for 2 guests
- Logo included on slideshow to be played at the event
- Logo included on Chamber website
- Logo in event program
- Additional benefits as outlined within each category



Her Leadership Journey

ADVOCATE PARTNER

TWELVE OPPORTUNITIES

Décor Sponsor - \$5,000

- Brand alignment with all visual design, décor elements, and overall atmosphere

Stage & Production Sponsor - \$4,000

- Recognition linked to lighting, audio, staging, and program delivery

Centerpiece Sponsor - \$2,500

Sold!

- Logo featured in all table centerpieces

Networking Reception Sponsor - \$5,000

- Major visibility during the event's most interactive and high-traffic gathering

Welcome Drink Sponsor - \$2,500

- Brand visibility on reception signage and the "Welcome Drink Courtesy Of..." moment

Table Wine Sponsor - \$2,500

- Recognition on table wine labels or branded table cards



Her Leadership Journey

ADVOCATE PARTNER

TWELVE OPPORTUNITIES

Fireside Chat Sponsor - \$5,000

- Recognition during the conversation and logo placement on supporting visuals

Leadership Legacy Video Sponsor - \$2,500

- Brand visibility within a featured storytelling segment

Photo Booth Sponsor - \$2,500

- Branded backdrop and high-engagement visual exposure

Registration Area Sponsor - \$2,000

- Logo featured prominently at guest entry

Coat Check Sponsor - \$1,500

- Branding on signage and coat check tags

Gift Bag Sponsor - \$4,000

- Logo on guest gift bags, plus the option to include branded items



Her Leadership Journey

Join Us As a Founding Partner

By partnering with *Her Leadership Journey*, you are investing in more than one evening. You are helping build an enduring platform for leadership development and community empowerment.

We would be honoured to discuss how your organization can be part of this meaningful and inspiring initiative.

For partnership inquiries, please contact:

Anthony Cherniawsky

Manager, Member & Stakeholder Relations
Fort McMurray Chamber of Commerce

NOTE FROM OUR PRESIDENT & CEO



DIANNA DE SOUSA
FORT MCMURRAY
CHAMBER OF
COMMERCE

"This event marks a powerful moment for our region. Her Leadership Journey is more than a dinner, it's the beginning of a long-overdue platform to celebrate, elevate, and invest in women's leadership in Fort McMurray Wood Buffalo. We are honoured to welcome Roberta Jamieson as our inaugural keynote, a trailblazer whose influence has shaped conversations across Canada. This is the start of something meaningful, and we are proud to bring it to our community."



FORT MCMURRAY
Chamber of Commerce

Her Leadership Journey

FORT MCMURRAY CHAMBER OF COMMERCE HER LEADERSHIP JOURNEY PARTNERSHIP AGREEMENT

Our organization would like to partner the following at the
Fort McMurray Chamber of Commerce Her Leadership Journey event:

Visionary Partner

☐ One Opportunity

Leadership Partner

☐ One Opportunity (\$10,000)

Empowerment Partner:

☐ One Opportunity (\$7,500)

Trailblazer Partner

☐ One Opportunity (\$5,000)

Community Partner

☐ One Opportunity (\$3,500)

Advocate Partner

☐ Decor Sponsor (\$5,000)

☐ Stage & Production Sponsor (\$4,000)

☐ Centrepiece Sponsor (\$3,500)

☐ Welcome Drink Sponsor (\$4,000)

☐ Table Wine Sponsor (\$2,500)

☐ Networking Reception Sponsor (\$5,000)

☐ Fireside Chat Sponsor (\$5,000)

☐ Leadership Legacy Video Sponsor (\$2,500)

☐ Photo Booth Sponsor (\$2,500)

☐ Registration Sponsor (\$2,000)

☐ Coat Check Sponsor (\$1,500)

☐ Gift Bag Sponsor (\$4,000)

COMPANY NAME:

CONTACT NAME & TITLE:

MAILING ADDRESS:

CITY:

POSTAL CODE:

PHONE:

EMAIL:

☐ By signing, I agree to partner with the
Fort McMurray Chamber of Commerce
Her Leadership Journey 2026

SIGNATURE:

DATE:

Please submit completed
form to Anthony Cherniawsky
membership@fortmcmurraychamber.ca