



W O R T H L E A D E R S H I P
S U M M I T
2024



Who We Are

WORTH Association is the first and only non-profit society in BC focusing on advancing women of recreation, tourism, and hospitality. Our mission is to educate, elevate, and empower for more equitable industries.

Summit 2024

For the first time in Western Canada, women identifying leaders and their allies in recreation, tourism, and hospitality will come together for a full day industry event. Top voices in the sector will share inspiring ideas with the intention of sparking dialogue about issues that impact women in the workplace. Their perspectives will inform, ignite, and empower to collectively identify ways to retain and develop women in the industry. This event will connect a community of leaders to expand their network and create meaningful relationships.

Schedule:

Morning	Registration Breakfast Welcome and Fireside Chat Speaker: Heather McCrory, Former CEO, North & Central America, Accor Panel Discussion and Breakout Workshops
Afternoon	Luncheon Panel Discussion and Breakout Workshops Closing Keynote Speaker: Mandy Farmer, CEO, Accent Inns

When: Monday, May 13th, 2024

Venue: Fairmont Waterfront, 900 Canada Pl, Vancouver, BC

Themes: Workplace Culture, Leadership Ambition, Career Development, Personal Growth

Goal: To elevate and empower women in the recreation, tourism and hospitality industries by fostering equity, diversity, innovation, and advocacy. This summit will nurture growth, champion change, and drive progress.

Audience: Managers, entrepreneurs, and aspiring leaders working in recreation, tourism and hospitality. All genders welcome.

Interested and want more information?

Email summit@worthassociation.com to connect. We look forward to partnering!

Partnership Opportunities

Sponsorship provides visibility and brand exposure to BC’s top leaders in the recreation, tourism and hospitality sector. By partnering with us, you will join a community of prominent leaders across the recreation, tourism and hospitality industry, to explore critical topics that shape our industry, such as Equity, Diversity and Inclusion (EDI), employee retention strategies, mental health, leadership development, and more.

Partnerships are available on a first come, first served basis. If you have a unique partnership idea that you would like to explore, please contact us. Additionally, we are happy to customize any of the following levels to best meet your business objectives

We also have opportunities for your brand to be strategically exposed to our attendees through product sampling or in-kind support. Please don’t hesitate to reach out to discuss in-kind opportunities and recognition.

	Platinum \$25,000	Diamond \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Supporter \$2,500
Complimentary registrations	10	8	6	4	2	1
Logo on Summit webpage	✓	✓	✓	✓	✓	✓
Logo on promotional material and signage	✓	✓	✓	✓	✓	✓
Recognition on Instagram and LinkedIn	✓	✓	✓	✓	✓	✓
Verbal acknowledgement in opening / closing remarks	✓	✓	✓	✓	✓	✓

Partnerships Opportunity Continued

	Platinum \$25,000	Diamond \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Supporter \$2,500
Dedicated Exhibitor's Table	✓	✓	✓	✓	✓	
Exclusive sponsorship announcement on Instagram and LinkedIn	✓	✓	✓	✓		
Company profiled in WORTH'S newsletter	✓	✓	✓			
Branding and promotional materials placed on tabletops	✓	✓	✓			
Seminar Sponsor with opportunity to introduce breakout session	✓	✓	✓			
VIP Table	✓	✓				
Bespoke Benefit	✓	✓				
Customized recognition in event materials	✓					

WORTH By The Numbers

*2018 to Present

19

Total in-person events

3,120

Self identified women attendees
(2270 in-person, 850 online)

\$25,000

In scholarships

124

Total mentor/mentee matches
(Year 1: 21, Year 2: 30, Year 3: 40, Year 4: 33)

22

Total online workshops/webinars delivered



Photography Credit: Sachin Khona

Our Community

Past and Present Partners:

