

PARO women are pursuing their dreams and they are everywhere in Ontario. They come from all walks of life and they represent a rich diversity of backgrounds..

We know that you are a proud supporter of women and entrepreneurship. As businesses thrive, we all thrive. This expression says it best, *All boats rise with the tide*.

The world has changed, and we are all moving towards a new future. PARO has existed to serve and empower women entrepreneurs, and we know how our clients have been impacted by COVID-19.. We invite you to reimagine with us, and partner in hosting our **PARO's Thriving Through Transforming Event** on **November 18th, 2021** virtually via zoom

PARO's Thriving Through Transforming Event is a great learning and networking opportunity for all emerging entrepreneurs, new and established business owners and professionals. This motivating event is packed with **workshops**, dynamic speakers, and engaging **networking opportunities** for all women across Ontario.

The **workshops and networking sessions** will provide tools and learnings on how to collaborate, strengthen and grow women's companies as we make the shift to an increasingly online future. Speakers and facilitators will share what they have learned from their experience in poviting and operating their businesses. This event is open to all people - women, men, youth, as well as organizations.

Given our mandate, we offer sponsor opportunities to businesses, agencies and community organizations, in order to keep the event accessible. We invite you to participate as a Presenting, Keynote, Workshop, or General Sponsor.

Enclosed find information on PARO, the sponsorship opportunities and benefits available. Also, we invite you to consider support through the purchase of one or more tickets for this noteworthy event. It is significant that this event **raises funds for the grant portion of our renowned Peer Lending Circles loans/grants, serving over 180 Circles** throughout the province. These grants impact positive social change in our region, and go to the women who need it most, and was sometimes the only source of financial support during Covid-19 challenges.

For further information or inquiries regarding sponsorship, please contact (807) 625-0328, or <u>info@paro.ca</u>. As this event will take place on **November 18^h, 2021**, we would appreciate a response of your intention to participate by **Oct 30, 2021**.

On behalf of PARO, we thank you for your consideration of these opportunities, and we look forward to celebrating the many achievements of enterprising women with you in Nov!

Sincerely,

Rosalind Lockyer Founder & CEO, PARO Centre For Women's Enterprise

Attachments: Appendix A: About PARO Centre for Women's Enterprise Appendix B: Sponsorship Benefits Appendix C: Event Poster Appendix D: Registration Fees



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Appendix A: About PARO

PARO Centre for Women's Enterprise (PARO) is a woman-centred economic development organization focused on addressing the many unique challenges facing women as entrepreneurs and as primary caregivers. Since the beginning, we have continued to diversify the range and reach of our programs and services to meet the changing socio-economic environments of our communities and the growing economic needs and aspirations of women in Ontario. Today, PARO offers services to women, people with disabilities, youth and social entrepreneurs.

At PARO, we seek to empower women and families within their communities, strengthen small business and promote community economic development (CED) through integrated and women-centered program delivery. From training and business coaching, to building job search skills, networking events and peer lending circles, all of our programs and services are designed to increase the self-sufficiency and success of women, families and communities.

We have seen how women have been impacted by COVID-19, and PARO has been contacted from all over Ontario for information and assistance. Pre-COVID, PARO visited communities giving women entrepreneurs support and financing. Now, PARO 'zooms' directly to your screen, connecting women remotely with support, information, financing, and, perhaps most importantly, growing connections with one another.

Our reach and membership are escalating daily, and our mandate has not changed, though our physical presence may be limited. Our network and peer lending circles are still growing, and your sponsorship now more than ever will support the maintenance and recovery of families, businesses, and communities.

PARO delivers innovative programs and services that include:

- ✓ Business development services and support
- Networking and Marketing Opportunities
- ✓ Leadership and business development
- ✓ Peer Circle micro loans and support in accessing other funds



For more information about PARO programs and services, please visit our website at www.paro.ca.



Appendix B: Sponsorship Benefits

Benefits				
	PRESENTING Sponsor \$5,000 +	KEYNOTE Sponsor \$ 3000 +	WORKSHOP Sponsor \$1000+	EVENT Sponsor \$ 400+
Number of Opportunities Available	ONE (1)	ONE (1)	THREE (3)	Unlimited
Exclusive Opportunity to Address Delegates	*	*		
Introduction of keynote speaker		*		
Recognition as GENERAL Sponsor				*
Sponsor Logo Placement on Website	*	*	*	
Opportunity to share 30 second promotional video of your business during the Event	*			
Opportunity to include promotional material in participant registration virtual resource kit	*	*	*	
Logo featured during the event {Revolving slide show}	*	*	*	*
Featured on our Social Media 'thank you promotions' and newsletter of event	*	*	*	*
Link to your website from our event page	*	*	*	
1 year PARO network membership	*	*	*	*
Complimentary Registration for online attendance	12 (Full Day)	6 (Full Day)	4 (Full Day)	1 (Full Day)

In-Kind Sponsors: By identifying your sponsor expense limit as In-kind sponsor, you are awarded the equivalent to General Sponsor and the according benefits.



Appendix C: Event Poster





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Appendix D: Registration Fees

	Regular Price	Early-Bird
PARO Members	\$25	\$15
Non Members	\$40	\$30