



***motivate (her)***

***Sponsorship Package***





## ***A Letter from the Motivate(her) Team***

Dear Prospective Sponsor,

Motivate(her) is a non-profit podcast that highlights influential women achieving excellence in their fields of passion with the aim of inspiring students and young professionals. Our goal in this podcast is to build community. To show young women that there is a population of strong, intelligent females who have walked the same path and who are working tirelessly to make it easier for the next generation of girls who dream big.

Motivate(her) was founded by a group of students through the University of Calgary Scholars Academy Program as a step towards closing the gender power gap. As demonstrated by the findings from the Globe and Mail's recent investigative series, "This is the Power Gap," women continue to be significantly out-earned and outranked by their male counterparts in major organizations in Canada. This issue can only be mitigated by amplifying and empowering female voices. When individuals feel represented in positions of leadership and success, they are more likely to view that path as feasible for themselves.





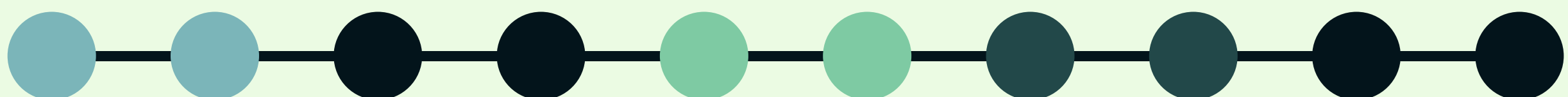
Motivate(her) strives to make a meaningful impact on the community by:

- Encouraging female leaders to share their insights, successes, and challenges overcoming adversity
- Establishing a platform that connects young women and female leaders (thereby promoting representation and inspiring the next generation)
- Creating content that explores how society and organizations can better achieve gender parity and representation

As we launch our first year of the podcast, we aspire to produce high-quality content, effectively market and distribute our episodes to maximize impact, and start new initiatives for community outreach. The generous support of sponsors is needed to help us reach our goals and achieve our vision.

All women have unique stories. We have heard that 'within the incredibly specific, lies the universally applicable.' Thank you for taking the physical, emotional, and mental space to engage with our podcast, and we look forward to speaking with you soon.

Warmest regards,  
The Motivate(her) team





## ***Where Will Your Funding Go?***

As we launch our podcast and begin interviewing female leaders to share their stories with the world, we require funding to elevate the quality and reach of our content. Your generous support will be allocated across the following areas:

### **Marketing**

We will be interviewing four female leaders for the 2021-2022 academic year. Each interview will produce two 30-minute podcast episodes, for a total of eight episodes. To have our podcast reach as many listeners as possible, we will need to market each episode. We plan to leverage the University of Calgary network and paid ads on social media (e.g. Facebook, Spotify, Instagram) to attract a wide audience.

### **Website**

We have a designated volunteer website coordinator to oversee the development and design of our website. However, we still require funds to support the website domain ([www.motivateher.ca](http://www.motivateher.ca)) and web hosting for the podcast.

### **Equipment**

Currently, the Motivate(her) team will be renting audio equipment directly from the University of Calgary to record our interviews. For long-term operations, we would like to invest in high-quality audio, video, and editing equipment that can be used to support the Motivate(her) podcast for years to come.



<b>SPONSORSHIP PARTNER TIERS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Organization name presented at the beginning of every podcast episode	✓		
Female leader interview opportunity*	✓		
Organization name presented at the beginning of one podcast episode	✓	✓	
Organization logo featured prominently on Motivate(her) website and promotional materials	✓	✓	✓
<b>SPONSORSHIP ASK</b>	<b>\$1500</b>	<b>\$750</b>	<b>\$500</b>



### ***Contact Us***

The Motivate(her) team is thrilled to launch our podcast and inspire the next generation of female leaders. If you are interested in becoming a Motivate(her) sponsor or would like to learn more about our podcast, please contact:

Quyen Pham

Email: [motivateherpodcast@gmail.com](mailto:motivateherpodcast@gmail.com)

Phone: (403) 909-6036

There are a lot of exciting things planned for the Motivate(her) podcast this upcoming year. We look forward to working with you to make it all happen. Thank you!

[www.motivateher.ca](http://www.motivateher.ca)

