CHW
CANADIAN HADASSAH-WIZO

SHE DAY 2027

THE POWER OF HER VOICE

PRESENTING SPONSOR:

AUBREY & MARLA DAN FOUNDATION

WITH THE HONOURABLE

MRS. MICHAL HERZOG

First Lady of the State of Israel



Photo Credit: Igal Slavin

TORONTO	MONTREAL
MARCH 02	MARCH 03

SPONSOR DECK

SHE DAY IS MORE THAN AN EVENT — IT'S A MOVEMENT. SHE IS YOU. SPONSOR THE MOVEMENT.

SHE DAY 2027 is CHW's signature celebration of women's power, creativity, resilience, and impact. Bringing together women and men who believe in the importance of empowering women, these inspiring evenings offer an exceptional opportunity to connect, celebrate, and make a meaningful difference.

Taking place March 2-10, SHE DAY is a multi-city national celebration of women in honour of International Women's Day. This expansive footprint offers sponsors meaningful exposure across Canada. Beyond the stage, guests will engage with a SIP, NOSH & SHOP Market.

SHE DAY brings together an engaged and influential audience of community leaders, philanthropists, professionals and supporters. Programming explores women's empowerment, leadership, health, mental wellness, fashion, and beauty—creating authentic moments for connection, conversation, and brand alignment.

FOR SPONSORS, SHE DAY DELIVERS:

- National visibility aligned with International Women's Day
- The ability to inspire, connect, and directly engage with predominately female audiences between the ages of 25-80 across Canada
- Authentic brand alignment with women's leadership, resilience, and innovation
- $10,000+ Sponsor Meet & Greet reception with Mrs. Herzog
- VIP access to reception, seating, valet, and shopping experience
- Experiential activation opportunities across multiple cities

More speakers, cities, and details to be announced.

JOIN A MOVEMENT THAT CELEBRATES WOMEN AND POSITIONS YOUR BRAND AT THE CENTRE OF IMPACT, INSPIRATION, AND INFLUENCE.

IN SUPPORT OF HADASSAH HOSPITAL

SHE DAY

Innovative Artificial Intelligence for Cancer Treatment



CHW is proud to support groundbreaking cancer research at Hadassah Hospital that is transforming the future of personalized cancer care through artificial intelligence. By combining advanced genomic mapping, big data, and cutting-edge AI, researchers are developing powerful tools that help physicians better understand each patient's unique cancer, predict which treatments are most likely to succeed, and identify new therapeutic opportunities that may otherwise be missed.

This innovative approach moves beyond the traditional one-size-fits-all model of cancer treatment, giving more patients access to truly personalized care while advancing discoveries that have the potential to improve outcomes for people facing cancer around the world. CHW is committed to a gift of $1.65 million CAD to this project.

KEYNOTE SPEAKER

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SHE DAY

THE HONOURABLE

MRS. MICHAL HERZOG

First Lady of the State of Israel

She is a passionate advocate for women's empowerment, ending sexual violence as a weapon of war, advancing mental health awareness in Israel, and addressing the rise of global antisemitism.

Photo Credit: Igal Slavin

CHW EMPOWERS WOMEN AND CHILDREN BY SUPPORTING EDUCATION, HEALTHCARE, AND SOCIAL SERVICES ACROSS ISRAEL AND CANADA.

CHW is the largest Jewish women's organization in Canada, with 10,000 donors across the country.

WHO WE ARE

Founded by visionary Jewish women in 1917, CHW (Canadian Hadassah-WIZO) is a non-political, non-partisan, national network of dedicated volunteers who believe that excellence and advancement of education, healthcare, and social services transcends politics, religion, and national boundaries.

WHAT WE DO

We strive to excel at creating impact through our projects and programs in Israel and Canada. We aspire to be recognized as leaders by our members and friends, donors, partners and our beneficiaries in Israel and Canada.

WHY WE DO IT

We strongly believe that every human being deserves to achieve their full potential, while living in safety and security.

HOW WE DO IT

Our support of excellence in education, innovation in research, advancement in healthcare, safeguarding of social services, and investment in our beneficiaries, will create global impact, improve lives, and provide hope. By providing donors and volunteers with a vehicle to effect meaningful change through their philanthropy, CHW enables its supporters to make the world a better place.

SHE DAY

SPONSORSHIP OPPORTUNITIES

BENEFITS	SOLD PRESENTING SPONSOR $100,000+	WOMEN'S EMPOWERMENT SPONSOR $72,000+	EVENT SPONSOR $50,000+	VIP RECEPTION SPONSOR $36,000
Speaking opportunity at the event	✓			
Level exclusivity	✓	✓		
Emcee Recognition	✓	✓	✓	✓
Tickets to Meet & Greet photo opportunity	10 tickets	8 tickets	6 tickets	5 tickets
Recognition on all event materials and website	Premier Brand Visibility	High Brand Visibility	High Brand Visibility	High Brand Visibility
Prominent logo placement on all event materials, onsite signage, and screens	✓	✓	✓	✓
Ad in Program Book	Full page ad	Full page ad	Full page ad	Full page ad
Ad in ORAH Magazine	Full page ad	Full page ad	Full page ad	Full page ad
Logo on social media posts and paid ads	✓	✓	✓	✓
Tickets to Event and VIP Reception	20 tickets	16 tickets	12 tickets	10 tickets
Reserved seating	VIP Front Row	VIP Named Reserved Seats	VIP Named Reserved Seats	VIP Named Reserved Seats
Access to private shopping experience	✓	✓	✓	✓
Valet Parking	✓	✓	✓	✓

SPONSORSHIP OPPORTUNITIES

BENEFITS	DESSERT RECEPTION SPONSOR $25,000+	SECURITY OR VALET SPONSOR $18,000+	PLATINUM SPONSOR $10,000+	DIAMOND SPONSOR $5,000+	SHE DAY SPONSOR $3,600+	CHAI SPONSOR $1,800+
Speaking opportunity at the event						
Level exclusivity						
Emcee Recognition	✓	✓				
Tickets to Meet & Greet photo opportunity	4 tickets	3 tickets	2 tickets			
Recognition as sponsor on all event materials and website	Prominent Recognition	Prominent Recognition	✓	Website only	Website only	Website only
Prominent logo placement on all event materials, onsite signage, and screens	✓	✓	✓	Select materials	Select materials	Select materials
Ad in Program Book	Full page ad	Full page ad	Full page ad	½ page ad	¼ page ad	Name
Ad in ORAH Magazine	Full page ad	Full page ad	Full page ad	Name	Name	Name
Logo on social media posts and paid ads	All posts and paid ads	One post and one paid ad	One post			
Tickets to Event and VIP Reception	8 tickets	6 tickets	5 tickets	4 tickets	3 tickets	2 tickets
Reserved Seating	VIP Named Reserved Seats	Premium Reserved Seats	Premium Reserved Seats	General Reserved Seats	General Reserved Seats	General Reserved Seats
Access to private shopping experience	✓	✓	✓	✓	✓	✓
Valet parking	✓	✓	✓	✓	✓	✓

SHE DAY

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CHW.CA/SHE-DAY

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