

# Sponsorship & Partnership Prospectus

Supporting advancement of women to C-suite and Board positions  
in Canada's energy sector since 2019.

*This prospectus outlines opportunities to collaborate with StepUp:  
whether as a sponsor, partner, event host, research collaborator or community ally.*

100% Volunteer & Sponsor Led · Ontario-based · Canada-focused · Not-for-Profit

**SECTION 1**

# Who We Are

*Our mission, our story, and the problem we're solving*

# THE GENDER GAP IN ENERGY REMAINS CRITICAL



*McKinsey Women in the Workplace 2025 (11th annual, December 2025) + Osler 2024 + Pembina Institute*

**~25%**

of Canadian energy workers are women

*Pembina Institute*

**29%**

of C-suite roles held by women  
Unchanged, 11th year running

*McKinsey 2025*

**81/100**

women promoted to manager vs. 100 men  
— the Broken Rung

*McKinsey 2025*

**48 yrs**

to reach full gender parity at current rate of change

*McKinsey 2024/2025*

## **NEW — McKinsey 2025: The Ambition Gap**

*For the first time in 11 years, women are less interested in promotion than men (80% vs 86%). But when women receive the same career support as men, this gap disappears entirely.*

**Where StepUp is stepping in.**

Women hold only 18% of board seats in Canadian energy companies; one of the lowest of any sector

*Osler 2024*

# OUR VISION AND MISSION



**Our Vision** is to breakthrough and achieve Canada's transition to a net-zero economy through championing gender equity, diversity and inclusion.

**Our Mission** is to StepUp the advancement and development of women in the energy sector to leadership and Board positions through growing allyship, building awareness and providing transformative tools to individuals, organizations, and partners.

We continue to act on our *2022 Sector Report on Diversity & Inclusion in the Canadian Energy Sector*.

# WHO WE ARE



*The only nonprofit in Canada focused exclusively on advancing women to C-suite and board positions in the energy sector.*

## 01 100% Volunteer-Led

Board members and volunteers: all active energy & industry professionals.

## 02 Est. 2019

In our seventh year of programming, research and community-building in Canada's energy sector.

## 03 Cross-Sector Network

Utilities, IESO, IPPs, Crown corps, Government, consulting & law firms, municipalities, and large energy users.

## 04 Research-Driven

Commissioned the 2022 Canadian Energy EDI Sector Report, the industry benchmark study.

## 05 Thought Leadership

Several published thought pieces in recent years on relevant issues such as the gender pay gap and situational leadership.

## 06 Proven Community Impact

78% of supporters credit StepUp with career advancement. 94% saw networking gains.



SECTION 2

# 2025 in Review

*Events, recognition, thought leadership, and impact*

# WHAT WE DID

*Four interconnected program streams, each designed to move women closer to leadership and board positions:*

## 01 Signature Events Series

Curated events: EDI and women's professional development and leadership pathways.

1. Situational Leadership Insights for Success
2. Energy Efficiency Day
3. The Power of Story Telling in Leadership

*3 events in 2025 · 100% attendee satisfaction*

## 02 Research & Thought Leadership

Two new thought pieces in 2025. New research planned for 2026-2029

1. The Gender Pay Gap In Ontario
2. The Power of Situational Leadership

*2 thought pieces published*

## 03 Community & Network Building

Bi-annual newsletters, LinkedIn content, and a growing professional community. Strategic collaborations with agencies, industry organizations, consulting and law firms and more.

*1,545 followers · 58K impressions · 11.2% engagement*

## 04 EDI Recognition: Vikram Award

Annually awarded in honour of Vikram Singh, recognizing continuous advancement through inclusive collaboration in the energy sector. Winner was recognized for creating opportunities for women and Indigenous youth within the energy efficiency and climate space.

*Rebecca Fiissel, CEO of RFS Consulting & Research Group · Announced October 2025*



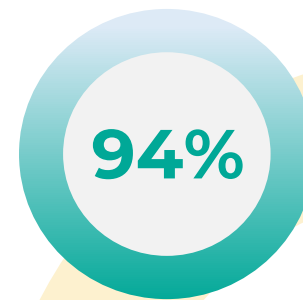
# 5-YEAR IMPACT SURVEY RESULTS (2019-2024)

StepUp had the largest impact on supporters:

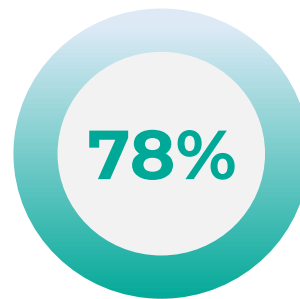
- Earning a Board of Directors Position
- Facilitating a conversation about Equity, Diversity, and Inclusion (EDI) at their workplace
- Increasing their knowledge on EDI
- Finding new useful connections through networking



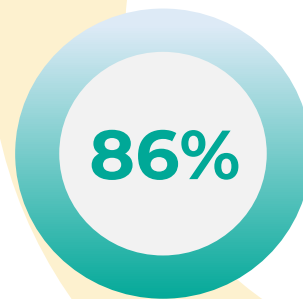
StepUp facilitated new knowledge and confidence gains



StepUp's networking opportunities yielded positive outcomes for attendees



StepUp has assisted supporters with a career advancement



StepUp has influenced supporters to create positive change at their workplace





# TESTIMONIES & REACH

"The connections I've made at StepUp or via StepUp have helped expand my professional network and also given me more confidence to pursue professional initiatives I otherwise would not have considered."

- ***Impact Survey Respondent***

"It was a privilege to attend StepUp's Situational Leadership Insights for Success event – an evening of meaningful dialogue, valuable leadership insights, and impactful connections."

- ***Event Participant***

"The coaching and feedback received from StepUp Board members provided me with invaluable access to resources such as the ACE Board training and gave me the confidence to apply for and land my first Board position."

- ***Impact Survey Respondent***



SECTION 3

# Our Community

*The organizations and people who make StepUp possible*

# 2025 STEPUP SPONSORS

## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



# 2025 STEPUP PARTNERS



# FUTURE INITIATIVES & THREE-YEAR STRATEGIC PLAN

## FUTURE INITIATIVES

- Mentorship program
- Expand StepUp beyond Ontario
- Curated resource hub for members
- Update 2022 EDI Sector Report
- Engage 150 women by 2028

## THREE-YEAR STRATEGIC PLAN

**01**

### **Awareness & Visibility**

Targeted outreach, enhanced LinkedIn strategy, and expanded partnerships beyond Ontario.

**02**

### **Curated Resource Hub**

Tailored content hosting; gap analysis leveraging partner and sponsor resources.

**03**

### **Engage 150 Unique New Participants in Leadership Development by 2028**

Mentorship model, training bursaries, and meaningful engagement for emerging leaders.



SECTION 4

# Sponsorship Opportunities

*How organizations can support StepUp financially*

# WHY SPONSOR STEPUP?

*A strategic investment in your brand, your talent pipeline, and Canada's energy future.*



## Brand Visibility

- ✓ Logo on website & all event materials
- ✓ Featured LinkedIn posts to 1,500+ followers
- ✓ Newsletter placement to energy professionals
- ✓ 58,000+ annual impressions
- ✓ Co-brand with industry leaders



## Talent & Culture

- ✓ Signal your EDI commitment to talent
- ✓ Priority seats at invite-only event
- ✓ Access to StepUp's professional network
- ✓ First access to proprietary EDI research insights
- ✓ When women get support, the ambition gap closes: **your sponsorship funds exactly that**



## Sector Leadership

- ✓ Only organization supporting the advancement of women to energy C-suite in Canada
- ✓ Influence event topics & research priorities
- ✓ Co-present or host StepUp programming
- ✓ Drive gender equity in Canada's energy transition
- ✓ Demonstrate measurable, verifiable community impact

*100% of sponsor funds go directly to programming, events, and research. StepUp is entirely volunteer-led.*

# 2026 SPONSORSHIP TIERS



Three tiers designed to suit organizations of all sizes. All sponsors receive meaningful visibility and direct access to StepUp community

## With Your Support, StepUp:

- Organizes industry leading events
- Distributes curated content and thought pieces
- Conducts groundbreaking primary research

### PLATINUM \$10,000

- ✓ Logo on website & all events
- ✓ 1 LinkedIn mention/announcement
- ✓ Early bird access at events
- ✓ 1 Featured LinkedIn post
- ✓ 1 Newsletter Feature

### GOLD \$5,000

- ✓ Logo on website & all events
- ✓ 1 LinkedIn mention/announcement
- ✓ Early bird access at events
- ✓ 1 Featured LinkedIn post

### SILVER \$2,500

- ✓ Logo on website & all events
- ✓ 1 LinkedIn mention/announcement
- ✓ Early bird access at events

Custom packages available. Contact us to discuss what works best for your organization.





SECTION 5

# Partnership Opportunities

*How organizations can support StepUp In Kind (No Financial Exchange)*

# HOW IN-KIND PARTNERSHIPS WORK?

*As a volunteer-run organization, we work with mission-aligned partners to create value for everyone involved.*

## A Collaborative, No Cost Model

We exchange value, not money: designed to strengthen both organizations through shared visibility, shared spaces, and shared communities.

### What You Receive in Return:

- ✓ A flexible relationship tailored to your goals
- ✓ A partner who champions your mission & community

### What Our Partners Typically Contribute



#### Event Hosting

Provide space for our programs, workshops, or gatherings



#### Amplification

Share our content on your social channels — we do the same for you



#### Access

Offer complimentary access to your events — and enjoy free access to ours

# WHY IN-KIND PARTNERSHIPS ARE A WIN-WIN



## Expand Your Reach

Tap into our audience and community networks. Boost brand visibility through co-marketing and shared storytelling.



## Activate Your Space

Bring new people into your venue. Position your organization as a community hub and thought leader.



## Strengthen Community Impact

Align with a mission-driven nonprofit. Demonstrate commitment to social good and community engagement.



## Enjoy Exclusive Access

Invitations to events, programs, and community gatherings. Opportunities to showcase your work and expertise.



## Build Meaningful Relationships

Connect with like-minded organizations. Explore future collaborations, co-hosted initiatives, or deeper partnerships.



# Thank you for considering StepUp

Together, we can move the needle on gender equity in Canada's energy sector and build a more resilient industry along the way.

## GET IN TOUCH



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[@stepup-empoweringwomeninenergymanagement](https://www.linkedin.com/company/stepup-empoweringwomeninenergymanagement)