



SPONSORSHIP PACKAGE

The Opportunity: Why Sponsor our local chapter?

A unique chance to connect with the right audience.

A sponsorship is an effective way to position your organization in front of the select participants of the Financial Executives International Winnipeg Chapter.

Our events attract a turnout of finance professionals from a wide range of industries. More specifically, our events are attended by decision makers who are truly committed to improving their organizations. Becoming a sponsor will provide you with an array of superb opportunities to enhance your corporate image and reinforce brand awareness with this distinguished and influential group.

Raising your company's profile through this sponsorship opportunity will increase your ability to attract new business from the decision makers who are FEI members. Our sponsorship arrangements afford your company premier exposure to this target audience at a very attractive rate.

About Financial Executives International

FEI is an all-industry professional association for senior financial executives. With 11 chapters across Canada and over 1,700 members, we are an integral part of a larger 91 chapter, 14,000 member North American organizations. Together, the members of FEI Canada and FEI United States represent 8,000 of North America's leading and most influential corporations. Our Winnipeg Chapter has about 50 members.

Membership is generally restricted to senior financial officers of medium to large organizations. FEI Canada provides many valuable services to its members including peer networking opportunities; emerging issues alerts; personal and professional development; and advocacy services. This is done principally through our internet community, our chapters in various major centers across the country, and our national technical committee structure. Membership is limited to individuals holding senior management positions, but we do allow certain other finance professionals to join if they meet stringent criteria. Our members are comprised of Chief Financial Officers, Controllers, Vice President Finance,

Treasurers, Tax Executives, Finance and Accounting Professors. Other typical titles held by FEI members include Assistant Controller, Subsidiary CFO or Controller, Assistant Treasurer, Director of Tax and CEO.

FEI believes that relationships with people are critical to success. Local chapters provide a private forum for senior financial executives to meet quality people, and share with others the crucial issues that confront them daily. Our specialized conferences, chapter programs and Internet community provide new ideas and perspectives, to help make sound career decisions and engineer solid business decisions.

Financial Executives International Winnipeg Events

Past sessions have included:

- *“Economic updates”-Guest speakers: Paul Ferley Assistant Chief Economist - RBC ; Bill Chornous, FCA Vice President, Investment Strategist I.G. Investment Management Group*
- *Chapter CEO Nights Barry Rempel President and CEO of Winnipeg Airports Authority ; Ian White President and CEO of CWB*
- *The evolving leadership role of the Canadian CFO -Guest speakers: Glenn Asham – CFO, New Flyer Industries Inc. and Michael Ruta – CFO and Acting CAO, City of Winnipeg moderated by Michael Conway – Chief Executive & National President FEI Canada*
- *“IFRS Update”-Guest speaker: Debbie Grenier / Shauna Lounsbury – KMPG*
- *Disaster Preparedness / Crisis Management-Guest speaker: Jerry McAloon / Catherine Richmond – AON*
- *Winnipeg Chapter Spousal Night-Topic – Winnipeg Blue Bombers Guest speaker: Jim Bell*
- *Uniting the Canadian Profession Guest speakers: Gary Hannaford, FCA CEO ICAM & Ron Stoesz, CMA, FCMA CEO CMA of Manitoba*
- *Looking Forward at the Asper School of Business with Michael Benarroch – Dean, ASper School of Business*
- *Tax Updates : Brian Janzen, Senior Tax Manager, Deloitte’s*

About the Events:

FEI Winnipeg holds monthly events for its members, from September to June. The purpose of the events is to promote networking within the membership and provide speakers and current topics that will be of interest to all members. The number of events vary but typically consist of 7 regular monthly events and three annual events; CEO night, Spousal evening and our Christmas Luncheon.

For qualified Sponsors the Benefits are:

Benefits

- Prominent placement of your company name and corporate logo on all advertising and promotional materials associated with FEI Winnipeg including all mail-out, fax-out, handout and e-mail pieces
- Company name and corporate logo included in Chapter section of FEIC website and short marketing write up with link to company's website
- Generous verbal acknowledgment of your sponsorship at all FEI Winnipeg events.
- Opportunity to display prominent corporate signage / promotional material at each event.
- 1 representative may attend each regular reception free of charge. The sponsor may also request to have one additional paid attendee per event. The sponsor will receive a 25% discount from the normal event pricing for the additional attendee.
- Opportunity to bring a guest free of charge (guest must qualify as a potential member of FEI).

If you are interested in becoming a Sponsor please contact FEI Winnipeg at: feiwinnipeg@gmail.com or call Dwayne Henley at 204.990.9660.