

September 2026
River Cree Resort & Casino

EXPECTED ATTENDANCE:
250+ Leaders, Practitioners, and Advocates

2026

//////////
LEADING
CHANGE
SUMMIT

//////////
The Ripple Effect

SPONSORSHIP
PACKAGE



ACWS
ALBERTA COUNCIL OF
WOMEN'S SHELTERS



The Ripple Effect Begins with Your Leadership

A single act of commitment can create a powerful, lasting movement. In the work to end gender-based violence, your decision to lead sends ripples outward, strengthening frontline workers, supporting survivors, and shaping safer communities across Alberta. Change often starts quietly, with one meaningful choice, yet its impact expands far beyond what any of us can see.

Your support of the Leading Change Summit becomes a catalyst for innovation, connection, and prevention. You will help to build a future where safety, hope, and possibility extend to every survivor of domestic violence. Your leadership sets ripples in motion that grow stronger, expand farther, and continue creating impact long after the Summit ends.



About the Summit

The Leading Change Summit is Alberta's premier gathering for leaders, frontline workers, policymakers, advocates, and community partners working to prevent and respond to gender-based violence.

Hosted by the Alberta Council of Women's Shelters (ACWS), this three-day event brings together cross-sector professionals from:

- Domestic and sexual violence response
- Justice and policing
- Health and mental health services
- Education and academia
- Government and policy
- Community-based and Indigenous-led organizations
- Ethnocultural service providers

Participants engage in powerful keynote sessions, interactive breakouts, and deep discussions that encourage innovation, collaboration, and actionable change. The Summit is designed to elevate emerging practices, strengthen sector capacity, and build a collective path toward safer communities in Alberta and beyond.

2026 Summit Focus Areas

Our roster of speakers is currently being finalized through a province-wide call for proposals. In 2026, sessions will explore three core themes shaping the gender-based violence landscape today:

1. Leading Change in the Gender-Based Violence Sector

Adapting to policy shifts, workforce realities, increasing complexity of survivor needs, and a rising public demand for effective prevention and intervention systems.

2. Building Resilience and Inclusion

Strengthening trauma-informed, culturally grounded, and inclusive approaches—supporting staff wellness, preventing burnout, and fostering ethical spaces.

3. Engaging the Public in Preventing Violence

Exploring innovative strategies for shifting culture, mobilizing workplaces and community groups, and involving Albertans in prevention.

These themes will guide our session selection to ensure relevant, timely, high-impact programming.



The Reality of Gender-Based Violence in Alberta

Gender-based violence remains a pervasive and urgent challenge across Alberta. The need for coordinated, sector-wide learning and leadership has never been greater.

What Alberta Shelters Saw in 2023–24

- **53,391** crisis calls answered by shelters across Alberta
- **8,136** survivors and children admitted into in-shelter programs
- Over **14,000** people served in total, including outreach
- Shelters were unable to shelter **31, 248** people who needed a safe place to stay — the highest number ever recorded
- Approximately **41%** of people who could not be sheltered were children
- **50,000+** support services delivered (counselling, safety planning, referrals, advocacy)
- **20,000+** referrals made to health, housing, legal, and social services

Demand continues to outpace capacity. For every adult who stayed in an ACWS member shelter, four more needed to stay in shelter but could not be accommodated.

Historical Comparison: Percentage Change (2021–22 → 2023–24)

Sheltering capacity increased slightly (**+6.8%**)

Unable to house rates have skyrocketed (**+75.7%**), showing demand far outpacing available space

Calls dropped (**-18.3%**), which often indicates survivors can't access help — not that violence is decreasing

Total service demand **increased significantly**, based on 50,000+ services delivered in 2023–24





2025 Data Snapshot: A Broader National and Provincial Picture

Additional recent data points further underscore the urgency:

Violence and Risk

- 1 in 3 women in Canada will experience gender-based violence in their lifetime
- 128,175 victims of intimate partner violence reported nationally in 2024
- 70% of family violence victims are women and girls
- Alberta continues to have one of the highest provincial rates of family violence
- 3 out of 5 shelter clients who completed a Danger Assessment were at severe or extreme danger of being killed by their current or former intimate partner

Shelter Demand and Capacity

- Alberta shelters were unable to shelter 31,248 people who needed a safe place to stay in 2023–24
- 41% of people who could not be sheltered were children
- Shelters provided 50,000+ services to survivors & children
- For every adult who stayed in an ACWS member shelter, four more needed to stay in shelter but could not be accommodated

Community and System Impact

- Over 20,000 referrals linked survivors to shelters, mental health supports, legal aid, and more
- Population growth, cost of living pressures, and housing shortages continue to increase vulnerability and reduce escape pathways
- Survivor needs are becoming more complex — requiring multi-system responses and highly trained frontline staff



Your leadership sets ripples in motion that grow stronger, expand farther, and continue creating impact long after the Summit ends.



Why Sponsor the 2026 Leading Change Summit?

Your sponsorship doesn't just support an event, it positions your organization as a visible, values-driven leader in one of Alberta's most urgent social issues. The Leading Change Summit brings together the people shaping policy, practice, advocacy, and community safety across the province. By aligning your brand with this work, you demonstrate a powerful commitment to building safer, healthier futures for all Albertans.

What Your Sponsorship Makes Possible

With your support, ACWS can strengthen the frontline workforce, elevate survivor-centred innovations, and accelerate the cross-sector collaboration required to address gender-based violence in meaningful, lasting ways. You help drive the ripple effect, change that spreads far beyond the event itself.

What's In It for Your Organization?

1. Elevated Brand Reputation and Public Trust

Aligning with ACWS, one of Alberta's most respected violence-prevention networks, demonstrates leadership, integrity, and a commitment to community well-being. Sponsorship reinforces your values and strengthens public perception of your organization.

2. Access to Alberta's Most Influential Social-Impact Network

You will connect with 250+ leaders from government, health, justice, education, community agencies, corporate partners, and Indigenous-led organizations. These aren't casual attendees — they are decision-makers, changemakers, and system influencers.

3. High-Visibility Recognition Across Multiple Platforms

Your brand will be showcased through:

- Event signage
- Digital and print programs
- Website and ticketing platforms
- Social media campaigns
- Public newsletters
- Onsite activation opportunities

This exposure reaches far beyond the room — extending to the entire ACWS network and its provincial communication channels.

4. Strengthened Corporate Social Responsibility (CSR) Impact

Sponsoring the Summit is a tangible way to demonstrate your organization's commitment to equity, community safety, and social leadership. This strengthens CSR reporting, employee engagement, and stakeholder confidence.

5. Authentic Community Investment With Measurable Impact

Your sponsorship contributes directly to:

- Training frontline staff
- Advancing evidence-informed practice
- Expanding prevention education
- Supporting collaborative, province-wide initiatives

This is a real, direct investment in the systems that support survivors and prevent violence.

6. A Leadership Role in Shaping Safer Futures

Your organization becomes part of the movement to transform how Alberta responds to gender-based violence, helping build stronger, safer communities for women, children, gender-diverse people, families, and future generations.

Proven Value for Sponsors

Sponsoring the Leading Change Summit isn't just an investment in community safety, it's a high-visibility brand opportunity backed by strong, measurable results. The most recent Summit campaign generated exceptional reach, engagement, and media attention, demonstrating the power of aligning with ACWS.

Exceptional Digital Reach and Engagement

The Summit and headline event drove impressive online visibility across Alberta:

260,079 ad impressions during the campaign period

5,332 ad clicks with an average CTR of 2.8% — triple the industry benchmark of 0.9%

\$0.37 average CPC, far outperforming the nonprofit industry average of \$1.72 per click

The best-performing boosted post achieved a **5.2% CTR**, a strong indicator of audience interest and shareability

Significant Website Traffic & New Audience Growth

The Summit campaign generated a major influx of new traffic to ACWS channels:

- **23,167** website views during the campaign window
- **7,508** total users
- **2,476** landing-page views for Summit-specific content
- **6,884** new website visitors, representing 92% new audience reach

This demonstrates a powerful opportunity for your brand to be seen by a broad, engaged, and growing audience.

High-Performing Social Media Visibility

Across paid and organic social posts:

- **92,866** organic impressions on Facebook and Instagram
- **35,809** Reddit post views and strong engagement from younger audiences
- New followers gained across platforms, indicating long-term audience growth associated with the Summit's promotion

Sponsors benefit from this expanded reach through logo placement, brand mentions, and shared visibility with ACWS content.

Strong Email Engagement

ACWS communications outperformed nonprofit standards:

- **1,937** emails sent with a 57% open rate — more than double the nonprofit average of 25%
- Over **1,100** email opens, ensuring sponsor visibility lands directly in inboxes and is actually seen



Earned Media Impact

The Summit attracted significant media attention, amplifying sponsor visibility beyond paid channels:

- **7** earned media features across major Alberta outlets
- Coverage included Global News, CTV Morning Live, Taproot Edmonton, Lakeland Today, and more
- Estimated **43,100** media views driven by this coverage

Sponsors benefit from alignment with these stories, whether directly or through the overall increased public profile of the Summit.

Proven Audience Demand & Ticket Sales

Campaign outcomes demonstrate strong public interest:

- **287** headline event ticket sales
- **208** Summit registrations
- **130** tickets attributed directly to advertising
- Cost per sale of **\$11.15**, indicating efficient campaign performance and strong audience conversion potential

What This Means for You as a Sponsor

By sponsoring the 2026 Leading Change Summit, your brand benefits from:

- ✓ **High-volume visibility**
Across digital ads, organic content, emails, and media coverage.
- ✓ **A deeply engaged, values-aligned audience**
Social CTRs and email open rates far exceed sector benchmarks.
- ✓ **Long-term brand lift**
New website visitors and new followers expand ACWS's — and therefore your — shared audience.
- ✓ **Public alignment with a trusted provincial leader**
ACWS has a 40-year history of advancing safety and system change in Alberta.
- ✓ **Amplification through cross-channel promotion**
Your logo, story, and sponsorship message appear across platforms where performance is already proven.





Sponsorship Levels

<p>Presenting Sponsor 1 AVAILABLE</p>	<p>\$50,000</p>	<ul style="list-style-type: none"> • Named as <i>Presenting Sponsor</i> — "Presented by [Sponsor Name]" • Opportunity to deliver remarks during the opening plenary • Premier logo placement on all materials, website, signage, and stage screens • Dedicated sponsor spotlight (email + social media post) • 10 complimentary registrations • Exhibit table or branded space onsite 	<ul style="list-style-type: none"> • Logo on lanyards or delegate tote bags • Opportunity to include a branded item in welcome kits • Year-round recognition as a leadership partner in GBV prevention • Optional custom activation (e.g., hosted lunch, fireside chat) • Early access to the elevated in-person Leading Change curriculum training for their organization
<p>Empowerment Sponsor</p>	<p>\$25,000</p>	<ul style="list-style-type: none"> • High-profile logo placement on print and digital materials • Verbal recognition at main plenary sessions • 6 complimentary registrations • Featured in social media and conference e-blasts 	<ul style="list-style-type: none"> • Exhibit table and item in delegate bags • Named sponsor of one breakout room, stream, or session series • Early access to the elevated in-person Leading Change curriculum training for their organization
<p>Collaboration Sponsor</p>	<p>\$15,000</p>	<ul style="list-style-type: none"> • Logo on event signage, program, and website • 4 complimentary registrations • Exhibit table onsite • Recognition in opening or closing remarks 	<ul style="list-style-type: none"> • Named in post-conference sponsor communications • Early access to the elevated in-person Leading Change curriculum training for their organization
<p>Solidarity Sponsor</p>	<p>\$10,000</p>	<ul style="list-style-type: none"> • Logo placement on digital and print materials • 2 complimentary registrations • Recognition in the conference program and thank-you signage 	<ul style="list-style-type: none"> • Opportunity to include a branded item in delegate bags • Early access to the elevated in-person Leading Change curriculum training for their organization
<p>Community Sponsor</p>	<p>\$5,000</p>	<ul style="list-style-type: none"> • Name recognition on website and program • 1 complimentary registration • Thank-you mention during closing remarks 	<ul style="list-style-type: none"> • Early access to the elevated in-person Leading Change curriculum training for their organization

Additional Opportunities (Custom or In-Kind)

We also welcome sponsorship of specific conference experiences, such as:

- Wellness room or quiet space
- Indigenous-led opening ceremony or cultural event
- Coffee breaks or meals
- Scholarships for attendees
- Artist performances or installations

We're happy to work with you to tailor a sponsorship that meets your goals and values.

