

September 21 - 23, 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



## A Message from Cat Champagne

Dear Friend,

Thank you for taking the time to learn more about the Alberta Council of Women's Shelters and our 2026 Leading Change Summit.

For more than 40 years, ACWS has worked alongside shelters, community organizations, governments, and advocates to build safer futures for women, children, seniors, and gender-diverse people experiencing violence. Every day, our members witness both the devastating impact of gender-based violence and the extraordinary resilience of survivors.

The Leading Change Summit was created because we know that lasting change does not happen in isolation. It happens when people come together to share knowledge, challenge assumptions, build relationships, and create solutions. This Summit brings together leaders, frontline workers, policymakers, researchers, Indigenous partners, advocates, and community champions from across Alberta and beyond to strengthen our collective response to gender-based violence.

Our 2026 theme, *The Ripple Effect*, reflects a simple but powerful truth: meaningful change often begins with one conversation, one decision, one act of leadership. The ideas shared, partnerships formed, and strategies developed during this event will continue to influence communities long after the Summit concludes.

At a time when demand for shelter services continues to grow and the complexity of survivor needs is increasing, investing in learning, collaboration, and innovation has never been more important. Together, we can strengthen the systems that support survivors and help create communities where everyone can live safely and with dignity.

As a sponsor, you are not simply supporting a conference. You are investing in leadership, prevention, knowledge sharing, and the collective effort to address one of Alberta's most pressing social challenges. Your partnership helps create opportunities for meaningful dialogue, professional development, and system-wide change.

We would be honoured to welcome you as a partner in this important work.

Thank you for considering a sponsorship of the 2026 Leading Change Summit. We look forward to creating impact together.

Warmly,

Cat Champagne  
Chief Executive Officer  
Alberta Council of Women's Shelters



## About the Summit

The Leading Change Summit is Alberta's premier gathering for leaders, frontline workers, policymakers, advocates, researchers, 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 approximately **200–250 attendees** from across Alberta and beyond. Participants represent every level of leadership—from frontline practitioners and program managers to executive directors, CEOs, senior government officials, researchers, and system leaders.

While the shelter sector remains at the heart of the Summit, the event has evolved to welcome a broader network of organizations, businesses, and partners who play an important role in preventing domestic violence and creating safer communities. Attendees come from sectors including:

- Women's shelters and gender-based violence organizations
- Government and public policy
- Justice, policing, and legal services
- Health and mental health services
- Education and post-secondary institutions
- Indigenous-led organizations and communities
- Community and social service agencies
- Corporate and workplace leaders committed to prevention and employee well-being

## Why People Return Year After Year

The Leading Change Summit has become a cornerstone event for professionals working to create safer communities because it offers:

- High-quality professional development grounded in current research and emerging practices
- Practical tools and strategies that can be applied immediately within organizations and communities
- A strong sense of connection, solidarity, and shared purpose among people working in challenging and complex environments
- Meaningful networking opportunities that foster collaboration across sectors and regions
- Space to reflect, learn, and build relationships with leaders and changemakers from across Alberta



## 2026 Theme: The Ripple Effect

This year's theme, *The Ripple Effect*, explores how individual actions, organizational leadership, and collective collaboration can create lasting change. Through keynote presentations, interactive discussions, and practical learning opportunities, attendees will explore new approaches to strengthening systems, supporting survivors, and preventing violence before it occurs.

Together, these conversations create ripples that extend far beyond the Summit—into workplaces, communities, organizations, and the lives of those we serve.

## 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)

Unable to house rates have skyrocketed (**+40.9%**), showing demand far outpacing available space

Calls increased (**+28.2%**) indicating that the need for shelters in communities is growing

Rapid growth of Alberta's population over the past 10-years (**+17.5%**) paired with limited growth of available shelter spaces means that fewer survivors per capita (**-22%**) are able to access shelter beds.





## 2025 Data Snapshot: A Broader National and Provincial Picture

Additional recent data points further underscore the urgency:

### Violence and Risk

- 4 in 10 women experienced intimate partner violence in their lifetime ([The Daily — Intimate partner violence in Canada, 2018](#))
- 128,175 victims of intimate partner violence reported nationally in 2024
- Women and girls are 3.5 times more likely to experience intimate partner violence in police reported cases ([The Daily — Trends in police-reported family violence and intimate partner violence in Canada, 2024](#))
- 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><b>Presenting Sponsor</b> 1 AVAILABLE</p>	<p><b>\$50,000</b></p>	<ul style="list-style-type: none"> <li>• Named as <i>Presenting Sponsor</i> — "Presented by [Sponsor Name]"</li> <li>• Opportunity to deliver remarks during the opening plenary</li> <li>• Premier logo placement on all materials, website, signage, and stage screens</li> <li>• Dedicated sponsor spotlight (email + social media post)</li> <li>• 10 complimentary registrations</li> <li>• Exhibit table or branded space onsite</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on lanyards or delegate tote bags</li> <li>• Opportunity to include a branded item in welcome kits</li> <li>• Year-round recognition as a leadership partner in GBV prevention</li> <li>• Optional custom activation (e.g., hosted lunch, fireside chat)</li> <li>• Early access to the elevated in-person Leading Change curriculum training for their organization</li> </ul>
<p><b>Empowerment Sponsor</b></p>	<p><b>\$25,000</b></p>	<ul style="list-style-type: none"> <li>• High-profile logo placement on print and digital materials</li> <li>• Verbal recognition at main plenary sessions</li> <li>• 6 complimentary registrations</li> <li>• Featured in social media and conference e-blasts</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibit table and item in delegate bags</li> <li>• Named sponsor of one breakout room, stream, or session series</li> <li>• Early access to the elevated in-person Leading Change curriculum training for their organization</li> </ul>
<p><b>Collaboration Sponsor</b></p>	<p><b>\$15,000</b></p>	<ul style="list-style-type: none"> <li>• Logo on event signage, program, and website</li> <li>• 4 complimentary registrations</li> <li>• Exhibit table onsite</li> <li>• Recognition in opening or closing remarks</li> </ul>	<ul style="list-style-type: none"> <li>• Named in post-conference sponsor communications</li> <li>• Early access to the elevated in-person Leading Change curriculum training for their organization</li> </ul>
<p><b>Solidarity Sponsor</b></p>	<p><b>\$10,000</b></p>	<ul style="list-style-type: none"> <li>• Logo placement on digital and print materials</li> <li>• 2 complimentary registrations</li> <li>• Recognition in the conference program and thank-you signage</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to include a branded item in delegate bags</li> <li>• Early access to the elevated in-person Leading Change curriculum training for their organization</li> </ul>
<p><b>Community Sponsor</b></p>	<p><b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>• Name recognition on website and program</li> <li>• 1 complimentary registration</li> <li>• Thank-you mention during closing remarks</li> </ul>	<ul style="list-style-type: none"> <li>• Early access to the elevated in-person Leading Change curriculum training for their organization</li> </ul>

### 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.

