



November 18, 2018 • 8:30 a.m – 4:30 p.m.
Oakville Conference & Banquet Centre

THE WELL: AN EVENT FOR WOMEN, BY WOMEN.

The Well is back again after a successful inaugural year!

After receiving amazing feedback from our first year, we are growing! This year's event will include everything you loved from last year with even more to love. The second annual Well event will offer new exciting workshops, more unique vendors, and thought-provoking speakers.

The first event drew in almost 200 fabulous women, and the joy, inspiration and energy was truly palpable. Get ready to be replenished, inspired and feeling like an even better version of your already awesome self.



ABOUT THE SPEAKERS

The Well is thrilled to present the following savvy, strong and **inspiring group of women** as speakers for this year's event!

JEANNE BEKER

Iconic Fashion Journalist



Jeanne Beker, the iconic host of TV's Fashion Television, is one of the world's most influential and fabulous women in the fashion industry. Today, Jeanne is Style Editor at The Shopping Channel, host of Style Matters, and a guest commentator on programs including Canada AM, Breakfast Television and CTV News. She is a featured style columnist for The Globe and Mail, a writer for various lifestyle publications, and sits on the honorary board for Gilda's Club of Greater Toronto. In addition, Jeanne is the author of five books, has a number of clothing and accessory lines, and has recently made her curatorial debut with a celebrated exhibit entitled Politics of Fashion | Fashion of Politics. Among her long list of notable achievements and recognition, Jeanne was inducted to the Order of Canada in 2014 for her support of the Canadian fashion industry, and was bestowed with the "Vantage Women of Originality Award," just to name a few!

TALLI OSBORNE

Inspirational Speaker



Though **Talli Osborne** was born missing her arms and stands at just over three feet tall, she was raised with the belief that she could do anything she set her mind to. At 13, Talli started volunteering with the War Amps of Canada's CHAMP program, which she still does to this day. As a teen she became a mentor for people with physical challenges, and was the sole Canadian featured in *Teens with Courage to Give*, a book comprised of 30 stories of teenagers overcoming the odds and being an inspiration to their community. Talli has shared her story with thousands of students across North America, has been the keynote speaker at corporate events and in 2015 did her very first TED Talk. For her work at Virgin Mobile Canada, Talli was awarded Best Customer Service Agent in the Americas, Third Best in the World and was presented with the Virgin Stars of the Year Award by Sir Richard Branson himself. Richard Branson also put Talli in his Top 10 Most Inspirational People! Talli has also fronted her own melodic-punk band, performing throughout Canada. As Talli says, she wants to spread inspiration, love and punk rock, across the globe, one talk at a time.



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CATIE FENN

Coach, Speaker, Meditation
Teacher, Retreat Facilitator,
Lawyer



Catie Fenn is a coach, speaker, meditation teacher, retreat facilitator and lawyer. She is a next generation thought leader on feminine leadership and empowerment, leading women to pursue their passions and boldly rise into their power. Her mission is to inspire women to become the most empowered, vibrant, loving versions of themselves and live life on their own terms. She leads international retreats and workshops designed to inspire individuals to level up their lives, pursue their dreams, and find their bliss. She speaks about radical vulnerability and self love, the beauty of failure and navigating uncertainty, and finding inner peace and awareness. Her journey began when her objectively successful life came crashing down when she realized that external success would never equate to inner happiness. She created and leads the Goddess Circle event, a community of women supporting and inspiring one another. She has been featured on the W Network, Flare, Precedent Magazine, She Does the City, and has led workshops for many of Canada's leading organizations including law firms, universities, and consulting firms.



WOMEN SUPPORTING WOMEN



AT LEAST **ONE OUT OF EVERY FOUR WOMEN**
IN CANADA IS ABUSED.

This violence occurs regardless of race, religion, sexual orientation, education or financial status. Abuse comes in many forms and can be emotional, sexual or physical. What's more, once the abuse happens once, it is likely that it will happen again and with increased severity.

As we aim to celebrate, empower and enrich the lives of women, we would be remiss to overlook these staggering facts that affect so many in our communities every day. It is therefore our mandate at The Well to go beyond our event and also reach those who may be living in unfortunate, and often dangerous, conditions.

As with last year's event The Well is committed to donating part of the proceeds towards Halton Women's Place — an organization that provides shelter and crisis services for physically, emotionally, financially and sexually abused women and their dependent children and is dedicated to ending violence against women and their children.

Help us increase awareness and support this worthy cause. Let's do this for our mothers, sisters, daughters, friends and colleagues who may be suffering in silence.



Halton Women's Place

For more information on Halton Women's Place
visit haltonwomensplace.com



New this year and open to the public: **THE WELL HOLIDAY MARKETPLACE!**
\$5 at the door with half the proceeds going to Halton Women's Place!



SPONSORSHIP OPPORTUNITIES



NEW THIS YEAR!

THE WELL HOLIDAY MARKETPLACE

Enjoy a huge shopping marketplace featuring hand-picked vendors and artisans. Open to the public!

WHY BE A SPONSOR?

GLOBAL MOVEMENT

The Well invites you to be part of a global movement that is honouring and empowering women. Reach more than 200 women attending the event **plus** an unlimited number of women with the vendor marketplace being **open to the public!** You will have direct access to your target market while also contributing to a great cause!

RIGHT ON TARGET

The Well aims to feature a list of curated sponsors, vendors and speakers who will provide the highest quality of services and products. You can rest assured your name and product will stand out and will be in good company.

ENRICH OUR COMMUNITY

The Well strives to enrich the lives of women in our community beyond the day of the event. Part of the proceeds of the event will go towards Halton Women's Place — an organization that provides shelter and crisis services for physically, emotionally, financially and sexually abused women and their dependent children.

TREAT YOUR TEAM TO THE WELL VIP STYLE!

YOUR EXCLUSIVE VIP TICKETS

Purchase 10 VIP tickets and experience the best of The Well from the best seat in the house! Enjoy welcome mimosas, hors d'oeuvres, champagne, swag bags, gifts, makeup touchup and lashes courtesy of our pampering station sponsor. Best of all, enjoy an intimate 30-minute chat in our private VIP room with **JEANNE BEKER**, open only to our VIP ticket holders.



SPONSORSHIP OPPORTUNITIES

MAKE A **BIG IMPACT** AND BE OUR TITLE SPONSOR



TITLE SPONSOR

TITLE SPONSOR \$8,000

- Opportunity to present at The Well! Tell us about yourself, your business and why The Well's cause is important to you! Speak directly to your target market, a captivated audience of 200 women!
- Titled as "The Well, presented by P.S. MediaHouse & [Title Sponsor]" on all promotional materials leading up to, during and post event
- Opportunity to introduce the keynote speaker
- Logo prominence on step and repeat photo backdrop (Honour your 'selfie'), video screens and table tops in event area
- Logo prominence on second step and repeat photo backdrop and video screens in The Well Holiday Marketplace area
- Opportunity to promote materials in mini booth in entry way of The Well Holiday Marketplace area
- Presence on every social media post
- Six dedicated social media posts
- Table of 8 at event
- Table signage
- Opportunity to have item in swag bags
- A portion of the proceeds from the event will be donated in your name/ business to Halton Women's Place or charity of your choice

For more information or to register for a sponsorship package contact thewell@psmediahouse.com



SPONSORSHIP OPPORTUNITIES



GOLD SPONSOR \$4,500

- Logo presence on promotional, print materials and video screens (day of event) in both the event and Holiday Marketplace areas
- Logo significantly larger on Step and Repeat walls in event and Holiday Marketplace areas
- Five dedicated social media posts
- Table of 8 at the event
- Thank a speaker and mention business
- Opportunity to have item in swag bags
- Opportunity to promote materials in mini booth in entry way of The Well Holiday Marketplace area

WORKSHOP SPONSOR \$2,500

- Logo presence on promotional, print materials and video screens (day of event)
- Logo presence day of event on all workshop signage
- Logo on Step and Repeat
- Two dedicated social media posts
- 4 tickets to the event
- Opportunity to have item in swag bags

MEDIA SPONSOR \$10,000 (In-Kind Value)

- Logo presence on promotional, print materials and video screens (day of event)
- Two dedicated social media posts
- Logo on Step and Repeat
- 4 tickets to the event
- Opportunity to have item in swag bags

TABLE SPONSOR \$1,375

- Logo presence on print materials and video screens (day of event)
- Tent card on table with logo
- Table of 10 at the event
- Opportunity to have item in swag bags

BAG SPONSOR \$2,000

- Logo on swag bag
- Logo presence on print materials and video screens (day of event)
- Opportunity to have item in swag bags

RECHARGING LOUNGE DÉCOR SPONSOR \$699

- Get use of front furnished nook at Conference Centre — with high visibility!
- Spa water provided, phone charges and a place for attendees to recharge!
- Vendor table
- Prominent signage on day of event
- One dedicated social media post
- Opportunity to have item or promo material in swag bags
- Listing on website and in social media

FLORAL SPONSOR (In-Kind Value)

- Provide table arrangements for event day
- Logo presence on promotional materials on table tops
- Provide bouquets for celebrity speakers, including promotional material
- Opportunity to have item in swag bags

VENDOR \$289

- 6' table on event day
- Listing on website, social media posts and promotional materials
- Opportunity to have item in swag bags

PLATINUM VENDOR \$699

- Premium location and extended table and floor space on event day
- Listing (noting Platinum Vendor status) on website, social media posts and promotional materials
- One dedicated social media post
- Opportunity to have item in swag bags

SWAG BAG CONTRIBUTOR \$99

- Provide personalized item in swag bags and marketing material

TREAT-YOUR-STAFF-TO-WELLNESS SPONSOR \$2,400

- Get 10 VIP tickets with front-row table, welcome mimosas, hors d'oeuvres, champagne, swag bags, makeup touchup/lashes courtesy of our pampering station sponsor, an intimate 30-minute chat with Jeanne Beker in our private VIP room, and more!
- Plus, get **complimentary upgrade** to Table Sponsor package:
 - Logo presence on print materials/video screens (day of event)
 - Table card on table with logo
 - Opportunity to have item in swag bag

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VENDOR OPPORTUNITIES



NEW THIS YEAR!

THE WELL HOLIDAY MARKETPLACE

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- Opportunity to have personalized item in swag bags
- One dedicated social media post

For more information or to register to be a vendor contact thewell@psmediahouse.com





THE WELL BY THE NUMBERS

173
Attendees

350+
Instagram mentions from
two genuine hashtags
#TheWellEvent
#yourMEday

93%
of attendees
said they would
return next year

6,216
page views on
thewellevent.ca

2,447
visitors on
thewellevent.ca



Great event for women!

I was expecting an invigorating,
celebratory and engaging event
and I got that and then some.

Well organized, powerful and inspiring.

Great job! What an incredible event.

The marketing was more than expected
and the event itself was wonderful!

I hope this will be an annual event.



ABOUT THE WELL

The inaugural year of The Well was a huge success. A passion project of P.S. MediaHouse co-owner Shannon Mastaler, the day was meant to offer women time to reflect and refuel themselves. It accomplished this and more! Women from across the GTA came to Royal Botanical Gardens for a full day of 'me' time. The day offered dynamic speakers, creative dining, fabulous local vendors, Zumba, tarot card reading, and more!



THE WELL HOLIDAY MARKETPLACE



more vendors • more shopping • more attendees • more fun!

NEW THIS YEAR!

We're excited to announce **THE WELL HOLIDAY MARKETPLACE** — new this year to The Well by popular demand! Enjoy a huge shopping marketplace featuring hand-picked vendors and artisans. It's the perfect place to find that special something just in time for the holidays!

THE WELL HOLIDAY MARKETPLACE will be open to the public!

The entrance fee is \$5 at the door with half of the proceeds going to Halton Women's Place.

Enjoy more vendors, more shopping, more attendees,
and more chances to give back!

