PROFESSIONAL LEADERSHIP PROGRAMS

SmithToronto

Sponsorship Package
“Now we can hit the ground running in terms of implementing our ideas and we know who to contact for help.”

2016 PARTICIPANT
LEAD THE WAY TO A BETTER WORLD

Our world today needs leaders that are both ready and willing to tackle our most pressing social and environmental needs such as reduced inequalities, climate action, sustainable communities, and quality education.

The Centre for Social Impact at Smith School of Business, Queen’s University, is helping to meet this demand by presenting professionals in the corporate, public and community sectors with opportunities to gain in-depth exposure to diverse and cutting-edge approaches to social impact and values-based leadership.

Demand for executive education in the area of social impact is on the rise across the globe. Your brand will join the ranks of elite universities such as Oxford, Cambridge, Yale, Harvard, and Stanford who have now integrated a social impact curriculum into their core educational programs.

Since 2017, the Centre for Social Impact has offered a Certificate in Social Impact for professionals, the first of its kind in Canada.

Thank you for giving consideration to supporting the Certificate in Social Impact for professionals. It is only with the generous support of our sponsors that we can curate and design an exceptional program that enables professionals to lead the way to a better world.

Dr. Tina Dacin
Stephen J.R. Smith Chaired Professor of Strategy & Organizational Behavior
Smith School of Business
The Certificate in Social Impact

The Certificate in Social Impact equips professionals with current insights that will spark creativity and provide the skills to lead sustained change.

Our curriculum prepares the next generation of leaders. By earning a Certificate in Social Impact participants gain knowledge of current social impact approaches, and it’s application across sectors.

To earn a Certificate in Social Impact, participants complete two sessions equaling 30 hours of in-class study and one independent or team-based applied project.
Professional Leadership Programs

Social Finance Academy

The Social Finance Academy is an intensive immersion into the world of social finance. Participants will be provided with an understanding of this emerging global movement as well as the factors which drive investment across critical demand side sectors such as affordable housing, water, energy, non-profit and social enterprise.

The program will demonstrate how participants can integrate social finance tools into their organizations to transform outcomes and investment models, while achieving measurable financial outcomes and valuable social impact.

Leading with Impact

The Leading with Impact program is an introduction into what it means to be a responsible and ethical leader who can affect change within organizations, communities, and society at large.

Participants will broaden their knowledge and gain foresight into how social and environmental factors will affect the future direction of their industry and organization. Using a combination of insightful teaching, classroom discussion and team exercises, Smith faculty prepares participants to lead in a responsible and ethical way that will maximize their potential to effect lasting positive change.

Completion of an Applied Project

Participants will seek a mentor in a senior role from their organization to advise on the completion of an independent or team project exploring issues of social impact specific to their workplace. Deliverables and integrity of the project will be evaluated by both the participants organization and the Centre for Social Impact.
"Not only did the Social Finance Academy teach me a lot about the importance of cross-sector collaboration in ensuring the success of social finance in the mainstream, it helped us cultivate our own network of experts in each of the different sectors due to the diverse makeup of the class."

2016 PARTICIPANT
Social Finance Academy Session Leaders

The Certificate in Social Impact for professionals brings together numerous high-caliber speakers to share their stories, experiences and advice with participants. Past speakers from the inaugural Social Finance Academy include:

- **Shama Ahmed**
  Manager, Financial Education and Social Finance
  TD Bank Group

- **Dr. Tina Dacin**
  Professor & Stephen J.R. Smith Chaired Professor of Strategy & Organizational Behaviour
  Smith School of Business

- **Annette Aquin**
  Executive Vice-President, Finance & Operations
  Hamilton Community Foundation

- **Bindu Dhaliwal**
  Associate General Counsel & Director Environmental, Social & Governance
  BMO Financial Group

- **David Borcsok**
  Fund Manager
  Royal Bank of Canada

- **Kelly Gauthier**
  Senior Consultant
  Purpose Capital

- **Mckenzie Box**
  Senior Product Manager
  BMO Global Asset Management

- **Katie Gibson**
  Director, Entrepreneurship & Start-up Services
  Ontario Ministry of Economic Development & Growth/
  Ministry of Research, Innovation and Science
Sponsorship Opportunities

We strive to create valuable experiences for all of our sponsors to meet a variety of budgets and objectives, and are happy to work with you to find the best value for your experience.

Sponsoring the Certificate in Social Impact for professionals offers companies the following benefits:

**Learn & Network**

By sending company participants, your company will have the opportunity to connect with leading academics and practitioners that have access to the latest research, discussion and application of cutting-edge ideas, innovations, processes and tools.

Past sponsors have found attending the program valuable because of the new information, ideas, and contacts they have gained. Sponsors also have the opportunity to attend a dinner with the session speakers and other VIPs.

**Inspire**

Your support allows business, public and non-profit sector leaders to gain an understanding of current approaches that are changing how businesses address social and environmental issues in today’s complex world.
TITLE SPONSOR

$50,000 per professional program

3-YEAR TITLE SPONSOR

$150,000 per professional program
- 1 Sponsorship available
- Recognition at each course opening
- Company presentation (10 minutes)
- Company logo on all course materials
- Recognition as the Title Sponsor for the Professional Development Programs
- Ongoing recognition on all online, social, and print media as Title Sponsor for each sponsorship year
- Full page advertisement in course brochure
- Invitation of 10 guests from your company to earn a Certificate in Social Impact
- First right of refusal to renew sponsorship

NETWORKING SPONSOR

$25,000
The Networking Sponsor supports the curation of networking sessions for participants and speakers that allow participants to take a pause and create an authentic connection.
- 1 Sponsorship available
- Opportunity to deliver welcoming address at the opening reception for each course
- Recognition as the Networking Sponsor
- Company logo on all course materials
- Half-page advertisement in each course brochure
- Invitation to 5 guests from your company to earn a Certificate in Social Impact
- Ongoing recognition on all online, social, and print media as the Networking Sponsor

SCHOLARSHIPS

$2,985* Not-for-profit/public sector
Consider providing a scholarship to allow someone from the not-for-profit or public sector to earn their Certificate in Social Impact.

SPONSOR YOUR EMPLOYEE

$1,500* per session | $4,500* full Certificate
Consider offering this professional development opportunity to your employees. Receive a corporate discount for five or more employees enrolled in an individual course ($1,500) or the Professional Certificate in Social Impact ($4,500).

* plus HST