



Women in Science, Engineering and Research (WiSER)

Sponsorship Package



Updated August 2026



Sponsoring Women in Science, Engineering and Research (WiSER)

Who is WiSER?

WiSER (Women in Science, Engineering, and Research) is a network of individuals at any stage of their careers in science, technology, engineering, and mathematics (STEM). WiSER is a sub-community of Women in Scholarship, Engineering, Science, and Technology (WISEST), which is an organization under the Dean of Students at the University of Alberta. WiSER supports the retention and advancement of women and underrepresented individuals in STEM careers by providing opportunities for networking, mentoring, information exchange, and professional development. Since its founding in 2008, WiSER has impacted >1,000 people in Alberta and across Canada through over 100 events and programs. Activities organized by the WiSER Network are overseen by the WiSER Executive Committee, which is composed of volunteers from the WiSER community.



15+
years



100+
events



1000+
individuals
impacted



50+
organizations
partnered

WiSER's Events and Activities

Our events align with three specific themes: (1) advance and expand, (2) retain and support, and (3) recognize and inspire women and other underrepresented individuals in STEM fields. Every year we host our main recurring events including our Summer BBQ, Industry Mixer, Black History Month, and Volunteer Recruitment Night. In addition to these events, we host panel discussions, skills based workshops, and networking opportunities. We also have a flagship Mentorship Program where an experienced professional mentor is paired with both a graduate student or early professional and an undergraduate student in a unique and meaningful trio format.



Program Highlights

Summer BBQ

Every year, WiSER hosts its annual Summer BBQ to provide an opportunity for WiSER team members and attendees to network with each other and celebrate the upcoming school year. A free BBQ lunch with fun activities, such as tie-dye, pilates, and ice-breaker challenges, are provided. Attendees are encouraged to join WiSER and participate in upcoming WiSER events. The 2026 Summer BBQ was hosted at Queen Elizabeth Park and sponsored by [AWSN](#).



Industry Mixer

WiSER's annual Industry Mixer provides an opportunity for undergraduate students, graduate students, and early-career professionals to explore career options while allowing employers to interact with potential talents. In addition to networking, free snacks and beverages are provided and WiSER recruits services such as resume feedback ([University of Alberta Career Centre](#)) and professional headshots ([SUB Photo](#)). Last Industry Mixer, WiSER partnered with [WIN House](#), a nonprofit organization in Edmonton, to raise money as an effort to give back to the community. WIN House Grants and Events Officer, Kim Muir, presented the keynote speech on their main initiative, which is to provide shelter and support for women, children, and non-binary individuals fleeing violence. This event was attended by over 100 participants and 24 companies, including [Swat Consulting Inc.](#), [Future Fields](#), and [RUNWITHIT Synthetics](#).



Black History Month

In celebration of Black History Month, we host different events showcasing the contributions, achievements, and lived experiences of a diverse group of black individuals in STEM. In 2023, we hosted a panel discussion with invited guests, Dr. Linda Gorim, an Assistant Professor of Cropping Systems at the UofA, Dr. Bukola Salami, a Professor of Nursing at the UofA, and Heather Campbell, the Executive Director of Clean Technology with Alberta Innovates. In 2025, we ran an “Interviewing the Community” initiative that featured emerging STEM leaders in the Black community at the UofA. These individuals were able to share their journeys, the mentors who shaped them, the challenges they faced, and the advice they offered to the next generation.

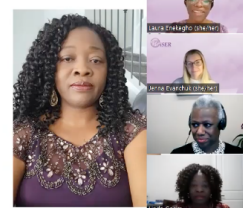
Panelists



Dr. Bukola Salami
Professor at the Faculty of Nursing,
University of Alberta
Director of Intersections of Gender
Signature Area at the Office of Vice
President Research



Heather Campbell
Professional Engineer
Executive Director, Clean
Technology at Alberta Innovates



Dr. Linda Gorim
Assistant Professor in Cropping
Systems at the University of
Alberta
Chair for Western Grains
Research Foundation Chair

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UA-WISE/WiSER Mentorship Program

The Mentorship Program is held over the course of eight months (October-April). The program's unique trio structure means that each mentor-mentee group consists of an undergraduate student, a graduate student or an early-career professional, and an experienced professional. Trios attend a variety of events aimed to help foster professional development and personal discovery. Over the last three years, we had 45 trios participate and complete the program successfully. Our events are either in person or live over Zoom, which provides 100% contact time during our events for attendees. We also try to incorporate 1-2 events that are aimed at professional development such as how to improve resumes or LinkedIn profiles.





Sponsorship Benefits

- 1) **Increasing your brand exposure to our audience:** Your logo will be included in all digital/print materials for each event, on our website (>500 views/month), monthly newsletter (nearly 900 people subscribed), social media, and verbally acknowledged during each sponsored event. Our social media (+followers) includes Instagram (604), LinkedIn (1,000), and Facebook (413). You can also choose to have your company tagged in any of our social media posts to increase exposure. In addition, WiSER's events are cross-advertised across more than 10 organizations and academic departments in Alberta, including [WISEST](#) and [AWSN](#).
- 2) **Improving your company's corporate social responsibility:** You can help our audience increase their exposure to potential employers, advance their careers, gain competitive skills to build professional relationships and networks, and cultivate a sense of belonging in the STEM community.
- 3) **Increasing employee satisfaction:** By supporting WiSER's activities, you serve as a catalyst for your employees to directly contribute to the vitality of the STEM community. By participating in our events, your employees can find ways to give back by sharing their lived experiences, inspiring the next generation of leaders, and mentoring our audience.
- 4) **Partnering on events:** We provide additional events throughout the year outside of our main events, which provides the opportunity for you to collaborate with us to create an event that aligns with both our mandate and your company's area of focus. This collaboration enables us to foster deeper connections outside of monetary contributions and provides greater visibility of your company and its employees. Your company will also have a free booth at our annual Industry Mixer for potential recruiting, networking, and exposure.



WiSER's Annual Estimated Budget for 2026/2027

The estimated budget for 2026/2027 is based on the expenses of the previous four fiscal years. Our event programs include our regular events, Summer BBQ, Industry Mixer, Black History Month, and Volunteer Recruitment. We also hold at least three smaller events that are different each year. Each year, WiSER's regular programming and mentorship expenses are covered by the generous sponsorship of [AWSN](#) and various companies, such as [McElhanney](#), [BioWare](#), [APEGA](#), [Edmonton Unlimited](#).

	Year 2022/2023	Year 2023/2024	Year 2024/2025	Year 2025/2026	Estimate 2026/2027
Event Programs	\$1,276.46	\$1,859.07	\$1,649.69	\$2,710.06	\$2,072.94
Overhead Costs	\$27.30	\$350.70	\$346.05	\$407.00	\$367.92
Mentorship Program*	\$1,131.57	\$0.00	\$731.22	\$208.81	\$690.53
Annual Expenses	\$2,435.33	\$2,209.77	\$2,726.96	\$3,325.87	\$3,131.39
Annual General Sponsorship**					
AWSN	\$500.00	\$1,000.00	\$1,000.00	\$2,500.00	TBD
Company	\$1,047.07	\$1,000.00	\$2,551.12	\$0.00	TBD
Minimum Requested Sponsorship for 2026/2027					
General Programming*** + Mentorship					\$3,000.00
General Programming***					\$2,300.00
Mentorship					\$700.00

*The Mentorship Program was originally funded through WISEST and past donors but as of 2024/2025, WiSER has been responsible for seeking sponsorship and covering costs.

**Funding from [AWSN](#) is based on a yearly renewal process and not guaranteed.

***Minimum requested sponsorship for WiSER's General Programming accounts for expenses related to event programs and overhead costs.

Thank you for taking the time to review WiSER's Sponsorship Package. We appreciate any support, whether it is monetary and/or in-kind sponsorship, your company provides. We value all forms of sponsorship and look forward to working with you!