



2026 Credit Her Sponsorship Opportunities

**Because strong women
strengthen our industry**



**CREDIT
HER**

by RMA Canada



About Us

Credit Her is a national diversity, equity, and inclusion initiative, proudly supported by the RMA Canada Board, designed to elevate, connect, and advance women in credit, collections, and risk.

Built with intention, Credit Her exists to close gaps, create opportunity, and accelerate women into leadership—strengthening our industry through more diverse perspectives and inclusive practices.

Through mentorship, leadership development, and meaningful connection, we are not just supporting women—we are driving systemic change across the receivables management landscape.

This isn't just networking.

It's equity in action. It's leadership redefined. It's the future of our industry.

Who It's For

Credit Her is for:

- Women across credit, collections, risk, and compliance
- Emerging leaders ready to grow—and executives ready to lead change
- Allies committed to advancing equity in our industry
- Organizations investing in inclusive leadership and diverse talent

You don't need a title to belong—just a commitment to growth and change.

“Credit Her reflects our commitment as an organization to build a stronger, more inclusive industry—one where women are supported, recognized, and empowered to lead.” Kevin Pretty, President, RMA Canada

Areas of Focus



Leadership Development

Equipping women with the skills, confidence, and opportunities to lead through targeted learning, speaker sessions, and real-world growth experiences.



Mentorship

Creating meaningful pathways for guidance and advancement by connecting women with mentors and champions who actively support their career progression.



Community & Connection

Fostering a strong, supportive network where women can build relationships, share experiences, and grow together through events and peer engagement.



Industry Advocacy

Driving change by amplifying women's voices, promoting equity, and influencing the future of the credit and risk industry.



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Presenting Sponsor

The Presenting Sponsor (\$7,500) is the exclusive, top-tier partner of Credit Her, positioned as the lead supporter with maximum visibility across all programming.

In addition to key annual benefits, the Presenting Sponsor will be recognized at all Credit Her events.

Inaugural Networking Event (June 9):

- Opportunity to deliver opening remarks
- Premier logo place on event signage and material
- logo inclusion in event marketing materials
- 3 complimentary registrations

Fall Networking Event (Sept):

- Opportunity to provide brief welcome remarks
- Premier logo placement on event materials
- 3 complimentary registration

RMA Conference (Nov 17 & 18)

- Recognition as Presenting Sponsor of the Credit Her discussion panel
- Logo recognition in conference materials associated with the session

Key Annual Benefits

Premier Brand Visibility:

Top-tier logo placement and recognition across all Credit Her programming, events, and marketing channels

Brand Partnership Rights:

Ability to use the Credit Her logo in your own marketing as a "Proud Sponsor"

Strategic Influence:

Seat on the Credit Her Vision Committee to help shape the program's direction

Thought Leadership & Presence:

Speaking opportunities, premium event recognition, and complimentary registrations

Leadership Sponsor

The Leadership Sponsor (\$5,000) tier offers a strong platform for organizations to demonstrate their commitment to advancing women in the credit and risk industry.

Sponsors receive consistent brand visibility across Credit Her programming for the year, including logo placement on the program page, recognition in event communications, and social media exposure. They are also granted the ability to use the Credit Her logo as a “Proud Sponsor” in their own marketing.

At events, Leadership Sponsors benefit from logo recognition on signage and materials, opportunities to provide branded giveaways, and complimentary registrations, ensuring meaningful presence and engagement with attendees.

Inaugural Networking Event (June 9):

- Logo recognition on event signage and material
- Opportunity to provide branded / co-branded materials or giveaways to attendees
- 3 complimentary registrations

Fall Networking Event (Sept):

- Logo placement on event materials and communications
- 3 complimentary registrations

RMA Conference (Nov 17 & 18)

- Logo recognition in conference materials associated with the session

Key Annual Benefits

Premier Brand Visibility:

Top-tier logo placement and recognition across all Credit Her programming, events, and marketing channels

Brand Partnership Rights:

Ability to use the Credit Her logo in your own marketing as a “Proud Sponsor”

Premium Access & Engagement Opportunities:

Engage directly with the Credit Her community through complimentary event access and opportunities to showcase your brand with co-branded materials and in-person networking

Community Sponsor

The Community Sponsor (\$2,000) tier is designed for organizations looking to support the launch and growth of the Credit Her program while gaining meaningful visibility.

Sponsors receive brand recognition across key channels, including logo placement on the Credit Her program page, event signage, and social media, along with verbal recognition during event sessions. They also receive complimentary registrations to attend and engage with the community.

This tier provides an accessible way to show commitment, build connections, and be part of a growing movement supporting women in the industry

Inaugural Networking Event (June 9):

- Logo recognition on event signage and event slides
- 2 complimentary registrations

Fall Networking Event (Sept):

- Logo placement on event signage
- 3 complimentary registrations

RMA Conference (Nov 17 & 18)

- Logo recognition in conference materials associated with the session

Key Annual Benefits

Brand Visibility:

Receive recognition on the Credit Her Program page with logo placement that highlights your organization's level of support and commitment

Social Amplification:

Gain increased visibility through social media recognition across Credit Her and RMA Canada channels, helping amplify your brand and connect with a broader, engaged industry audience

Inaugural Event – June 9th Sponsorship

For organizations looking to support Credit Her at a more accessible level, our event-only sponsorship packages provide a meaningful way to get involved. These tiers are designed specifically for the inaugural networking event, offering brand visibility, on-site recognition, and opportunities to connect directly with attendees.

Whether you're looking to show your support, increase brand awareness, or engage with a growing community of women in credit and risk, these packages offer flexible options to align with your goals.

	Ally \$ 250	Advocate \$ 750	Champion \$ 1,000
Logo recognition in pre-event communications	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on event signage		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on event slides	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in post-event thank you communications	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal recognition during opening remarks		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to provide branded materials or giveaways			<input checked="" type="checkbox"/>
Complimentary Registrations		1	3

Credit Her is more than an event—it's a movement to elevate, connect, and empower women across the credit and risk industry. By becoming a sponsor, you are not only gaining meaningful visibility and engagement opportunities, but also playing a direct role in shaping a more inclusive and supportive future for our industry.

We invite you to partner with us, lead with purpose, and be recognized as a champion of progress as we build Credit Her together.

“

Empowering women isn't just good leadership—it's good business.

Arlene Dickinson

”

For more information please contact:



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