

The Exit



Room

A Sponsorship Proposal

September 29, 2026

Co-hosted by **Jessica Craig**, Exit Welle & **Rachel Wood**, Rachel Wood Coaching

THE OPPORTUNITY

A \$2 Trillion Handoff Is Coming

Across Canada, business owners are approaching retirement at the same time — and most haven't planned for it. That's a narrow, high-stakes window for the advisors and organizations who show up early.



76%

of Canadian business owners plan to exit
within the next decade



\$2T+

in business assets expected to change
hands



9%

have a formal succession plan in place

THE GAP

Women Own 1 in 5 Businesses in Canada. Exit Support Hasn't Caught Up.



~20%

of private-sector businesses in Canada are majority women-owned



\$90B+

in annual revenue generated by women-owned businesses



~1M

Canadians employed by women-owned businesses

A decade-long study by UK accounting firm Buzzacott found that female-founded businesses account for less than 1% of majority-stake business sales — and sell for roughly 30% less, on average, than comparable male-founded businesses.

WHO'S HOSTING

Built by Two Advisors Who've Lived This



Jessica Craig

Founder, Exit Welle

Certified Business Intermediary (CBI), Certified Exit Planning Advisor (CEPA), and MBA — and Past President of IBBA Canada. She founded Exit Welle to give women business owners the exit guidance the industry hasn't built for them.



Rachel Wood

Rachel Wood Coaching

Exited Founder of a multi-million-dollar consumer brand built from her kitchen table. Rachel's career began as dentist and British Army Officer. Frustrated by the lack of support for female entrepreneurs at every stage of the journey, she now coaches founders helping them navigate their highest stakes decision from Inception to Exit.

The Exit Room is co-hosted by Exit Welle and Rachel Wood Coaching.

THE EVENT

One Day. A Room Built Around One Question: What's Next?

 September 29, 2026  10:00 AM – 3:00 PM  ~30 attendees

The Exit Room is a single working day, not a lecture series — built to move attendees from "someday" to an actual plan. It starts with the emotional case for thinking about exit at all, builds through financial and buyer-side literacy, and ends with an honest look at life on the other side.



A curated room of established women business owners actively exploring their exit — not a trade show, a working room.

FOR ATTENDEES

What Attendees Walk Away With

This isn't a day of inspiration for its own sake. Every session is built to leave with something attendees can actually use.



Clarity on Timing

A framework for knowing when to start thinking about exit — even if that's still years out



The Buyer's-Eye View

A firsthand look at how buyers actually evaluate a business, and where value gets won or lost at the table



A Working Vocabulary

Financial and deal-term literacy attendees can bring straight into their next conversation with their own advisors



A Guide That Outlasts the Day

Every attendee leaves with a reflection guide built around the sessions — not just a day they forget by Monday

WHY IT MATTERS

Every Person in This Room Is Approaching the Biggest Financial Decision of Their Life

- ✓ This is a pre-exit audience — the relationships built now shape who these founders trust and turn to as their businesses grow and eventually change hands.
- ✓ A room of 30, not 300 — real conversations, not a booth in a hallway.
- ✓ A trusted seat inside the exit conversation, not just a logo on a program afterward.
- ✓ This audience overlaps directly with the clients and communities you already serve — a room that fits your mandate, not one you have to build from scratch.

THE ASK

Three Ways to Partner With The Exit Room

\$1,250

SUPPORTING SPONSOR

- ☒ 1 VIP seat (Founders Dinner included)
\$500 value
- ☐ Logo placement on event materials & signage
- ☐ Mention in the guest takeaway & reflection guide
- ☐ Social media acknowledgment (LinkedIn, Instagram)

\$2,500

PARTNER SPONSOR

- ☒ 2 VIP seats (Founders Dinner included)
\$1,000 value
- ☐ Logo placement across all event materials & signage
- ☐ Recognition in opening remarks
- ☐ Dedicated feature page in the guest takeaway & reflection guide
- ☐ Opt-in attendee list after the event
- ☐ Social media acknowledgment (LinkedIn, Instagram)

\$5,000

PRESENTING SPONSOR

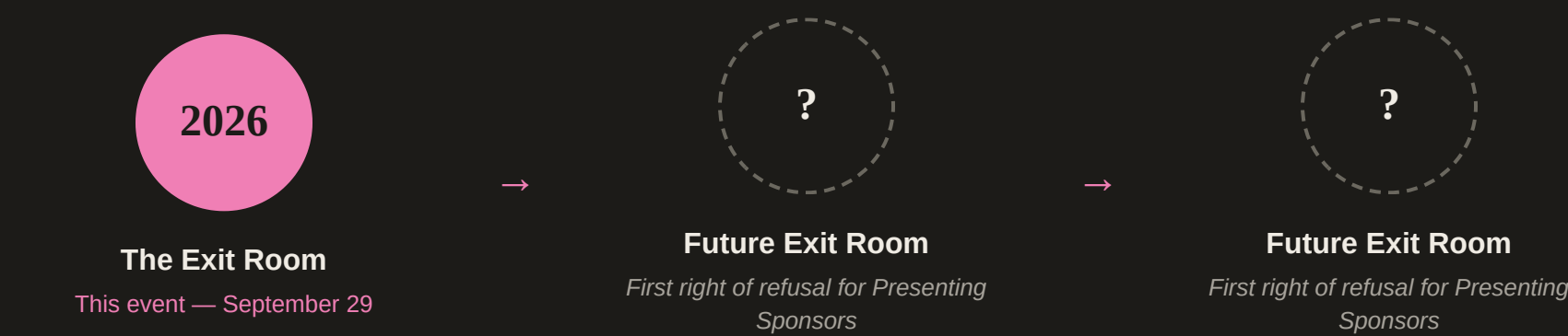
- ☒ 5 VIP seats (Founders Dinner included)
\$2,500 value
- ☐ Premium logo placement across all event materials & signage
- ☐ Recognition in opening remarks
- ☐ Dedicated feature page in the guest takeaway & reflection guide
- ☐ Opt-in attendee list after the event
- ☐ Social media acknowledgment (LinkedIn, Instagram)
- ☐ First right of refusal on future Exit Room sponsorships

Seat values based on VIP ticket pricing (\$500/ticket, includes the evening Founders Dinner).

LOOKING AHEAD

This Is the First Exit Room. Not the Last.

The Exit Room is built to run again — not a one-off. Presenting Sponsors get first right of refusal on every future edition, before the invitation goes anywhere else.



Cadence, city, and format for future editions are still being shaped — Presenting Sponsors help inform that, not just attend it.

The

Exit Room

"Let's build something that outlasts one afternoon."

Jessica Craig

Founder, Exit Welle

exitwelle.ca

Rachel Wood

Rachel Wood Coaching

rachelwoodcoaching.com