

IDEA



INTERNATIONAL DISTINGUISHED  
ENTREPRENEUR AWARD  
2022



PRESENTING THE 2022  
**INTERNATIONAL  
DISTINGUISHED  
ENTREPRENEUR  
AWARD** RECIPIENT

**INDRA NOOYI**  
**BUSINESS EXECUTIVE  
& FORMER  
CHAIRPERSON & CEO  
PEPSICO**

**MAY 3, 2022**

RBC CONVENTION CENTRE

PLATINUM  
PARTNER



**RESERVE YOUR IDEA 2022 PRIORITY SEATING TODAY!**

ASSOCIATESMB.CA | EVENTS@ASSOCIATESMB.CA | 204.474.6201

The Associates of the Asper School of Business invite you to become a partner/participant of the 38th Annual IDEA, Manitoba's premier business event, on **May 3, 2022** at the RBC Convention Centre. We are pleased to announce the IDEA 2022 recipient is **Indra Nooyi**, former Chairperson and CEO of PepsiCo, and a champion of women, equity, inclusion, immigrants, and support for families. Nooyi is the first woman of colour and immigrant to lead a Fortune 50 company. Funds raised will support the Asper School of Business students and school. Partnership will provide you with the benefits listed below, the prestige of supporting the continuation of the IDEA award, and advertisement recognition prior to, during, and after the event.

PARTNERSHIP LEVEL	GOLD	SILVER	BRONZE	PREMIUM TABLE	1 TABLE
COST	\$20,000	\$10,000	\$7,500	\$6,000	\$3,500
Dinner guests with priority premier seating	20	10	10	10	10
Exclusive Partner Luncheon invitations	2	2	1	0	0
VIP Reception invitations	20	10	4	2	0
VIP Reception and/or VIP Partner Luncheon Host	√				
Personalized table service throughout the Gala	√				
Logo displayed on Gala tickets	√	√	√		
Digital logo displayed on Partner screen at Gala	√	√	√	√	
Advertisement in official evening program	√	Logo Listed	Logo Listed	Logo Listed	
Coporate logo on promotional materials	√	√	√	Listed	
Corporate logo signage on your table	√	√	√	√	
Acknowledged during Gala	√	√	√	√	
Logo displayed on Associates website with link	√	√	√	√	

SELECTION	LEVEL	PRICE	QUANTITY	SUBTOTAL
Partnership				\$
Table of 10	X	\$3500		\$
Individual Ticket(s)	X	\$350		\$
YA Member Ticket(s)	X	\$265		\$
Total:	X	X	X	\$

Company \_\_\_\_\_ Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Cell \_\_\_\_\_

Payment Method    Cheque (Payable to: University of Manitoba Business School Foundation)    Visa    Mastercard

Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

Reservations and dietary restrictions due **April 11, 2022**.

**RSVP at:** associatesmb.ca | Email: events@associatesmb.ca | Call: 204.474.6201

Deadline for partnership confirmation is **March 20, 2022**.

Dress code is business formal. 2022 partners will have first right of opportunity for IDEA 2023 partnership.

Tickets are non-refundable.

#### PARTNERS

##### PLATINUM PARTNER



##### GOLD

**Bell**MTS



JAMES RICHARDSON & SONS, LIMITED  
ESTABLISHED 1857  
AND AFFILIATED COMPANIES

##### SILVER

**Fillmore**Riley

**Winnipeg Free Press**

##### BRONZE



##### PREMIUM

Convion, Lionridge Capital Mangement Inc., Neptune Properties Inc., Shelter Canadian Properties Ltd., TD Commercial Bank, Wellington-Altus Private Wealth

**ASPER**  
SCHOOL OF BUSINESS



**THE ASSOCIATES  
YOUNG ASSOCIATES**



**University  
of Manitoba**

547-181 Freedman Crescent | University of Manitoba | Winnipeg, Manitoba, Canada | R3T 5V4

In the event of IDEA 2022 being cancelled, partners and guests will be directly contacted and provided with the opportunity to carry over your purchase to the rescheduled date, transfer your purchase to a donation for a charitable receipt, or have a refund issued. If we do not receive confirmation within 30 days, we will assume your support as a donation and issue you a charitable tax receipt.