

IDEA



INTERNATIONAL DISTINGUISHED
ENTREPRENEUR AWARD
2022



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

INDRA NOOYI
**BUSINESS EXECUTIVE &
FORMER CHAIRMAN
& 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 Chairman 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

BellMTS



JAMES RICHARDSON & SONS, LIMITED
ESTABLISHED 1857
AND AFFILIATED COMPANIES

SILVER



FillmoreRiley

Winnipeg Free Press

BRONZE



VOLVO

Volvo Cars Winnipeg

PREMIUM

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



**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.