

University of
Lethbridge



DHILLON

SCHOOL OF BUSINESS

2020 SCHOLARSHIP DINNER

Sponsorship Package



Honouring the Perry Family & the Perry Family Farm



Dhillon School of Business

SCHOLARSHIP DINNER

The 2020 Dhillon School of Business Fundraising Dinner

Over the past 33 years, the Dhillon School of Business at the University of Lethbridge has acknowledged the contributions of an outstanding member or members of our community through the Scholarship Dinner. Honourees are selected in recognition of their leadership, achievements and commitment to the communities they serve.

This year, on April 9, the Perry family will be honoured. The Perry family are fourth-generation farmers in Chin, Alberta who have owned and operated the award-winning 5,280-acre Perry Family Farm since 1909. They primarily grow potatoes and are a major supplier for brands such as Frito-Lay, McCain and Bonduelle. They were recently named McCain's "Top Potato Grower" and have been a Top 10 finalist for this consideration for the last nine years. In 2008, they were named Frito-Lay's Canadian Supplier of the year.

The Perrys are leaders in data driven and sustainable agriculture. They were McCain Foods Canada National

Environmental Award Winner in 2011. In 2013, they designed and constructed the GrowTEC Biogas Plant, which produces over 4,000 MWh of renewable electricity per year from manure and organic waste - enough energy to power 1,000 homes. They have spoken at the Paris Accord and Berlin Energy Transition Dialogue about their sustainable agriculture practices.

Proceeds from the dinner go to creating an annual scholarship in the name of the Perry family, providing students with essential financial support to assist them in attaining their educational goals. Without the support of donors like you, many students would find funding their post-secondary dreams next to impossible.

To date, almost \$2 million has been raised for student scholarships through this event, enabling students to focus on their studies and become shining contributors in communities both locally and abroad.

OPPORTUNITIES FOR SUPPORT

The estimated attendance for the 2020 Scholarship Dinner is 450 guests. There are many opportunities for individual and corporate support. If you would like to be one of our valued sponsors, there are various levels of sponsorship available.

Please consider supporting students by attending the dinner and/or sponsoring the event. Sponsorship opportunities are listed below and will be available in a first-come, first-served basis.

SPONSORSHIP LEVELS AND BENEFITS

Sponsors' Reception

The Sponsors' Reception is a private pre-event reception with the 2020 honouree at 5:30 p.m. April 9 at the Coast Lethbridge Hotel. This private reception is:

- ticketed and exclusively for the sponsors.
- complimentary for all sponsorship levels (except for table sponsors) as outlined below in the following sponsorship levels.
- followed by a general welcome reception for all other Scholarship Dinner guests at 6 p.m. and dinner at 7 p.m.

Premier Event Sponsor - \$7,500

Sponsorship includes:

- exclusive premier event sponsor
- eight tickets to Sponsors' Reception with honouree
- two dinner tables of eight with premium seating placement
- verbal recognition as premier event sponsor by master of ceremonies at dinner (table will be asked to stand to be acknowledged) followed by a short promotional video about the sponsor's organization
- high visibility signage recognition as premier event sponsor at event entrance and Sponsors' Reception
- logo and prominent recognition in PowerPoint presentation during dinner including four slides dedicated to highlighting the sponsor's organization
- logo and prominent recognition on event webpage
- logo and prominent recognition in the evening's program

Meal Sponsors - \$5,000

Sponsorship includes:

- exclusive event sponsors (limit of two)
- eight tickets to Sponsors' Reception with honouree
- one dinner table of eight with preferred seating placement
- verbal recognition as meal sponsor by master of ceremonies at dinner
- prominent signage recognition as event partner sponsor at event entrance
- logo and prominent recognition in PowerPoint presentation during dinner including three slides dedicated to highlighting the sponsor's organization
- logo on event website
- logo and prominent recognition in the evening's program

Student Leadership Sponsor (40 business students to be in attendance at Scholarship Dinner) - \$5,000

Sponsorship includes:

- exclusive sponsorship
- eight tickets to Sponsors' Reception with honouree
- one dinner table of eight with preferred seating placement
- verbal recognition as student leadership sponsor by master of ceremonies at dinner
- prominent signage recognition as event partner sponsor at event entrance
- logo and prominent recognition in PowerPoint presentation during dinner including two slides dedicated to highlighting the sponsor's organization
- logo on event website
- logo and prominent recognition in the evening's program

Welcome Reception Sponsor - \$3,000

Sponsorship includes:

- exclusive sponsorship
- four tickets to Sponsors' Reception with honouree
- one dinner table of eight with preferred seating placement
- verbal recognition as welcome reception sponsor by master of ceremonies at dinner
- prominent signage recognition as event partner sponsor at event entrance
- logo and prominent recognition in PowerPoint presentation during dinner including two slides dedicated to highlighting the sponsor's organization
- logo on event website
- logo and prominent recognition in the evening's program

Table Wine Sponsor - \$3,000

Sponsorship includes:

- exclusive sponsorship
- four tickets to Sponsors' Reception with honouree
- one dinner table of eight with preferred seating placement
- verbal recognition as table wine sponsor by master of ceremonies at dinner
- prominent signage recognition as event partner sponsor at event entrance
- logo and prominent recognition in PowerPoint presentation during dinner including two slides dedicated to highlighting the sponsor's organization
- logo on event website
- logo and prominent recognition in the evening's program

Dessert Sponsor - \$3,000

Sponsorship includes:

- exclusive sponsorship
- four tickets to Sponsors' Reception with honouree
- one dinner table of eight with preferred seating placement
- verbal recognition as dessert sponsor by master of ceremonies at dinner
- prominent signage recognition as event partner sponsor at event entrance
- logo and prominent recognition in PowerPoint presentation during dinner including two slides dedicated to highlighting the sponsor's organization
- logo on event website
- logo and prominent recognition in the evening's program

A/V Sponsor - \$2,000

Sponsorship includes:

- exclusive sponsorship
- two tickets to Sponsors' Reception with honouree
- one dinner table of eight
- recognition as event partner sponsor at event entrance
- logo and recognition in PowerPoint presentation during dinner including one slide dedicated to highlighting the sponsor's organization
- logo on event website
- logo and recognition in the evening's program

Innovation Sponsor - \$2,000

Sponsorship includes:

- exclusive sponsorship
- two tickets to Sponsors' Reception with honouree
- one dinner table of eight
- recognition as event partner sponsor at event entrance
- logo and recognition in PowerPoint presentation during dinner including one slide dedicated to highlighting the sponsor's organization
- logo on event website
- logo and recognition in the evening's program

Sustainability Sponsor - \$2,000

Sponsorship includes:

- exclusive sponsorship
- two tickets to Sponsors' Reception with honouree
- one dinner table of eight
- recognition as event partner sponsor at event entrance
- logo and recognition in PowerPoint presentation during dinner including one slide dedicated to highlighting the sponsor's organization
- logo on event website
- logo and recognition in the evening's program

Environmental Sponsor - \$2,000

Sponsorship includes:

- exclusive sponsorship
- two tickets to Sponsors' Reception with honouree
- one dinner table of eight
- recognition as event partner sponsor at event entrance
- logo and recognition in PowerPoint presentation during dinner including one slide dedicated to highlighting the sponsor's organization
- logo on event website
- logo and recognition in the evening's program

Automation Sponsor - \$2,000

Sponsorship includes:

- exclusive sponsorship
- two tickets to Sponsors' Reception with honouree
- one dinner table of eight
- recognition as event partner sponsor at event entrance
- logo and recognition in PowerPoint presentation during dinner including one slide dedicated to highlighting the sponsor's organization
- logo on event website
- logo and recognition in the evening's program

Table Sponsor - \$1,000

Sponsorship includes:

- numerous sponsorships available
- recognition in the evening's program
- one dinner table of eight

SCHOLARSHIP DINNER

THURSDAY, APRIL 9, 2020

SPONSORSHIP CONTRACT

Sponsor name (to appear in program and event materials)

Sponsor contact information

Name (Dr. / Mr. / Mrs. / Ms.) _____

Organization _____

Address _____

City _____ Province _____ Postal code _____

Phone _____ Email _____

Sponsorship level (Please indicate your preferred level of support below)

- Premier event sponsor - \$7,500
- Meal sponsor - \$5,000
- Student leadership sponsor - \$5,000
- Welcome reception sponsor - \$3,000
- Table wine sponsor - \$3,000
- Dessert sponsor - \$3,000
- AV sponsor - \$2,000
- Innovation sponsor - \$2,000
- Sustainability sponsor - \$2,000
- Environment sponsor - \$2,000
- Automation sponsor - \$2,000
- Table sponsor - \$1,000



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THURSDAY, APRIL 9, 2020

SPONSORSHIP CONTRACT

Payment

Sponsorship total _____

Mastercard VISA Enclosed cheque payable to the University of Lethbridge

Name of cardholder _____

No.

Expiry Date: ___ / ___ (mm/yy)

Cardholder signature _____

Charitable Donation

We are unable to sponsor the 2020 Scholarship Dinner, but would like to support the University of Lethbridge Dhillon School of Business with the enclosed donation (a tax receipt will be issued for your donation).

Please complete and return this two-page form to:

Steve Craig
Director of External Relations
Dhillon School of Business
University of Lethbridge
4401 University Drive
Lethbridge, AB T1K 3M4

Phone: 403-329-5181
Fax: 403-329-2038
steve.craig@uleth.ca

Sponsor logo (in .eps format) & information (including photos) for slide(s) must be emailed to varjassy@uleth.ca by March 19, 2020.





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