

65 YEARS DISTINGUISHED ALUMNI AWARDS

SEPTEMBER 19, 2024

Manitoba Room, UMSU University Centre
University of Manitoba, Fort Garry Campus

This is your opportunity to get your brand in front of nearly 400 of Manitoba's most accomplished professionals, their colleagues, and key decision-makers.

The 65th annual Distinguished Alumni Awards recognize University of Manitoba graduates who have achieved outstanding accomplishments in their professional and personal lives.

These honourees have served as inspirations to fellow alumni, current students, and the community, both close to home and around the world.

Your brand can truly shine as a sponsor of this inspirational evening. This event is celebratory but also philanthropic, as all proceeds from the event support the UM Scholarship Fund, which provides ongoing financial support for our students. We'd love to have your support in giving back to the community and developing the next generation of outstanding UM alumni.



Scan the code for more information about the 2024 Distinguished Alumni Awards, or visit our [website](#).



LIFETIME ACHIEVEMENT

Steve Kroft
[BA/88]



PROFESSIONAL ACHIEVEMENT

Dr. Joss Reimer
[MD/08, MPH/13]



COMMUNITY SERVICE

Michael Robertson
[BA/98/MArch/04]



ACADEMIC INNOVATION

Dr. Havey Max Chochinov
[MD/83, PhD/98]



OUTSTANDING YOUNG ALUMNI

Chimwemwe Undi
[BA(Adv)/16, JD/20]

TO CONFIRM YOUR SPONSORSHIP PLEASE CONTACT:
Roslyn Dally at: roslyn.dally@umanitoba.ca or 204-474-8474



**University
of Manitoba**



SPONSORSHIP PACKAGES

	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Opening Reception Sponsor	Corporate Table of 10 Sponsor
	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$2,500
NUMBER OF OPPORTUNITIES AVAILABLE	1	3	3	4	1	30
AT THE GALA (reach of 375+)						
Two tables at gala for 20 guests	•					
One table at gala for 10 guests		•	•	•	•	•
Organization logo on event stage	•					
Organization logo on all tables	•					
Organization logo on hosted table(s)	•	•	•	•	•	•
Organization logo recognition on event digital wall slides	•	•	•	•	•	•
Verbal recognition at gala	•	•	•	•	•	
Organization logo recognition throughout Opening Reception	•				•	
Opportunity to bring greetings at gala	•					
Opportunity to film a 30 second video about why your sponsor to be aired at gala	•					
Opportunity to distribute a gift to attendees	•					
First right of refusal to sponsor 2025 gala event	•	•	•	•	•	•
Professional photo provided of your rep plus UM President for social sharing purposes	•	•				
Prominent placement of organization logo on event program/menu	•	•	•	•	•	
UNIVERSITY OF MANITOBA ASSETS						
Permanent mention and link on UManitoba.ca Alumni web pages from May – September 2024 (reach of 5k/month page views)	•	•	•	•	•	•
Permanent mention on UM Today news site (blog post) as part of UM DAA announcement story (reach of 2k/month page views)	•	•				
Above UM Today story with brand mention shared on UM weekly newsletter x2 to faculty and staff (reach of 10k+ email list)	•	•				
Name recognition and embedded link on UM DAA announcement email to all alumni x2 (reach of 80K+ each)	•	•	•	•		
Name recognition of event on monthly Alumni ENewsletter to all alumni x 3 (reach of 80k+ each)	•					

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UNIVERSITY OF MANITOBA ASSETS continued

Name/logo recognition on Event Invite	•					
Recognition on selected UM social media channels (depends on trending, strategy and creative direction) DAA recipient announcement post x1 (reach of 150k+ total)	•					
Group sponsors thank you post x1 on UM LinkedIn with accompanying photo gallery and Alumni Relations Executive Director Tracy Bowman LinkedIn after the event (reach of 20K+ total)	•	•	•	•	•	•
Opportunity to create an organic, selfie-style social video congratulating recipients on own Instagram channel, tagging UManitoba and will be reshared on UM Instagram Stories (reach of 50K+)	•					
Name recognition and tagging of gala recap reel on Instagram post event (reach of 50k+)	•					
Recognition in UM Alumni Association's Annual Report (Spring 2025 release)	•	•	•	•	•	
Sponsorship fulfillment report outlining stats and recognition	•	•	•	•	•	

EXTERNAL MEDIA

Name recognition on Media Release for 2024 Recipients Press Release (deadline for this benefit: March 30, 2024)	•	•	•	•	•	•
Recognition on one (1) Winnipeg Free Press print ad (reach of 376k/week circulation)	•	•	•	•	•	•
Recognition on two (2) Winnipeg Free Press print ads (reach of 376k/week circulation) (deadline for this benefit: May 30, 2024)	•	•	•			

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