

DISTINGUISHED ALUMNI AWARDS



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

Join us for the 2026 University of Manitoba Distinguished Alumni Awards (DAA) to celebrate five Bisons at the Centre of outstanding achievement and commitment to community both here and around the globe. 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. For our returning sponsors, thank you for your continued support — your partnership keeps making a meaningful difference. All proceeds from the event support the UM Scholarship Fund, which provides ongoing financial support for our students. We would love to have your support in giving back to the community and supporting the next generation of outstanding UM alumni.



Scan the code for more information about the 2026 Distinguished Alumni Awards, or visit our [website](#).



LIFETIME ACHIEVEMENT

Dr. Ernest Cholakis
[DMD/82]



COMMUNITY SERVICE

Mitch Bourbonniere
[BSW/87,MSW/95]



PROFESSIONAL ACHIEVEMENT

Ron Paley
[BMus/71]



ACADEMIC INNOVATION

Dr. Lorena Sekwan Fontaine
[LLB/00, PhD/18 (Peace and Conflict Studies IIP)]



OUTSTANDING YOUNG ALUMNI

Kelsey Wog
[BSc(Agr)/22, MSc/26]

SEPTEMBER 24, 2026

TO CONFIRM YOUR SPONSORSHIP PLEASE CONTACT:

Tracy Bowman at: Tracy.Bowman@umanitoba.ca or 204-474-9135

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

PRESENTING SPONSOR: \$25,000

TD Insurance CONFIRMED AS SPONSOR



- Title of event reflects presenting sponsorship
- Two tables, prominent location, for 20 guests
- All table guests invited to VIP Opening Reception
- Prominent logo on event stage
- Logo prominently displayed on all table signage and / or event program/menu cards as Presenting Sponsor
- Logo on own tables as hosted
- Prominent logo as Presenting Sponsor on event digital wall signage at both gala and receptions
- Verbal recognition at gala as Presenting Sponsor (minimum of 4 mentions)
- Verbal recognition at VIP Opening Reception as Presenting Sponsor
- Opportunity to bring greetings at the gala or run a 30 second video to be aired at the gala
- Opportunity to distribute a gift to attendees
- Professional photo of Sponsor's rep and UM President
- Prominent logo and company bio with hotlink on UManitoba.ca Alumni webpage, runs March to September
- Permanent mention as Presenting Sponsor on UM Today news site as part of UM Distinguished Alumni Awards announcement story
- Above UM Today story with brand mention as Presenting Sponsor shared on UM weekly newsletter x 2 to faculty/staff
- Name or logo recognition as Presenting Sponsor and hotlink on UM Distinguished Alumni Awards announcement email to all alumni
- Name or logo recognition as Presenting Sponsor on monthly Alumni Enewsletter to all alumni x 3
- Logo recognition as Presenting Sponsor on event registration webpage
- Name recognition on selected UManitoba social media channels x 1
- Name recognition as Presenting Sponsor on group sponsor thank you social media post x 1 with accompanying photo gallery
- Opportunity to create social video congratulating recipients on own social channels, tagged to UManitoba, reshared by UM on appropriate channels
- Presenting Sponsor name recognition and tagging of gala recap reel on Instagram post event
- Recognition in UM Alumni Association's Annual Report
- Presenting Sponsor recognition on Media Release for recipients press release
- Presenting Sponsor logo recognition on three (3) Free Press print ads
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report including pictures from the night of will be shared post-event
- First Right of Refusal for following year

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VIP & MAIN OPENING RECEPTIONS SPONSOR: \$10,000

- One table, prominent location, for 10 guests
- Sponsorship includes naming of the VIP and Main Opening receptions
- All table guests invited to VIP reception
- Logo on own table as Reception host
- Logo on tables with drinks at VIP reception
- Prominent logo on both VIP and Main Opening receptions signage
- Verbal recognition at gala as Main Opening Reception Sponsor x 3
- Verbal recognition at VIP Reception as Main Opening Reception Sponsor
- Opportunity to bring greetings at the VIP Reception
- Logo on event digital wall signage at both gala and receptions
- Professional photo of Sponsor's rep and UM President
- Opening Reception Sponsor logo recognition on event program/menu
- Logo and company bio with hotlink on UManitoba.ca Alumni webpage, runs May-September
- Permanent mention as Opening Receptions Sponsor on UM Today news site as part of UM Distinguished Alumni Awards announcement story
- Above UM Today story with brand mention as Opening Receptions Sponsor shared on UM weekly newsletter x 1 to faculty/staff
- Name recognition and hotlink on UM Distinguished Alumni Awards announcement email to all alumni x 1
- Name recognition as Opening Receptions Sponsor on Alumni ENewsletter to all alumni x 1
- Logo recognition as Opening Receptions Sponsor on event registration webpage
- Recognition as Opening Receptions Sponsor on selected UM social media channels Distinguished Alumni Awards recipient announcement x 1 post
- Recognition as Opening Receptions Sponsor on group sponsor thank you social media post x 1 with accompanying photo gallery
- Recognition in UM Alumni Association's Annual Report
- Opening Receptions Sponsor recognition on Media Release for recipients press release dependent on timing of confirming sponsorship
- Opening Receptions Sponsor recognition on two (2) Free Press print ads
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report including pictures from the night of will be shared post-event
- First Right of Refusal for following year

** Sponsorship level can be split to include VIP or Main reception only. The price and benefits with this sponsorship will adjust accordingly. The VIP reception is approximately 30 - 40 minutes long and the main reception is 45 to 60 minutes long. Contact for more details.*

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ENTERTAINMENT SPONSOR: \$7,500

TRANE CONFIRMED AS SPONSOR



- One table, prominent location, for 10 guests
- All table guests invited to VIP reception
- Logo on own table as hosted Entertainment Sponsor
- Logo on event digital wall signage at both gala and receptions
- Logo recognition on digital signage on stage for duration of musical performance during reception and/or as part of gala program
- Verbal recognition at gala as Entertainment Sponsor, including one personally from the entertainment themselves x 3
- Logo as Entertainment Sponsor on event program/menu
- Logo and company bio with hotlink on UManitoba.ca Alumni webpage, runs May-September
- Permanent mention as Entertainment Sponsor on UM Today news site as part of UM Distinguished Alumni Awards announcement story
- Above UM Today story with brand mention as Entertainment Sponsor shared on UM weekly newsletter x 1 to faculty/staff

- Name recognition as Entertainment Sponsor on Alumni ENewsletter to all alumni x 1
- Logo recognition as Entertainment Sponsor on event registration webpage
- Recognition as Entertainment Sponsor on group sponsor thank you social media post x 1 with accompanying photo gallery
- Recognition in UM Alumni Association's Annual Report
- Entertainment Reception Sponsor recognition on two (2) Free Press print ads
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report including pictures from the night of will be shared post-event
- First Right of Refusal for following year

DESSERT SPONSOR: \$7,500

- One table, prominent location, for 10 guests
- All table guests invited to VIP reception
- Logo on own table as hosted
- Logo on event digital wall signage at both gala and receptions
- Verbal recognition as Dessert Sponsor at gala and VIP reception x 3
- Logo as Dessert Sponsor on event program/menu
- Opportunity to have logo incorporated on dessert
- Logo with hotlink on UManitoba.ca Alumni webpage, runs May-September
- Permanent mention as Dessert Sponsor on UM Today news site as part of UM Distinguished Alumni Awards announcement story
- Above UM Today story with brand mention as Dessert Sponsor shared on UM weekly newsletter x 1 to faculty/staff

- Name recognition as Dessert Sponsor on Alumni ENewsletter to all alumni x 1
- Logo recognition as Dessert Sponsor on event registration webpage
- Recognition as Dessert Sponsor on group sponsor thank you social media post x 1 with accompanying photo gallery
- Recognition in UM Alumni Association's Annual Report
- Dessert Sponsor recognition on two (2) Free Press print ads
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report including pictures from the night of will be shared post-event
- First Right of Refusal for following year

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WINE SPONSOR: \$7,500

- One table for 10 guests
- All table guests invited to VIP reception
- Logo on own table as Wine Sponsor
- Logo on event digital wall signage at both gala and receptions
- Logo on signage at the bars
- Opportunity to put logo on stickers on wine bottles at the tables (supplied by sponsor)
- Verbal recognition at gala as Wine Sponsor x 3
- Logo as Wine Sponsor on event program/menu
- Opportunity to have trade magazine or other giveaway for guests
- Logo with hotlink on UManitoba.ca Alumni webpage, runs May-September
- Permanent mention as Wine Sponsor on UM Today news site as part of UM Distinguished Alumni Awards announcement story
- UM Today story with brand mention as Wine Sponsor shared on UM weekly newsletter x 1 to faculty/staff
- Name recognition as Wine Sponsor on Alumni ENewsletter to all alumni x1
- Logo recognition as Wine Sponsor on event registration webpage
- Recognition as Wine Sponsor on group sponsor thank you social media post x 1 with accompanying photo gallery
- Recognition in UM Alumni Association's Annual Report
- Wine Sponsor recognition on two (2) Free Press print ads
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report including pictures from the night of will be shared post-event
- First Right of Refusal for following year

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SIGNATURE COCKTAILS SPONSOR: \$7,500

- Two signature cocktails included in sponsorship—one alcoholic, one non-alcoholic—cocktails will be passed around during VIP and Main Opening receptions
- One table for 10 guests
- All table guests invited to VIP reception
- Logo on own table as hosted
- Logo on event digital wall signage at both gala and receptions
- Logo on signage at the bars and passed drinks trays during Main Opening Reception
- Verbal recognition at gala as Signature Drinks Sponsor x 3
- Logo as Signature Drinks Sponsor on event program/menu
- Opportunity to co-create a “signature” drink and name with accompanying signage at gala
- Logo with hotlink on UManitoba.ca Alumni webpage, runs May-September
- Permanent mention as Signature Drinks Sponsor on UM Today news site as part of UM Distinguished Alumni Awards announcement story
- UM Today story with brand mention as Signature Drinks Sponsor shared on UM weekly newsletter x 1 to faculty/staff
- Name recognition as Signature Drinks Sponsor on Alumni ENewsletter to all alumni x 1
- Logo recognition as Signature Cocktails Sponsor on event registration webpage
- Recognition as Signature Drink Sponsor on group sponsor thank you social media post x 1 with accompanying photo gallery
- Recognition in UM Alumni Association’s Annual Report
- Signature Drink Sponsor recognition on two (2) Free Press print ads
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report including pictures from the night of will be shared post-event
- First Right of Refusal for following year

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MAKING MEMORIES SPONSOR: \$5,000

iA Financial **CONFIRMED** AS SPONSOR



As the Making Memories sponsor, you are associated with our roaming interactive photo booth. It is a crowd favourite!

- 4 tickets to event
- 4 table guests invited to VIP reception
- Logo on all photos emailed/downloadable for event attendees taken by roaming photobooth
- Logo on event digital wall signage at both gala and receptions
- Verbal recognition at gala and VIP reception as Making Memories Sponsor x 2
- Logo as Making Memories Sponsor on event program/menu
- Logo hotlink on UManitoba.ca Alumni webpage, runs May-September
- Name recognition as Making Memories Sponsor on monthly Alumni ENewsletter to all alumni x 1
- Logo recognition as Making Memories Sponsor on event registration webpage
- Recognition as Making Memories Sponsor on group sponsor thank you social media post x 1 on UM with accompanying photo gallery
- Recognition in UM Alumni Association's Annual Report
- Making Memories Sponsor recognition in two (2) Free Press print ads
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report including pictures from the night of will be shared post-event
- First Right of Refusal for following year

EVENT CHAMPION SPONSOR: \$5,000

- One table, prominent location, for 10 guests
- All table guests invited to VIP reception
- Logo with hotlink on UManitoba.ca alumni webpage runs May-September
- Event Champion sponsor logo recognition on event digital wall signage at both gala and receptions
- Verbal recognition at gala and VIP reception as Event Champion sponsor x 2
- Name recognition as Event Champion sponsor on monthly Alumni Enewsletter to all alumni x 1
- Logo recognition as Event Champion sponsor on event registration webpage
- Logo recognition as Event Champion sponsor in two (2) Free Press print ads
- Logo recognition as Event Champion sponsor on event program/menu
- Name recognition as Event Champion sponsor on selected UManitoba social media channels x 1 post
- Name recognition as Event Champion sponsor on group sponsor thank you social media post x 1 with accompanying photo gallery
- Logo on hosted table
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner
- Sponsorship fulfillment report post-event
- First Right of Refusal for following year

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MEDIA SPONSOR: \$5,000 (CASH OR GIFT-IN-KIND)

- Exclusive sponsorship for media type (print, radio, TV, agency, etc.)
- 4 tickets to event
- 4 table guests invited to VIP reception
- Logo on event digital wall signage at both gala and receptions
- Verbal recognition at gala as Media Sponsor at gala and VIP reception
- Logo as Media Sponsor on event program/menu
- Logo hotlink on UManitoba.ca Alumni webpage, runs May-September
- Name recognition as Media Sponsor on Alumni ENewsletter to all alumni x 1
- Logo recognition as Media Sponsor on event registration webpage
- Recognition as Media Sponsor on group sponsor thank you social media post x 1 on UM LinkedIn with accompanying photo gallery
- Recognition in UM Alumni Association's Annual Report
- Media Sponsor recognition on two (2) Free Press print ads and associated media channel (if applicable)
- Complimentary signature wine with dinner
- Complimentary signature cocktails during Main and VIP opening receptions
- First Right of Refusal for following year

VIP CORPORATE TABLE SPONSOR: \$3,500

- One table, prominent location, for 10 guests
- 2 table guests invited to VIP reception
- Logo on own table as hosted
- Logo on event digital wall signage at both gala and receptions
- Logo as VIP Corporate Table Sponsor on event program/menu
- Logo recognition on event registration webpage
- Recognition on group sponsor thank you social media post x 1 on UM LinkedIn with accompanying photo gallery
- VIP Corporate Table sponsor recognition in one (1) Free Press print ad
- Recognition in UM Alumni Association's Annual Report
- Complimentary signature cocktails during Main and VIP opening receptions
- Complimentary wine with dinner

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