Pearls of Wisdom

JUNE 5, 2027



CRACK OPEN POSSIBILITIES
FOR MRU STUDENTS

Pearls of Wisdom is a beloved tradition that gathers community around the table to feast with purpose. Rodney's Oyster House will prepare fresh Atlantic lobsters and oysters with skill and showmanship. With live music and signature experiences, Pearls of Wisdom brings the best of the East Coast with homey Western hospitality.

As a sponsor, you connect philanthropic, business and university leaders around a shared belief that a post-secondary education prepares young people to become lifelong learners and active global citizens.

Funds raised from the event directly support student awards*, transforming celebration and generosity into opportunities that change the lives that will shape our future.

$50,000 – PRESENTING SPONSOR
EXCLUSIVE (ONE AVAILABLE)

As the Presenting Sponsor, your organization will take centre stage as the leading partner of Pearls of Wisdom, receiving our highest level of recognition, as well as opportunities to connect with guests before, during and after the event.

Recognition & Benefits:

- Top-tier naming recognition: Pearls of Wisdom, presented by [Presenting Sponsor]
- Premier brand presence across all event materials, signage and on-site displays
- Exclusive speaking opportunity during opening remarks
- Verbal recognition from the podium during the event
- Logo recognition on the event website, including a link to your organization
- Dedicated social media acknowledgement
- Optional recognition tied to a scholarship fund
- Prominent recognition in MRU pre- and post-event communications
- Priority seating with two reserved tables for a total of 16 guests
- Complimentary wine plus shared wine service among VIP tables
- Two drink tickets per guest for bar service
- Opportunity to include a branded item or message at each place setting or table (MRU approval required)
- First right of refusal in 2028 as the Presenting Sponsor

$20,000 – SIGNATURE SPONSOR

LIMITED (THREE AVAILABLE)

The Signature Sponsor plays a key role in bringing Pearls of Wisdom to life and will receive strong brand visibility and meaningful engagement opportunities.

Recognition & Benefits:

- Naming recognition as a Signature Sponsor of Pearls of Wisdom
- Brand presence across event materials and signage
- Logo recognition on the event website, including a link to your organization
- Verbal acknowledgement during the program
- One reserved table for eight guests
- Complimentary wine plus shared wine service among VIP tables
- Two drink tickets per guest for bar service
- Recognition in MRU's pre- and post-event communications
- First right of refusal in 2028 as a Signature Sponsor

$10,000 – MEDIA SPONSOR

EXCLUSIVE (ONE AVAILABLE)

The Media Sponsor helps share the story of Pearls of Wisdom, building awareness and encouraging community support for MRU student awards. In-kind media sponsorship available through a mutually agreed promotional package.

Recognition & Benefits:

- Recognition as the Official Media Sponsor of Pearls of Wisdom
- Brand presence on event signage and selected promotional materials
- Logo recognition on the event website, including a link to your organization
- Verbal acknowledgement during the event
- One reserved table for eight guests
- Two drink tickets per guest for bar service
- Recognition in MRU pre- and post-event communications
- First right of refusal in 2028 as the Media Sponsor

**Net proceeds raised will support student awards.*

CAST A NET FOR GOOD!

To be a sponsor, please complete this form.

Questions? Please contact:
Amy Ansell, Senior Development Officer
Email: aansell@mtroyal.ca
Office: 403.440.6576
Cell: 403.830.3126

$10,000 – CULINARY SPONSOR

LIMITED (FIVE AVAILABLE)

The Culinary Sponsor supports the hospitality experience of the evening, helping create a warm and memorable atmosphere for guests.

Recognition & Benefits:

- Recognition as a Culinary Sponsor of Pearls of Wisdom
- Visual recognition at a single feature station
- Logo recognition on the event website, including a link to your organization
- Verbal acknowledgement during the event
- One reserved table for eight guests
- Two drink tickets per guest for bar service
- Recognition in MRU pre- and post-event communications
- First right of refusal in 2028 as a Culinary Sponsor

$5,000 – TABLE SPONSOR

Table Sponsors demonstrate their commitment to MRU students while enjoying the Pearls of Wisdom experience with colleagues or guests.

Recognition & Benefits:

- Logo or name recognition on the sponsored table
- Reserved table seating for eight guests
- Two drink tickets per guest for bar service
- Early access to purchase tables in 2028

MOUNT ROYAL UNIVERSITY

Pearls of Wisdom

MOUNT ROYAL UNIVERSITY

RECOGNITION & BENEFITS	PRESENTING SPONSOR $50,000 (1 AVAILABLE)	SIGNATURE SPONSOR $20,000 (3 AVAILABLE)	CULINARY SPONSOR $10,000 (5 AVAILABLE)	MEDIA SPONSOR $10,000 (1 AVAILABLE)	TABLE SPONSOR $5,000
Naming recognition	**Pearls of Wisdom, presented by [Presenting Sponsor]**	**Signature Sponsor of Pearls of Wisdom**	**Culinary Sponsor of Pearls of Wisdom**	**Media Sponsor of Pearls of Wisdom**	**Table Sponsor of Pearls of Wisdom**
Reserved table	2 tables	1 table	1 table	1 table	1 table
Recognition in MRU pre- and post-event communications	✓	✓	✓	✓	–
Exclusive speaking opportunity during opening remarks	✓	–	–	–	–
Verbal recognition during event	✓	✓	✓	✓	–
Logo recognition on invitations, event signage and on-site displays	✓ Premier placement	✓ Prominent placement	–	–	–
Logo recognition on digital event screens and website	✓	✓	✓	✓	✓
Logo inclusion on all event programs and table signage	✓	✓	–	–	–
Limited table service with complimentary wine	✓	✓	–	–	–
Opportunity to include branded item or message at each place setting (MRU approval required)	✓	–	–	–	–
Recognition tied to a scholarship fund	✓	–	–	–	–
Logo recognition on single sponsored table signage	–	–	–	–	✓
Brand presence on event signage and selected promotional materials	–	–	✓	✓	–