



# Pearls - OF - Wisdom



JUNE 6, 2026

## MAKE WAVES FOR MRU STUDENTS

After more than a decade, Pearls of Wisdom returns — a spirited, reimagined MRU tradition where celebration meets impact. Guests will gather for an evening of lobsters and oysters where East Coast charm meets Western flair. Lively traditions and unforgettable experiences come together to refresh a beloved classic.

As a sponsor, your organization takes a visible leadership role, reconnecting legacy supporters, welcoming new audiences and shaping a modern philanthropic experience that stands apart in Calgary. Funds raised from the event directly support student awards\*, transforming generosity into opportunity and creating ripples of impact that extend across campus and beyond.

**\$30,000 SIGNATURE SPONSOR**   
EXCLUSIVE - ONE AVAILABLE  
**SOLD!**

As the Signature Sponsor, your organization will be recognized as the leading partner of Pearls of Wisdom. You'll gain prominent visibility before, during and after the event for an audience of more than 400 guests.

### Recognition & Benefits:

- › Top-tier naming recognition: Pearls of Wisdom, presented by [Signature Sponsor]
- › Premier logo recognition across all event materials, including event communications, website, signage and on-site displays
- › Optional recognition tied to a scholarship fund
- › Verbal recognition from the podium during the event
- › Priority seating with two reserved tables for sixteen 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 2027 as the Signature Sponsor



EST. 1997

## \$20,000 - PRESENTING SPONSOR

LIMITED AVAILABILITY -  
THREE AVAILABLE

The Presenting 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 Presenting Sponsor of Pearls of Wisdom
- › Logo recognition across event materials and signage
- › 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 2027 as a Presenting Sponsor

## \$10,000 - CULINARY SPONSOR

LIMITED AVAILABILITY -  
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
- › Logo recognition at a single feature station
- › 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 2027 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 your sponsored table, event screens and event website
- › Reserved table seating for eight guests
- › Two drink tickets per guest for bar service
- › Early access to purchase tables in 2027

# CRACK OPEN A CLASSIC!

To become a Signature,  
Presenting or Culinary  
Sponsor, or for  
more information,  
please contact us at  
[rsvp@mtroyal.ca](mailto:rsvp@mtroyal.ca) or  
403.440.7700.

\*Net-proceeds raised will support student awards.

| RECOGNITION & BENEFITS   | SIGNATURE SPONSOR<br><b>SOLD</b><br>\$30,000<br>1 AVAILABLE | PRESENTING SPONSOR<br>\$20,000<br>3 AVAILABLE | CULINARY SPONSOR<br>\$10,000<br>5 AVAILABLE | TABLE SPONSOR<br>\$5,000          |
|--|---|---|---|-----------------------------------|
| Naming Recognition   | Pearls of Wisdom, presented by [Signature Sponsor]          | Presenting Sponsor of Pearls of Wisdom        | Culinary Sponsor of Pearls of Wisdom        | Table Sponsor of Pearls of Wisdom |
| Reserved table   | 2 tables  | 1 table                                       | 1 table                                     | 1 table                           |
| Recognition in MRU pre- and post-event communications  |   |   |   | —                                 |
| Verbal recognition during event  |   |   |   | —                                 |
| Logo recognition on invitations, event signage and on-site displays                          | <br>Premier Placement                                       | <br>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   | —   | —   | —   |                                   |
| Logo recognition at a single feature station   | —   | —   |   | —                                 |