

Interior Design Alumni Chapter



Good afternoon,

Primarily, It's a Party provides a unique opportunity for our students to observe, engage and connect with the design industry. We see their confidence and professionalism grow at *Primarily* each year as they evolve from novice first-year students to practising professionals, and we want you to be part of their story.

Preparations are underway for the Interior Design Alumni Chapter's 2017 fundraising and industry event. *Primarily, It's a Party* returns March 16 and, as always, proceeds from the night will support students of MRU's Interior Design program.

"Wow, this is like Christmas!"

"This support is unexpected and amazing!"

FIRST-YEAR STUDENTS, UPON RECEIVING THEIR STARTER KITS

It's difficult to overstate the impact of your support. Last year's event raised more than \$20,000, bringing our five-year fundraising total to more than \$100,000 – something we couldn't have done without sponsors like you. These funds have been used to provide scholarships and much-needed equipment for students. On top of that, you've helped up provide something special to bookend their MRU experience: each first-year student is welcomed with a starter kit of supplies and materials, and graduating students are gifted a class ring, signifying their entry into professional practice.

In recognition of your support of the Interior Design program over the years, we would like to offer you the opportunity to be profiled at this year's event. As a *Primarily* sponsor, you will be able to prominently position your organization through a variety of print and electronic mediums, proudly demonstrating your support of the Interior Design program.

"I never thought about what the ring would mean to me, but now I feel connected to my class and proud of my accomplishment."

INTERIOR DESIGN PROGRAM GRADUATE

Attached is our sponsorship package which details sponsorship levels and benefits. To ensure recognition on our promotional materials, the deadline to sponsor is January 27, 2017, for our Presenting Sponsor and February 13, 2017, for other sponsors. Opportunities to purchase single tickets will start in early 2017 when invitations are distributed.

Interior Design Alumni Chapter



For more information or to enquire about this opportunity, please contact James Parsons with MRU Alumni Relations at 403.440.7047 or jjparsons@mtroyal.ca.

Thank you so much for your consideration, and we'll see you at *Primarily, It's a Party!*

Best regards,



Lowell Scott
Chair, Interior Design Alumni Chapter
Mount Royal University Mount Royal University



Helen Evans-Warren
Chair, Department of Interior Design

Sponsorship Registration Form

Company Legal Name: _____

Contact Person Name: _____

Mailing Address: _____

City: _____ Prov.: _____ Postal Code: _____

Phone: (Day) _____ E-mail: _____ Fax: _____

Sponsorship Level: _____

(see attached Schedule A – “Sponsorship Information” for levels and sponsorship provided)

Recognition to be given to: _____

SPONSORSHIP INFORMATION

- Complimentary tickets included with Sponsorship will be processed through the Office of Alumni Relations via Eventbrite. You will be contacted to arrange delivery or pick up. If you are ordering additional tickets, they will be processed separately.
- Alumni Relations will work with the Interior Design Faculty to identify recipients of the student complimentary tickets included with Sponsorship. Students will be drawn randomly and will be introduced to the Sponsor at the event.
- Proceeds over and above event costs will be used to support the Mount Royal University Interior Design students and program.
- All Sponsorships are inclusive of GST.
- Deadline for sponsorship is January 25, 2017.

SPONSORSHIP TERMS AND CONDITIONS

- By signing and submitting this form, the above named company (the “Sponsor”) agrees to pay the sponsorship fee set out in the attached Schedule A for the Sponsorship Level identified above. In consideration, The Board of Governors of Mount Royal University (“MRU”) will provide the recognition to the Sponsor set out in Schedule A for the Sponsorship Level identified above.
- The sponsorship fee will be paid to MRU on or before January 25, 2016. If the sponsorship fee is not paid prior to this date, this agreement will terminate and the Sponsor will no longer receive the recognition set out in Schedule A.
- The Sponsor is responsible for paying any value-added taxes on the sponsorship fee.

- The Sponsor grants MRU a limited license to use the Sponsor's name and logo for the purpose of providing the recognition set out in Schedule A. The Sponsor may not use MRU's name or logo without MRU's prior written permission.
- MRU will notify the Sponsor if the *Primarily It's a Party* event is rescheduled or cancelled for any reason. If the event is rescheduled within thirty (30) days of receipt of the notice, MRU will continue to provide the recognition set out in Schedule A on the new event date. If it is not rescheduled within thirty (30) days of receipt of the notice, MRU will reimburse the sponsorship fee.
- Upon receipt of this completed sponsorship registration form, you will receive an invoice for the agreed Sponsorship Amount. Please do not provide payment until the invoice is received: Finance will contact you to arrange payment.

I have read and agree to be bound by the terms and conditions set out in this Sponsorship Registration Form.

Signature

Name (Printed)

Title

Mail, fax or email completed form to:

The Office of Alumni Relations c/o
James Parsons
Mount Royal University
A150, 4825 Mount Royal Gate SW,
Calgary, AB T3E 6K6
Phone: 403.440.7047
Email: jjparsons@mtroyal.ca
Fax: 403.440.7788

Schedule A - Sponsorship Information

All Sponsors will receive:

- Customized VIP nametags which will be mailed out prior to the event
- Exclusive early access to Networking Lounge¹
- Two (2) of your complimentary tickets will be provided to students who will be introduced to you at the event

	Presenter	Gold	Silver	Bronze
	\$7,500.00	\$5,000.00	\$2,500.00	\$1,500.00
Number of Opportunities Available	1	4	4	5
Recognition as Event Presenters	X			
Facilitate an exclusive opportunity to students ²	X			
Poster sized Stand Alone logo /sign at event at Registration	X			
Logo and link on Eventbrite website ³	X			
Student led tour of Interior Design facility	X	X		
Logo on Invitations ³	X	X		
Name and logo on mentioned on @MRUAlumni twitter account as a sponsor	X	X		
Name mentioned on @MRUAlumni twitter account as a sponsor			X	X
Logo on Photo Strip from Photo Booth		X		
Logo on Photo Booth Backdrop		X	X	
Name and 8.5X11" Stand Alone Logo at catering stations				X
Logo on signage throughout venue	Stand Alone, Large	Grouped on one sign		
		Large, front	Medium, back	Small, back
Custom Colour VIP Nametags	X	X	X	X
# of Complimentary Tickets	10	8	6	4

Donations

If you would like to make a donation to the Interior Design Alumni Chapter Scholarship Endowment, please fill out the included Pledge Form and send it to James Parsons. Donors will receive tax receipts for donations of \$25.00 and over and are recognized by the Mount Royal University Foundation.

Our Charitable number is 11904 7959 RR0001

¹ Networking Lounge will be exclusive to sponsors and students at 6:00 p.m. and will open to all guests later in the evening

² We will work with you to prepare and offer an exclusive opportunity to connect with and engage our students in the Interior Design program (for example, a meet-and- greet with a top executive at your company or arranging for a class visit to your offices/facilities). Details for this opportunity will be discussed with Alumni Relations. This opportunity may not include paid or unpaid work terms, recruitment of students by MRU on behalf of the sponsor or changes to MRU's course curriculum. Additional costs will remain the responsibility of the sponsor.

³ Deadline is January 27, 2017 for sponsor logos to appear on promotional materials