

THE UNIVERSITY OF WINNIPEG
THE
DUFF ROBLIN
AWARD DINNER



2011 Duff Roblin recipient award

Mr. Edward Kennedy

President of The North West Company

November 23, 2011

The Fort Garry Hotel Grand Ballroom

6:00 p.m. Reception / 7:00 p.m. Dinner

2011 Duff Roblin recipient award *Edward Kennedy*



Edward Kennedy

Edward Kennedy joined The North West Company in 1989. He has served in a number of senior management positions including Chief Operating Officer of North West and Chief Executive Officer of the Alaska Commercial Company, the Company's U.S. subsidiary located in Anchorage. Edward returned to Winnipeg from Alaska in 1997 and assumed his present position. He is also Chairman and Chief Executive Officer of The North West Company (International) Inc.

Edward was born and raised in the northern Manitoba community of The Pas and attended high school as a boarding student at St. John's-Ravenscourt in Winnipeg. He holds an Honours Degree in Business from the Ivey School at the University of Western Ontario and a Bachelor of Laws Degree from Osgoode Hall Law School. Prior to joining North West, Edward practiced law briefly in Toronto and then worked in investment banking.

Edward is a board member of The North West Company, Transport Nanuk Inc., St. John's-Ravenscourt School, United Grocers Inc., Retail Council of Canada, the Advisory Board of the Richard Ivey School of Business (University of Western Ontario) and the Advisory Board of the University of Alberta School of Retailing. He is a member of the Young Presidents' Organization, the Associates of the Asper School of Business (Faculty of Management, University of Manitoba), the Canadian Council of Chief Executives, as well as a member and past officer of the Business Council of Manitoba. Edward is the Chair of the 2011 Winnipeg United Way Campaign and is Co-chair of the current St. John's-Ravenscourt School Capital Campaign. He is a past Director of Red River College, Destination Winnipeg Inc., The Conference Board of Canada, Balmoral Hall School, Buhler Industries, and the Alaska Growth Fund.

In 1999, Edward was named a recipient of Canada's "Top 40 Under 40" award, an annual program that recognizes young leaders across the country. In 2000, he was awarded an Honorary CMA designation by CMA Canada and, in 2003, he was recognized as a finalist for the Lieutenant Governor's Community Citizenship Award. In June 2006, Edward was presented with the Retail Council of Canada's "Distinguished Canadian Retailer of the Year" award. In October 2007, he was presented with the University of Alberta School of Retailing's "Henry Singer Award" for exceptional leadership in the Canadian retail sector.

In October 2009, Edward received the "Top Retail Executive" award from Canadian Business magazine.

Edward is a competitive athlete and his other interests include public policy and economic and social development. Edward and his wife Stella make their home in Winnipeg with their four children: Grace, 22; Teresa, 20; Simone, 18; and Daniel, 15.

Advertising opportunities

Ads for the souvenir program can be purchased at the following rates:

Full Page \$1500

½ page \$650

¼ page \$350

Note: if you purchase a sponsorship, advertising and seating is included at all levels

2011 Advertising Specifications

Page Dimensions

Full Page 6"w x 9"h plus bleed

½ page 5.375"w x 4.125"h

¼ page 2.625"w x 4.125"h

www.uwinnipeg.ca

THE DUFF ROBLIN AWARD DINNER

The University of Winnipeg
2011 Duff Roblin Award Dinner
Wednesday, November 23, 2011
The Fort Garry Hotel Grand Ballroom
6:00 p.m. Reception / 7:00 p.m. Dinner

Name _____

Title _____

Corporation _____

Address _____

City/Town _____ Prov. _____ Postal Code _____

Telephone _____ Email _____ Fax _____

Purchase of Sponsorship

Platinum Sponsor at \$ 7,500 \$ _____

(Includes 20 dinner tickets/reserved table and
2 seats at the head table with Mr. Edward Kennedy)
See reverse side of page for full description

Gold Sponsor at \$5,000 \$ _____

(Includes 10 dinner tickets/reserved table)
See reverse side of page for full description

Silver Sponsor at \$3,500 \$ _____

(Includes 10 dinner tickets/reserved table)
See reverse side of page for full description

Corporate Sponsor at \$2,500 \$ _____

(Includes 10 dinner tickets/reserved table)
See reverse side of page for full description

TOTAL \$ _____

Purchase of Tables and Individual Tickets

_____ Individual Ticket(s) at \$200 per ticket \$ _____

_____ I wish to make a donation to support
The Duff Roblin Scholars Fund \$ _____

Payment by:

Cheque (payable to The University of Winnipeg)

Invoice

Visa/Mastercard/Amex ____/____/____/____ Expiry ____/____

Signature _____ Date _____

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The University of Winnipeg
2011 Duff Roblin Award Dinner
Wednesday, November 23, 2011

Sponsorship Opportunities

Platinum Dinner Sponsor - \$ 7,500

Most prominent positioning on promotional materials including:

- Seating at the head table for 2 with Mr. Edward Kennedy
- Acknowledgement in Community Profile Ad in Winnipeg Free Press
- Company name on our website as a corporate sponsor for the Dinner
- Inside or outside back cover page Ad, Logo and named recognition in Commemorative Program
- Recognition in the Foundation's Annual Report For Donors
- Acknowledgement during Dinner proceedings
- Table signage
- Reserved 2 tables of 10 in a prime location

Gold Dinner Sponsor - \$5,000

Most prominent positioning on promotional materials including:

- Acknowledgement in Community Profile Ad in Winnipeg Free Press
- Company name on our website as a corporate sponsor for the Dinner
- Full Page Ad, Logo and named recognition in Commemorative Program
- Recognition in the Foundation's Annual Report For Donors
- Acknowledgement during Dinner proceedings
- Table signage
- Reserved table for ten in a prime location

Silver Dinner Sponsor - \$3,500

Prominent positioning on promotional materials including:

- Acknowledgement in Community Profile Ad in Winnipeg Free Press
- Company name on our website as a corporate sponsor for the Dinner
- ½ Page Ad, Logo and named recognition in Commemorative Program
- Recognition in the Foundation's Annual Report For Donors
- Acknowledgement during Dinner proceedings
- Table signage
- Reserved table for ten

Corporate Dinner Sponsor - \$2,500

Positioning on promotional materials including:

- Acknowledgement in Community Profile Ad in Winnipeg Free Press
- Company name on our website as a corporate sponsor for the Dinner
- ¼ Page Ad, Logo and named recognition in Commemorative Program
- Recognition in the Foundation's Annual Report For Donors
- Acknowledgement during Dinner proceedings
- Table signage
- Reserved table for ten