



Taking Pride in a Positive Stance Against Discrimination Towards The 2SLGBTQIA+ Community

WHAT IS THE REGAL SOCIAL ASSOCIATION OF REGINA?

The Regal Social Association of Regina (RSAR) is a volunteer-based organization focused on outreach, education, community development and local charitable support.

The RSAR is a proud member of the International Imperial Court System (IICS) and is one of the oldest and largest LGBT organizations in the world. The Imperial Court System is a grassroots network of organizations that works to build community relationships for equality and raise money for charitable causes through the production of annual Gala Coronation Balls that invite an unlimited audience of attendees to be presented at Royal Court in their fanciest attire throughout North America along with numerous other fundraisers each year, all for the benefit of their communities.



Thank you Saskatchewan!

In Saskatchewan, over the last 33 years our monarchs have:

- Held over 390 fundraising events
- Supported over 70 local charities that support the 2SLGBTQIA+ community
- Volunteered more than 1200 hours

Together, we raised over \$300,000 to help those in our province.



SUPPORTING THE REGAL SOCIAL ASSOCIATION OF REGINA BENEFITS YOUR COMPANY

Employee pride and loyalty

When your company shows support for LGBTQ rights, you show your employees, your customers and your community that you are committed to equality and diversity.

Your community knows you care

By actively engaging with and supporting LGBTQ+ causes, businesses can show their commitment to allyship and create a positive impact.

Enhanced exposure and consumer awareness

An RSAR sponsorship supports the community year-round. Thanks to banners, media and messaging, sponsors make a lasting impression. A partnership with the RSAR will allow your company to:

- Show customers you are a safe space;
- Foster customer and employee loyalty;
- Attract a more diverse workforce; and,
- Create brand loyalty within the 2SLGBTQIA+ community.



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Sponsorship benefits and opportunities	Title Sponsor \$10,000+	Diamond (2) \$4,000+	Platinum (3) \$2,000 - \$4,000	Gold \$1000 - \$1,999	Silver \$500 - \$999	Bronze \$250 - \$499	Friend \$100 - \$249
Cash or Gift In Kind Sponsorship							
Title Sponsor for Coronation	√						
VIP corporate table at Coronation	√						
Logo on Posters and advertising for Coronation	√	√					
Full-page ad in the program or 25% discount off of inside or back cover	√						
Semi-exclusivity on sponsorship level		√	√				
Complimentary tickets for Coronation	6	4	2				
Name mention at some point on event night	√	√	√				
First right of refusal for same sponsorship level for following year's event	√	√	√				
Title sponsor for the event of your choosing (Excluding Coronation)			√	√			
Half-page ad in the program or a discount on a larger ad		√	√	√			
Opportunity to provide samples to out of town guests	√	√	√	√			



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Cash or Gift In Kind Sponsorship							
Discount on Ball program ads					15%	10%	
Listing on sponsorship board on event night and on the sponsor page in the program	√	√	√	√	√	√	√
Logo and thank you post on social media pages	√	√	√	√	√	√	
Letter acknowledging your sponsorship that may be used for business purposes* (note: all gift-in-kind contributions must meet the RSAR's requirements to be eligible for this official letter; please note that our policies do not allow for a letter of acknowledgement for gift-in-kind contributions of less than \$250)	√	√	√	√	√	√	*
An invoice or bill for your sponsorship contribution	NO	NO	NO	NO	NO	NO	NO
Tax receipt (According to CRA regulations, sponsorships are not eligible for a charitable tax receipt)	NO	NO	NO	NO	NO	NO	NO