

Welcome to the University of Regina Rams Football Club!

Todd Fuchs - President
University of Regina Rams Football Club
University of Regina, Centre for Kinesiology and Health Studies
Room 176,
REGINA SK
S4S 0A2

Dear Rams Supporter:

It gives me great pleasure to introduce you to our football club.

For more than 50 years, the Regina Rams have actively been building athletes and members of our community. Along the way we have benefited from community and business support.

In 1998, we, along with the University of Regina, proudly took that community-based model to another level, creating a partnership with the U of R that is unique in Canada. The University of Regina Rams Football Club is financially independent of the University of Regina and must continue to pursue a wide range of fundraising projects and activities in order to maintain the program. Corporate sponsorship provides nearly 25% of the overall funding to field the team in any given year.

In our years of interuniversity action, the U of R Rams have established themselves as a team to be reckoned with, advancing to the Vanier Cup in 2000 and to the Can West Final (Hardy Cup) four times.

We believe in the foundation we've established within this community and we believe in the value that our product brings to the businesses and organizations currently associated with our football club. That is why, we've created the following package – to outline and highlight the many sponsorship opportunities available to your organization. We hope you'll like what you see.

Regards,
Todd Fuchs
President, University of Regina Rams Football Club

**University of Regina Rams
Football Club
Sponsorship Opportunities**

UNIVERSITY
OF REGINA



Game Day Sponsor

\$5,500

(Maximum of 4 Game Day Sponsors)

Rights

- Exclusive sponsorship rights to a Rams home game in 2010.
- Right to profile product or service during pre-game barbecue (estimated attendance – 300).
- Right to operate a continuity program at all four Rams home games (subject to Rams approval).
- Right to profile product, service or community program during half-time show (approximate duration 6 – 8 minutes).
- Right to participate in ceremonial kick-off prior to game.
- Right to use U of R Rams logo and name in corporate advertising (subject to Rams approval).

Signage

- Two 4'x 8' signs to be displayed on the east side railing on the fifty five yard line (sponsor to supply signage).
- Signage at pre-game barbecue, (can include inflatables, backdrops, or more traditional canvas or coreplast signs).
- Name recognition on the Leader Post video board in the north end zone.
- Recognition as a Game Day Sponsor at the Annual U of R Rams Sports Dinner and Player Awards Banquet.

Communications

- Sponsor recognition on all U of R Rams season ticket packages (average 5,000 impressions)
- Premier billing as Game Day presenting sponsor in pre-game feature in Leader Post.
- One 30 – second radio ad per quarter of each Rams broadcast on CKRM.
- Recognition as Game Day Sponsor in ten radio spots during week leading up to the game.
- Logo recognition as Game Day sponsor on the U of R Rams web site.
- Recognition as a Game Day sponsor and a half page ad in the souvenir program.

Hospitality

- 230 tickets to your sponsored game. (Guaranteed \$10 ticket price on additional tickets)
- Use of Taylor Field's East Side Club seating for 230 guests for your sponsored game.
- 230 Game Day Programs for distribution.
- 4 tickets to Sponsor Recognition Night .

Game Day Sponsor Options

- Purchase as many tables as requested at a 20% discount to the Sports Dinner.
- Purchase a team entry into the Golf Tournament at a discounted price.

Gold Sponsor

\$2,500

Rights

- Right to operate one in-venue promotion (subject to Rams approval).
- Right to associate your business or organization with ours as a Gold Sponsor.
- Right to one public address announcement per half.
- Right to product exclusivity in gold sponsor category.

Signage

- One 4' x 8' A-frame sign on the sideline of Taylor Field. (Sponsor to supply signage).

Communications

- Logo recognition in game-day line up.
- Logo recognition in pre-game Leader Post feature.
- One 30-second radio ad per half of each broadcast game.
- Program Recognition as a Gold Sponsor & an eighth of a page ad in the souvenir program.
- Website Recognition as a Gold Sponsor

Hospitality

- 10 Season Ticket Packages. (Option to purchase further season tickets or game day tickets at discounted price).

Gold Sponsor Options

- Purchase as many tables as requested at a 20% discount to the Sports Dinner.
- Purchase a team entry into the Golf Tournament at a discounted price.

Green Sponsor

\$1,500

- Eight - Sports Dinner Tickets.
- Ten - U of R Rams Season Tickets.
- Program Recognition as Green Sponsor.
- Website Recognition as Green Sponsor.
- New Green and Gold Corporate Kick off Party, table of four.

Green Plus Sponsor

\$2,100

- Eight - Sports Dinner Tickets.
- Ten - U of R Rams Season Tickets.
- Team Entry into the Golf Tournament.
- Program Recognition as Green Sponsor.
- Website Recognition as Green Sponsor.
- New Green and Gold Corporate Kick off Party, table of four.

Other Sponsorship Opportunities:

Alumni Night Sponsor:

Includes logos on all associated signage, mail outs, literature and advertising. The title sponsor will also receive a VIP table and the opportunity to speak.

Game Jersey Logo:

Your company's logo to be located on the left breast of each player's game jersey. This option will enable your company's logo to be seen by the fans as well as portrayed in all media and marketing opportunities when players are wearing their jerseys.

Golf Tournament Sponsor:

Includes logos on signboard and all associated tournament mail outs, literature, advertising and registration gift.

Half Time Sponsor:

Presenting sponsor of the half time show will receive on field signage, logo and name recognition, as well as public address announcements at the beginning and end of halftime.

High School & Minor Football Camp Sponsor:

Includes signage, logo and name recognition on all camp literature, signs, jerseys, and t-shirts.

Practice Jersey Logo:

Your company's logo to be located on the left breast of each player's practice jersey. This option will enable your company's logo to be seen by all practice watchers as well as portrayed in all media and marketing opportunities dealing with the on field practices.

Radio Broadcast Sponsor:

Thousands of people tune in to each University of Regina Rams game on 620 CKRM, Home of the Home Teams. As title sponsor, your business would receive recognition as the official sponsor of all eight Rams broadcasts.

Season Ticket Backs:

U of R Rams season tickets are circulated to businesses and fans throughout Saskatchewan in large volumes. Your sponsorship of the Season Ticket Backs affords your business the opportunity to reach our fans and your potential customers.

Sideline Jacket/Cape/Hat:

Your company's logo to be located on the back of each player's sideline jacket/cape and hat. This will enable your company's logo to be seen by all game watchers as well as being portrayed in all media and marketing opportunities dealing with the on field interviews and practices.

Sports Dinner Presenting Sponsor:

A mainstay fundraiser for the Rams for over 40 years, the Sports Dinner supports the U of R Rams scholarship program. Join current and former Rams greats, as they salute the best sport has to offer. Your business will be prominently featured as the presenting sponsor of the annual dinner in all signage including program, table centrepieces and any print, radio and television advertising. The Dinner attracts more than 700 business, corporate and community leaders from across Saskatchewan.

Touch Football Presenting Sponsor:

The U of R Rams Corporate Touch Football Challenge will attract (10 – 12 corporate teams consisting of a minimum of 15 players each) from Regina and district. The challenge will be designed to encourage fun and team building, but will encompass a full range of fitness and/or athletic skills. Sponsorship includes logos on signboard and all associated mail outs, literature and advertising. Trophy presentation and BBQ option following the tournament.

Training Camp Sponsor:

Includes signage, logo and name recognition on website, training camp signs and media releases.

Travel Bag & Equipment Trunk Logo:

Your company's logo to be located on both sides of each player's travelling bag and all equipment trunks. This will enable your company's logo to be seen by all associated with travelling, as well the ability to be portrayed in all media and marketing opportunities dealing with the Rams travelling. Equipment Trunk will also be located behind the Rams bench with your logo facing the crowd.

Wine Tasting Presenting Sponsor:

Your business will be prominently featured as the presenting sponsor of the U of R Rams Wine Tasting Night "Tackle Behind the Vines" to take place on the U of R Campus. This event will attract a minimum of 200 wine connoisseurs from the Regina business, university and football community and will also showcase some of the extraordinary architecture the U of R Campus has to offer. Your company will receive logo and name recognition at the site of the event and on all advertising for the event.

13th Player Promo:

Every football team needs an extra player and every young player dreams of playing in the big leagues. Through your sponsorship of the UofR Rams 13th Player promo, one lucky child will suit with the Rams for the pre-game warm up, run out of "the tunnel" at Taylor Field, and hear their name over the public address system.

50/50 Ticket Backs:

Your logo or promotional coupon to appear on all University of Regina Rams 50/50 tickets sold at each Saskatchewan Roughrider home game. Each year, hundreds of thousands of tickets are sold to fans from across the province.

Our Marketing Coordinator will assist you in selecting an option which is best for your business, or will customize a package to best suit your needs. Please contact:

Lorraine Rankin
Marketing Coordinator
Lorraine.rankin@uregina.ca
(306) 585-5483