



# REGINA RIOT

## 2022 SPONSORSHIP PACKAGE



# WHO ARE THE REGINA RIOT?

- ▶ We are Regina's only elite-level women's tackle football program. Established in 2011, the Riot are founding members of the Western Women's Canadian Football League (WWCFL) where they play against teams from Saskatoon, Edmonton, Calgary & Winnipeg. The Riot are three-time WWCFL Champions, including back-to-back titles in 2017 and 2018.

BUT WE'RE MORE THAN JUST  
FOOTBALL PLAYERS.

We are students. We are business owners. We are mothers. We are volunteers within the Regina community. And we're committed to growing the sport of women's football in this city, in this province, and in this country.



# WHO WILL YOUR MESSAGE REACH?

- ▶ **We aren't asking for donations. We work hard to ensure that your sponsorship dollars provide a direct benefit to your organization. Whether your company is trying to increase its corporate social responsibility, or you're trying to reach a new audience with your marketing message, the Regina Riot may be the answer.**

**The Riot host between two and four home games during the course of a season. These games are hosted at Mosaic Stadium and take place during the months of May & June. They are attended, on average, by 750 fans. These attendance numbers have been climbing in recent years, and should continue to gain traction as this relatively new team continues to make a name for itself on the field.**

**THE TYPICAL AUDIENCE OF A REGINA RIOT HOME GAME CAN BE DESCRIBED IN ONE WORD: FAMILY.**

**Attend a Regina Riot home game, and you will see entire extended families out to support the team together. You will find groups of young men and women who have come to support a friend on the team. You will see young girls and boys from various flag & minor football teams across the city sitting in the front row with their parents. And perhaps most importantly, you will see Riot merchandise. A lot of Riot merchandise. And that's because while the Riot fan base is small, they are loyal, and they know how to support the team and the organizations that help put the team on the field each year.**

# WHAT DO WE NEED FROM YOU?

- ▶ As a non-profit organization, we rely on your sponsorship dollars to keep the Riot competing year after year. For the 2022 season, we are offering seven different sponsorship levels for companies to contribute at:



## GAME DAY SPONSORSHIP

▼  
**\$2,500**

Our most popular option, a Game Day sponsorship allows you to take over a portion of the game day experience for a single Riot home game. Game Day sponsors receive:

- Game day recognition as a Game Day Sponsor via PA Announcer
- A minimum of 3 social media shout outs per season (from the Riot's various social media channels)
- Their name & logo listed alongside other sponsors on [reginariotfootball.com](http://reginariotfootball.com)
- A 1/2 page advertisement within each game day program
- Option to hold an on-field promotional activity during half time of the sponsored Riot home game
- Option for a special game day display next to the Riot merchandise stand for sponsored Riot home game
- 6 complimentary tickets to each Riot home game



# ROAD TRIP SPONSORSHIP

▼  
\$2,500

Become the official sponsor of the Regina Riot's two road games. Your sponsorship helps the team cover the costs of bus rental for these trips, and helps spread your message across western Canada. Road Trip sponsors receive:

- Game day recognition as a Road Trip Sponsor via PA Announcer
- A minimum of 3 social media shout out per season (from the Riot's various social media channels)
- Their name & logo listed alongside other sponsors on [reginariotfootball.com](http://reginariotfootball.com)
- A 1/2 page advertisement within each game day program
- 6 complimentary tickets to each Riot home game

# PLAYOFF SPONSORSHIP



## \$2,500

As a perennial championship contender, the Regina Riot have hosted at least one home playoff game each year in franchise history. We're looking for a dedicated playoff sponsor for our entire postseason run. Playoff sponsors receive:

- All the benefits of a Game Day Sponsorship, for as many home playoff games as the Regina Riot host in 2022 (maximum of 2 games)

# IN-KIND SPONSORSHIP



Does your company have something other than money to offer the Regina Riot? We're willing to work with you to develop a sponsorship package that meets your needs, based on the services you're able to provide.

# PLAYER SPONSORSHIP



## \$1,000

Make a true difference for a player. Your sponsorship will help cover the cost of a single player's team fees for the 2022 season. Player sponsors receive:

- Their name & logo listed alongside their sponsored player on [reginariotfootball.com](http://reginariotfootball.com)
- Their name listed beside their sponsored player in each Riot game day program
- 2 complimentary tickets to each Riot home game





# TRAINING/FIELD SPONSOR

▼  
**\$5,000**

Become the official sponsor of the Regina Riot's game day preparations through a Training/Field Sponsorship. Your support provides the team with the solid footings to train and compete at an elite level. Your sponsorship covers the costs of training facilities, field rental and classroom space 3-4 times per week, from April until the end of June, 2022. With a practice field secured for the 2022 season, this support is imperative to support athletes growth and development. Training sponsor receives:

- Game day recognition as the 2022 Training Sponsor via PA Announcer
- A minimum of 3 social media shout out per season (from the Riot's various social media channels)
- Their name & logo listed alongside other sponsors on [reginariotfootball.com](http://reginariotfootball.com)
- The opportunity to speak to and engage with the team during the season.
- A 1/2 page advertisement within each game day program
- 6 complimentary tickets to each Riot home game

# BUT IF YOU REALLY WANT TO MAKE AN IMPACT

- ▶ In addition to our more traditional sponsorship packages listed above, we have two equipment sponsorship packages that we're offering for the 2022 season.

## AWAY UNIFORM SPONSORSHIP



### \$15,000

This is a unique sponsorship opportunity that is only available to a single company. The money that you donate will go directly to purchasing a new set of away uniforms for the Regina Riot players. While these jerseys will never be worn in Regina, they will be worn each year in Saskatoon & Winnipeg (with the possibility of an Alberta trip as well). It's the perfect sponsorship for a brand that is looking to reach people beyond the Regina market!

In addition to receiving all of the same perks as a Game Day level sponsor for the 2023 & 2024 seasons, you also receive:

- A decal of your company's logo stitched onto the front of each new away jersey (to begin being worn during the upcoming season, and to be worn for at least 5 seasons)



# HELMET SPONSORSHIP

▼  
**\$5,000**

The money that we receive from helmet sponsorships goes directly towards purchasing new and refurbishing old helmets for our players. A sponsorship for a company with safety at heart!

In addition to receiving all of the same perks as a Game Day level sponsor, you also receive:

- A decal of your company's logo placed on the back of each helmet for the 2022 season

DON'T SEE ANYTHING HERE THAT FITS YOUR ORGANIZATION, BUT STILL WANT TO

## BE INVOLVED?

- ▶ We're more than happy to work with you to develop a sponsorship package that fits your organization perfectly.



# OKAY, WE'VE CONVINCED YOU. NOW WHAT?

- ▶ **To officially become a member of the Regina Riot family, please express interest to [reginariotboard@gmail.com](mailto:reginariotboard@gmail.com).**

ONCE A SPONSORSHIP AGREEMENT HAS BEEN REACHED, WE WILL REQUIRE PAYMENT IN FULL PRIOR TO APRIL 30TH, 2022.

**If you're reading this part-way through the 2022 season, don't worry. You can still get involved! Send us an e-mail to discuss your options.**