



SPONSORSHIP OPPORTUNITIES





From field, to ice, to court, the *U-Prairie Challenge* features elite student-athletes from the Universities of Regina and Saskatchewan facing off in a season-long competition to claim provincial dominance. Throughout the year, the *U-Prairie Challenge* will feature head-head competition in football, hockey, basketball, cross-country, track and field, women's volleyball and women's soccer to earn points with each showdown to capture the *U-Prairie Challenge* title.

Travelling on the Louis Riel Trail between Saskatoon and Regina, fans will follow the Huskies, Cougars and Rams as the provincial rivalry builds competition and connection like never before. This is your opportunity to be a founding sponsor of what will be one of the most recognizable sporting brands — and the largest university sporting events — in the province.

As two storied programs battle for provincial supremacy, your name and brand will grow with every basket, goal, point and touchdown. Join students, alumni, fans and community members as they rally behind their teams for seven electrifying months from August to February.

Your brand will be positioned with two of Saskatchewan's preeminent institutions, and two of the largest economic drivers in the province. Have your voice heard throughout Saskatchewan as your brand will be seen in-stadium as well as in traditional and non-traditional media. The *U-Prairie Challenge* offers a unique opportunity for connection, brand awareness and business growth. Through rivalry, competition and community, the *U-Prairie Challenge* offers incredible activation opportunities targeting what Saskatchewan is all about: families, fans, alumni and our leaders of tomorrow, our students.



University
of Regina



UNIVERSITY OF
SASKATCHEWAN



HUSKIE
ATHLETICS



SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT SPONSOR

\$10,000 (with 2 opportunities)

- ✓ Brand recognition on the *U Prairie Challenge* landing page dedicated to stories, results, and accumulated points on each of the Huskies, Rams and Cougars main websites.
- ✓ Corporate “Thank You” mentions on social platforms leading up to the bookend events
- ✓ Customized activation as part of the *U Prairie Challenge*
- ✓ 50 Huskie -Cougar/Ram Flex Vouchers (can be exchanged for any sport)
- ✓ 10 Tickets for each of the two bookend events at UofR and USask
- ✓ 10 Tickets to each of the two bookend concerts, cabarets and special ticketed events. (if ticketed)

ADDITIONAL SPONSOR & PARTNERSHIP OPPORTUNITIES

Many additional sponsor and partnership opportunities exist, fully customizable for your business, priorities and desired outcomes. The *U Prairie Challenge* would be happy to discuss your business as the tailgate sponsor, halftime and intermission sponsor, stage sponsor, etc... The list goes on and on, as do the benefits for your business.

PARTNER SPONSORS

\$5,000 (with 10 opportunities)

- ✓ Brand recognition on the U Prairie Challenge landing page dedicated to stories, results, and accumulated points on each of the Huskies, Rams and Cougars main websites
- ✓ Corporate “Thank You” mentions on social platforms leading up to the bookend events
- ✓ 25 Huskie-Cougar/Ram Flex Vouchers
- ✓ 5 tickets for each of the two bookend events at UofR and USask
- ✓ 5 tickets to each of the two bookend concerts, cabarets and special ticketed events (if ticketed)



THANK YOU FOR YOUR GENEROUS SUPPORT! FOR MORE INFORMATION OR TO SPONSOR, PLEASE CONTACT:

University of Regina:

NAME _____

EMAIL _____

University of Saskatchewan:

NAME _____

EMAIL _____





SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES CONTINUED

COMMUNITY PARTNER

\$2,500 (with multiple opportunities)

- ✓ Transportation for students from partnering community, to and from campus/game
- ✓ One game ticket per student
- ✓ One food & pop voucher per student at the game

APPAREL & MERCHANDISING SPONSOR

The U Prairie Challenge would be happy to discuss your business as the Apparel & Merchandise sponsor for branded giveaways, swag gifts, volunteer apparel, noise makers, etc... The list goes on and on, as do the benefits for your business.



THANK YOU FOR YOUR GENEROUS SUPPORT! FOR MORE INFORMATION OR TO SPONSOR, PLEASE CONTACT:

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SASKATCHEWAN



HUSKIE
ATHLETICS