



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



TITLE SPONSOR - SOLD



THE TITLE SPONSOR PACKAGE INCLUDES:

- ✓ Included in the announcement of the *U Prairie Challenge*
- ✓ Brand inclusion on *U Prairie Challenge* Billboard along the Louis Riel Trail between Saskatoon and Regina
- ✓ Recognition at the opening and closing concert, cabaret or special event in both Regina and Saskatoon. Activation opportunities provided.
- ✓ Brand inclusion on all marketing, advertising and promotional assets where a specific match or game is referenced as part of the *U Prairie Challenge*
- ✓ Logo inclusion on UofR and USask President invites to all students, faculty and staff and greater university communities whenever the Huskies/Ram or Cougars host the other school.
- ✓ Brand inclusion on athletic department pocket schedules and signage in-venue promoting the *U Prairie Challenge*
- ✓ Sponsor provided interview opportunities on Huskies, Cougars and Rams webcasts
- ✓ Sponsor provided opportunity to insert a 15-30 second commercial in each home teams webcast on CanadaWest TV when hosting a *U Prairie Challenge* game.
- ✓ Sponsor provided interview opportunities on Huskies, Cougars and Rams radio broadcasts
- ✓ On field/ice/court recognition at each of the two annual bookend *U Prairie Challenge* events
- ✓ *U Prairie Challenge* landing page dedicated to stories, results, and accumulated points on each of the Huskies, Rams and Cougars main websites.
- ✓ Corporate mentions on radio and print advertisements leading up to the bookend events
- ✓ Corporate mentions on social platforms leading up to the bookend events
- ✓ 100 Huskie - Cougar/Ram Flex Vouchers (can be exchanged for any sport)
- ✓ 100 Tickets for each of the two bookend events at UofR and USask
- ✓ Corporate mentions on customized student-athlete and coach videos promoting the rivalry and the *U Prairie Challenge* games and matches.
- ✓ Opportunity for interactive display/kiosk at all Huskie-Ram-Cougars games as part of the *U Prairie Challenge*. (note: SaskTel is the official game sponsor)
- ✓ Present the winning school with the trophy/reward

2 Year Commitment Required

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

University of Regina:

NAME Kelsey Garner

EMAIL kelsey.garner@uregina.ca

University of Saskatchewan:

NAME Michael Jenkins

EMAIL michael.jenkins@usask.ca





MEDIA SPONSOR

THE MEDIA SPONSOR PACKAGE INCLUDES:

- ✓ Corporate "Thank You" mentions on social platforms leading up to the bookend events
- ✓ 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
- ✓ Brand recognition on the *U Prairie Challenge* landing page dedicated to stories, results, and accumulated points on each of the Huskies, Rams and Cougars websites

There is no exclusivity benefits of the Media Sponsor



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