

Provincial Sponsorship Guidelines

What is considered a sponsorship?

- Cash
- Donation in kind with a market value at set amount. This includes all forms of product or services including, but not limited to: merchandise, food, personnel labour, set up & take down of scaffolding, radio ad broadcasting (outside of event media coverage), use of property and/or facilities, and supplying of any other wares, material, or services requested for the execution of a LETR fundraising event.
- **Will not receive a tax receipt for a donation**

Platinum Sponsorship - \$10,000 and over

Measured Media

- Your company name and logo will be included in all media alerts and press releases being sent to television, radio, and print media across the province
- Your company name will be included in PSA scripts that are sent to radio stations province wide
- Your company will be promoted as a sponsor on social media

Online

- Your company logo will be featured on the event homepage of our website, along with a link back to your website, up to the event and included in the news update after the event
- Company Logo will appear on the banners for Facebook and Twitter on the Alberta LETR pages

Day of Event

- Your company logo will be featured on all event specific merchandise and banners
- You will have the opportunity to set up an information and/or sales booth on location where you can hold demonstrations, showcase product, and even host an activity for participants
- Opportunity to have a representative speak at the event

Event Collateral

- Your company logo will be featured on all LETR event communications regarding the event
- Opportunity to have custom made posters. Showcase your efforts, or create a cause marketing promotion.

Miscellaneous

- Your company will have access to all event photos that LETR and SO have license to use, for use in your own promotions

- Company will be recognized at the annual Alberta LETR Kick-Off Conference awards event attended by Alberta Chiefs and other law enforcement officers, Special Olympics staff and volunteers and athletes

Gold Sponsorship - \$5,000 to \$10,000

Online

- Your company logo will be featured on the event homepage of our website, along with a link back to your website, up to the event and included in the news update after the event
- Company Logo will appear on the banners for Facebook and Twitter on the Alberta LETR pages
- Your company will be promoted as a sponsor on social media

Day of Event

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Event Collateral

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- Opportunity to have custom made posters. Showcase your efforts, or create a cause marketing promotion

Miscellaneous

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Silver Sponsorship - \$2,500 to \$5,000

Online

- Your company logo will be featured on the event homepage of our website, along with a link back to your website, up to the event and included in the news update after the event
- Your company will be promoted as a sponsor on social media

Day of Event

- You will have the opportunity to set up an information and/or sales booth on location where you can hold demonstrations, showcase product, and even host an activity for participants

Event Collateral

- Opportunity to have custom made posters. Showcase your efforts, or create a cause marketing promotion

Miscellaneous

- Your company will have access to all event photos that LETR and SO have license to use, for use in your own promotions
- Company will be recognized at the annual Alberta LETR Kick-Off Conference awards event attended by Alberta Chiefs and other law enforcement officers, Special Olympics staff and volunteers and athletes

Bronze Sponsorship - \$1,000 - \$2,500*Online*

- Your company logo will be featured on the event homepage of our website, along with a link back to your website, up to the event and included in the news update after the event
- Your company will be promoted as a sponsor on social media

Day of Event

- Your company logo will be featured on all event specific merchandise and banners
- You will have the opportunity to set up a banner on location

Event Collateral

- Opportunity to have custom made posters. Showcase your efforts, or create a cause marketing promotion

Miscellaneous

- Your company will have access to all event photos that LETR and SO have license to use, for use in your own promotions
- Company will be recognized at the annual Alberta LETR Kick-Off Conference awards event attended by Alberta Chiefs and other law enforcement officers, Special Olympics staff and volunteers and athletes

Host Sponsor - Location event is held

Online

- Your company logo will be featured on the event homepage of our website, along with a link back to your website, up to the event and included in the news update after the event
- Company Logo will appear on the banners for Facebook and Twitter on the Alberta LETR pages
- Your company will be promoted as a sponsor on social media

Day of Event

- Your company logo will be featured on all event specific merchandise and banners
- You will have the opportunity to set up an information and/or sales booth on location where you can hold demonstrations, showcase product, and even host an activity for participants
- Opportunity to have a representative speak at the event

Event Collateral

- Your company logo will be featured on all LETR event communications regarding the event
- Opportunity to have custom made posters. Showcase your efforts, or create a cause marketing promotion

Miscellaneous

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- Company will be recognized at the annual Alberta LETR Kick-Off Conference awards event attended by Alberta Chiefs and other law enforcement officers, Special Olympics staff and volunteers and athletes

Food/supplies sponsors - below \$1,000

- Your company will be included on social media on event day
- Your company logo will be promoted on prepared signage at the event (no use of large banners or promotional displays)