

Invest in your community. Showcase your brand while supporting programs and services that benefit Regina's over 230,000 residents.

City of Regina Sponsorship, Naming Rights & Advertising

Learn more at [**Regina.ca/sponsor**](https://regina.ca/sponsor)

- For more information on sponsorship and advertising opportunities available, contact us:

[**sponsor@regina.ca**](mailto:sponsor@regina.ca)
306-777-7499

Why this program works for you

The City of Regina's Sponsorship, Naming Rights & Advertising Program can help:

- Businesses of all sizes to find unique opportunities to advertise and be noticed.
- Create a lasting legacy for your business or organization.
- Strengthen your brand by aligning with City programs and facilities you support.

City of Regina

Queen Elizabeth II Court
2476 Victoria Avenue
PO Box 1790
Regina, SK Canada
S4P 3C8

Sponsor Regina

An investment for you and your community!



Sponsorship, Naming Rights & Advertising Program





Sponsorship

Become a sponsor of one of many city-wide programs or activities offered by the City of Regina. Being a sponsor is a meaningful investment into your business or organization and the entire community.

- Discover custom-built sponsorship opportunities that support parks, recreation and culture
- Partner with the City in events and community-wide initiatives
- Build lasting brand value and loyalty with over 230,000 Regina residents and visitors to our city

Naming Rights

Build year-round brand awareness, gain city-wide exposure and create a legacy for your business. Explore naming rights opportunities on one of the City's most popular and highly visible recreation facilities or the amenities inside.

Opportunities are available at:

- Sandra Schmirler Leisure Centre
 - North West Leisure
 - Sportplex (Fieldhouse & Lawson Aquatic Centre)
 - Neil Balkwill Civic Arts Centre

Become a supporting partner whose sponsorship will contribute to the long-term success and sustainability of these facilities.



Advertising

Boost your community presence and achieve your marketing and promotion goals!

Regina businesses, large and small, can gain exposure through advertising at more than 50 locations* throughout Regina. These venues host thousands of local and visiting consumers each year, which means your advertisements are sure to get noticed.

**Where third-party agreements currently exist, the City will work in partnership with community organizations to facilitate advertising arrangements.*

Venues include:

- Major Recreation Centres:
 - North West Leisure Centre
 - Sandra Schmirler Centre
 - Sportplex
 - Neil Balkwill Civic Arts Centre
- Ice Arenas
- Ball Diamonds
- Soccer Fields
- Community & Neighbourhood Centres
- Outdoor/Indoor Swimming Pools
- Tennis Courts
- Dog Parks
- Spray Pads
- and more!

**For more information,
visit Regina.ca/sponsor**