



I LOVE REGINA DAY

Become a Sponsor

I Love Regina Day • Saturday, August 23, 2025



Regina.ca/ILoveRegina



REGINA



Dear Community Members,

Mayor Chad Bachynski is excited to present the annual **I Love Regina Day**! Now in its 23rd year, this free event celebrates the Queen City and the amazing people who are part of it. Join the Mayor on **Saturday, August 23** to bring our community together and enjoy festivities in Victoria Park.

Over 5,000 residents and visitors will gather in Victoria Park to check out community exhibitors, grab a burger from our free community BBQ, watch some fabulous performances, and learn about what Regina has to offer! This is a free event, and all are welcome. **I Love Regina Day** will feature local non-profit organizations, businesses and community partners, face painting, inflatable bouncers, interactive and informative displays about City programs and services, and so much more!

As a sponsor of **I Love Regina Day**, your business will receive visual and verbal acknowledgements for your support both before and during the event. This is a fantastic opportunity for logo and name recognition in our community, while supporting this two-decade long community pride program. Sponsorship dollars help fund the **I Love Regina Day** stage and keep all activities free including the community BBQ. All suppliers and performers are local to Regina, so sponsorship dollars stay within the community! There has never been a better time to show your Regina pride and support local!

Thank you for considering this opportunity to celebrate our great city through **I Love Regina Day**. We look forward to partnering with you to make this year's event memorable.

Sincerely,

A handwritten signature in blue ink that reads 'Dani Anderson'. The signature is fluid and cursive, with the first name 'Dani' being more prominent.

Dani Anderson
Manager, Strategic Communications
(306) 530-1082

Sponsorship Opportunities

Opportunities	Bronze From \$1,000	Silver From \$2,500	Gold From \$5,000	Platinum From \$7,500
Logo Placement on Event Posters* Approx. 250 posters distributed across the city	✓	✓	✓	✓
Logo & Link on Event Website Approx. 7,000 page views	✓	✓	✓	✓
Complimentary Parking & Lounge Access Access to reserved parking spaces & backstage lounge	✓	✓	✓	✓
Social Media - Group Recognition* Approx. 139,600 followers across all platforms		✓	✓	✓
Logo Placement on Event Signage* Including wayfinding maps and schedules		✓	✓	✓
Priority On-Site Activation Have a branded presence at ILRD with dedicated space			✓	✓
Social Media - Individual Recognition* Approx. 139,600 followers across all platforms			✓	✓
Acknowledgment by Emcee on Stage Emcee to incorporate mentions throughout the day			✓	✓
Acknowledgement on Radio & TV Ads* Scripted sponsor mentions on all radio/tv ads				✓
Acknowledgment on All News Releases* Distributed to media lists approx. 3 times				✓
Speaking Opportunity on Stage You get to introduce Mayor Bachynski to the stage				✓

Have a Different Idea?

If your organization has a unique or innovative way to support, please email Brianne Moore at brmoore@regina.ca or call 306-552-9993 and let's discuss!

* Creative Deadlines: Promotions for I Love Regina Day start as early as June 2025. To guarantee inclusion for certain sponsorship opportunities, please ensure agreements are signed promptly and logo files/artwork is supplied as soon as possible.

Event Highlights

I Love Regina Run

Hit the ground running with a brisk start to the day. We partner with Run Regina to host the annual run/walk event.



Over 50 Exhibitor Activations

Attendees can discover Regina's diverse offerings by visiting the Exhibitors Area. Every booth offers an interactive component making for an engaging space for everyone to enjoy.



Thousands of Fans

From 9 a.m. to 3 p.m., Victoria Park is filled with over 5,000 friendly faces young and old. Residents and out-of-towners flock to I Love Regina Day.



Captivating Talent

The I Love Regina Day Stage programming provides entertainment all day long with live music, dance performances, storytelling and more!