

2026 Sponsorship Package



Executive Summary

Regina Multisport Club (RMC) is a volunteer-run, non-profit organization that promotes triathlon and multisport participation for athletes of all ages and abilities in Regina and surrounding communities. We foster an inclusive, supportive environment that encourages active living and community connection.

In 2025, RMC welcomed 300+ members, with continued growth expected in 2026. Our reach extends year-round through:

- 1,200+ members in our Facebook group
- 700+ Instagram followers
- A monthly newsletter reaching 500+ subscribers

During the 2026 season, RMC will host multiple events across youth, sprint, super sprint, standard, and relay distances, offering sponsors consistent visibility before, during, and after race weekends.

Sponsorship with RMC provides:

- Exposure to a highly engaged, health-conscious audience
- Brand visibility at races, training sessions, and community events
- Recognition across digital platforms and club communications
- Alignment with a trusted, community-driven organization

Sponsorship opportunities range from \$200 to \$1,200 per year, with flexible options designed to meet different business goals and levels of involvement.

We invite you to review the sponsorship opportunities outlined in this package and join us in supporting active living and multisport in our community.

Thank you for considering sponsorship of Regina Multisport Club.

As a non-profit organization, we are dedicated to promoting triathlon and multisport participation for individuals of all experience levels, from beginners to seasoned athletes. Our club is run by volunteers and provides a welcoming and supportive environment for members to challenge themselves, meet like-minded people, and celebrate their athletic achievements.

By sponsoring Regina Multisport Club, your business will have the unique opportunity to support a community-driven organization while gaining valuable visibility among a dedicated, active audience. We offer a range of sponsorship levels designed to align with your brand's goals, providing exposure across multiple channels.

As a sponsor, you will enjoy benefits such as logo placement, event exposure, and direct engagement with our athletes and supporters. Our events, training sessions, and online platforms will showcase your brand to a broad audience of triathletes, fitness enthusiasts, and local community members who are passionate about active living.

We look forward to partnering with you and demonstrating your commitment to health, fitness, and the growth of the local community. Please review the following sponsorship package options and potential benefits to explore how your support can make a lasting impact.

The Sport of Triathlon in Saskatchewan

Triathlons in Saskatchewan have a proud and longstanding history, thanks to the development of local triathlon clubs across the province. The sport fosters a culture of active living, with athletes of all ages participating in events—from children as young as five to adults in their 80s. In fact, 57% of triathletes in Saskatchewan are between the ages of 24 and 44, and 36% are over the age of 45.

The Saskatchewan triathlon community is committed to promoting an active, healthy lifestyle and providing a platform for athletes of all abilities. Local events offer participants the opportunity to challenge themselves, improve their skills, and celebrate their progress in a supportive environment. The organization plays a key role in facilitating safe, sanctioned events, providing leadership resources, offering grants for activities, and fostering a strong sense of community through shared experiences and stories.

Our Club – Regina Multisport Club

The Regina Multisport Club Inc. (RMC) is a volunteer-run, non-profit organization, with a dedicated Board of Directors made up of 12 voting members (added to the 2026 board) who meet monthly to guide and support the club's growth. We are proudly sanctioned by the Saskatchewan Triathlon Association (STAC) and offer a variety of opportunities for athletes of all ages and abilities to participate year-round.

Over the past three years, our club membership has grown significantly, and last year we welcomed over 300 members. With the early announcement of our 2026 race schedule and open registration just around the corner, we anticipate continued growth and strong membership numbers this year. Our vibrant online presence extends across multiple platforms, including more than 1,200 members in our Facebook group, 700 followers on Instagram, and a monthly email newsletter that reaches over 500 subscribers.

By sponsoring Regina Multisport Club, you will connect with a diverse, passionate community of athletes, fitness enthusiasts, and supporters who are deeply engaged in triathlon and multisport events.

Regina Multisport Club 2026 Race Season:

BGMI May 24th

This race will offer Kids of Steel
Super Sprint and Sprint

Echo Lake Multisport Festival July 4th & 5th

This race features a variety of distances including standard, sprint and relay. In a variety of multisport distances.

Other ways that your organization can possibly support the team would be to consider offering our team members a discount on merchandise and services, or by donating products or services to the team to be raffled off at events and races.

We welcome your suggestions and/or thoughts on sponsorship and would be glad to discuss any creative ideas you may have.

The Sponsorship Opportunities

Platinum \$1200/Year

Includes all gold level benefits, plus:

- Promotion of race sponsorship in all event correspondence
- Priority space at team events for a tent with goods or services for team member support
- Prominent logo placement and larger size on banners, signage, shirts, and team kits.

Gold \$700/year

Includes all silver level benefits, plus:

- Promotion of race sponsorship in all event correspondence
- Company banners (sponsor provided) displayed at all team events
- Opportunity to coordinate sharing of sponsor materials or events Facebook and Instagram
- Two complementary event entries.

Silver \$400/year

Includes all bronze level benefits, plus:

- Company name and logo in team promotional print material and displays
- Opportunity to provide promotional print material in membership packets
- Participation in monthly RMC newsletter spotlight, rotating with other sponsors
- One complementary event entry

Bronze \$200/year

- 3-year minimum commitment*
- Company name and logo on our website, including link to your company website
- Participation in the team discount program, if desired
- Opportunity to provide swag at our table at team events and races, if desired
- One complementary event entry

*The sponsorship opportunities outlined in this package require payment upon commitment.

Benefit	Bronze\$200/year	Silver\$400/year	Gold\$700/year	Platinum\$1,200/year
Sponsorship term	3-year minimum commitment	Annual	Annual	Annual
Company name and logo on RMC website (with link)	✓	✓	✓	✓
Participation in team discount program (if desired)	✓	✓	✓	✓
Opportunity to provide swag at team events and races (if desired)	✓	✓	✓	✓
Company name and logo in team promotional print material and displays	—	✓	✓	✓ (priority placement and size)
Participation in monthly RMC newsletter spotlight (rotating)	—	✓	✓	✓ (priority placement)
Opportunity to coordinate sharing of sponsor materials or events on Facebook and Instagram	—	—	✓	✓
Company banners displayed at team events (sponsor provided)	—	—	✓	✓
Promotion of race sponsorship in event correspondence	—	—	✓	✓
Complimentary event entries	1	1	2	2+
Priority space at team events for a tent with goods or services	—	—	—	✓
Prominent logo placement on banners, signage, shirts, and team kits	—	—	✓	✓ (larger size)

*RMC has the right to consider alternative partnership opportunities outside of what is outlined in this package) at any time

* Because we will be investing in new banners, print material, team logo kit designs, etc., we request that all payments be made in a schedule during the first year of sponsorship. This allows us to provide the appropriate materials to meet our sponsorship obligations and provide you with the best visibility at our events. Special arrangements can be made, if required, with an agreed upon payment schedule.

Thank you for considering sponsorship for the Regina Multisport Club. For further information, please feel free to contact us at any time by email at president@reginamultisport.com. We look forward to hearing from you.

