



## **PROGRAMS**

RCMP Heritage Centre  
5907 Dewdney Avenue, Regina, SK

**SPONSORSHIP OPPORTUNITIES**

## **2016-2017 SCHOOL PROGRAMS NEEDING SPONSORSHIP - \$15,000 Annually**

**Mini Marching Mounties** - Drill and deportment are very important components of the Cadet Training Program at RCMP Academy, “Depot” Division. It teaches discipline, teamwork, self-control, and focus under stress. Participants will be taught how to work as a “troop” while learning the basics of dismounted cavalry drill.

**Our Treaties** - Activities offered during the “Our Treaties” program are developed to help students expand their knowledge and understanding of concepts surrounding treaties. These concepts include symbolism, the importance of the bison to the First Nations, and the relationship between Aboriginal Peoples, settlers, and the RCMP. By participating in the activities, students will be accompanied on a journey to understand that all communities were and continue to be affected by this history.

**Forensics “Who Dunit”** – Students are presented with the opportunity to explore a variety of investigative methods used by forensic experts to solve crimes. They will learn that scientific methods require attention to detail and extraordinary patience. They will be required to examine evidence in a mock crime and through a process of elimination, determine the most likely suspect.

**Pledge for Peace** - For almost 30 years Canada has deployed members of the RCMP on international peace missions around the world. In this program students will learn about the roles and responsibilities of Canadian Peacekeepers, the impact Peacekeepers have on the countries they visit and how these missions have impacted the men and women who carry them out. Students explore what “peace” means in their own lives and how they can be “peacekeepers”. The program includes peace themed fabric painting, providing the students with a tangible keep sake of their experience.

### **HOW SCHOOL PROGRAM SPONSORSHIP DOLLARS ARE USED**

Cash sponsorships provided will be used in the following manner:

- 50% annually will be allocated to purchasing program supplies and covering administrative costs associated with promoting and delivering a program.
- 50% annually will be allocated to our **Adopt-a-Class Trip** program, allowing free access to the Centre and its school programming to hundreds of students. The Adopt-a-Class Trip program also includes travel subsidies and lunches for teachers who apply and articulate a need for such services.



### **ADOPT-A-CLASS FIELD TRIP - \$250+**

For those individuals and organizations that are unable to sponsor a school program, a field trip adoption provides an alternative way to support the Centre’s educational programming. Field trip adoptions start at \$250 for classes in-bound from Regina and include the following:

- Admission for 30 students which includes access to the galleries, theatre, live events at RCMP Academy, “Depot” Division and an age appropriate scavenger hunt.
- An educational program guided by one of our program staff.
- Transportation subsidy which averages \$60 for Regina based schools.

In addition to the above, donors are invited to sponsor a lunch as well. It’s an unfortunate fact that many children attend school without a proper lunch. In 2013 the number of grade school students in Regina relying on school lunch programs nearly tripled from 2012. For some, a lunch provided at the Centre is the only form of nutrition that day.

The program is delivered on a first come, first served basis, however specific classes can certainly be adopted. Charitable tax receipts can be issued for the full amount of a donation made to this program as benefits are limited to recognition in annual reports and on [rcmphc.com](http://rcmphc.com).

For more information please see visit [www.rcmphc.com/adopt-a-class](http://www.rcmphc.com/adopt-a-class) or call Dan at 306-719-3003.

## **SPIRITS OF THE TRAIL EQUINE THEATRE – Various Sponsor Levels**



Spirits of the Trail is a powerful drama that re-lives one of the most significant episodes in Canadian history, the meeting and alliance of Major James Walsh of the North West Mounted Police (NWMP) and Sitting Bull, War Chief of the Lakota Sioux. In 1877 Sitting Bull led approximately 5,000 Sioux across the “medicine line” (Canada/US border) at Fort Walsh, seeking refuge from the U.S. Army following the defeat of Colonel Custer at the Battle at Little Big Horn River.

Performed outdoors with horses, a red river cart, a tipi and a host of historical characters, on-lookers enjoy a 45-minute performance of one of the most compelling encounters in Saskatchewan history.

Perfectly suited for both locals and tourists alike, the RCMP Heritage Centre plans to host, with the generous support of community partners and sponsors, regular performances on Saturdays and Sundays during the months of June, July and August. We are currently seeking new sponsors for the 2018 summer season. (Please note: Spirits of the Trail will not be performed during the 2017 summer season).

Join partners like **Tourism Saskatchewan, Community Initiatives Fund, Farm Credit Canada, SaskCulture, City of Regina and SaskTel** in support of this unique and moving performance.





## RCMP MUSICAL RIDE, CAPITAL CITIES TOUR SUMMER 2017, Various Sponsor Levels

Come along for the ride (literally) as the Centre and **The Mosaic Company** follow the RCMP Musical Ride's Capital Cities Tour in celebration of Canada's 150<sup>th</sup>.



In June of 2015 the RCMP Heritage Centre and local company Talking Dog Studios started work on an exciting new project in the world of virtual reality; a 3D virtual reality experience from inside the RCMP Musical Ride. Filmed in Ottawa at the RCMP Musical Ride Training Centre, the finished product

invites guests to literally “hop in the saddle” and join the 2015 Musical Ride members as they practice some of the more intricate choreographed movements that they perform annually to the delight of thousands of spectators from across the country and abroad.

Available in both French and English, the traveling component of the Centre's Musical Ride in Virtual Reality, presented by The Mosaic Company, will visit cities and communities all across Canada as complimentary programming to Ride performances.

The experiences are developed, the hardware, displays, truck and trailer are in place. The Centre is now seeking sponsorship in the form of cash and in-kind contributions to cover the costs associated with “hitting the road”.

Please see the table on p.7 for information on sponsorship tiers and benefits. Tiers and benefits are negotiable. Don't miss your chance to join the Musical Ride!



## **HOW SPECIAL PROGRAM/PROJECT DOLLARS ARE USED**

Cash sponsorships provided will be used in the following manner:

- 20% is allocated to administrative costs associated with developing and promoting a program.
- 80% is allocated to the hard costs of delivering a program. This could include travel, accommodations, per-diems, contracting professional services (actors, production teams) and any additional equipment, props or supplies not yet in place.

The following in-kind products and services would be considered in 2017:

- Hotel Room Nights
- Flights
- Gas Cards

## **WHY WE NEED YOUR SUPPORT**

The RCMP Heritage Centre (Centre) is a not-for-profit, charitable organization appropriately located on the same grounds of RCMP Academy, "Depot" Division where Mounties have been trained since 1885. Funds to build the Centre were raised by the Friends of the Mounted Police Heritage Centre, a separate not-for-profit, made up primarily of RCMP veterans, with a vision of creating a national centre mandated to share the RCMP (Force) story, and its role in the development of Canada.

Since opening its doors in 2007, the Centre has shared the story of the Force through state of the art exhibits, multimedia technologies and engaging programming. Small operational grants and sizeable tax abatements from the City and Province help to cover some expenses and keep the cost of operating at a reasonable level. Additional sources of revenue include retail sales, rental income, and admissions. Like most not-for-profits, everyday revenue streams do not generate enough cash to cover operational expenses and/or programming and capital costs associated with staying current. Other forms of fundraising are needed to sustain a balanced budget and grow product offerings and services befitting a nationally recognized establishment. Support from individuals and organizations through the form of donations, sponsorships and special event ticket sales are essential to the Centre's continued success.

## SPONSORSHIP LEVELS AND BENEFITS

<b>PACKAGE LEVEL →</b>					
<b>BENEFITS ↓</b>	<b>&gt;\$5,000</b>	<b>\$5,000</b>	<b>\$15,000</b>	<b>\$25,000</b>	<b>\$50,000</b>
Recognition on any radio and TV advertising for sponsored program					⊗
Recognition on all digital advertising for sponsored program				⊗	⊗
Cheque presentation and photo opportunity			⊗	⊗	⊗
Recognition on all print advertising for sponsored program			⊗	⊗	⊗
Feature in Heritage Centre quarterly newsletter			⊗	⊗	⊗
Heritage Room rental valued at \$1,500/night			1	1	2
Company name on the Centre's granite donor wall		Sustainer 7.75" x 1.75"	Builder 8" x 4"	Builder 8" x 4"	Patron 7.75" x 7.75"
Recognition Certificate		⊗	⊗	⊗	⊗
Invitation to donor appreciation events and new product launches		⊗	⊗	⊗	⊗
Recognition on all print collateral for sponsored program		⊗	⊗	⊗	⊗
Boardroom rental valued \$250/day		1	2	3	4
Acknowledgement in annual reports and on rcmphc.com	⊗	⊗	⊗	⊗	⊗
One-time admission passes to the RCMP Heritage Centre	2-6	10	30	50	100

**Spirits of the Trail** – \$50,000 would be a “presenting” sponsor level and all advertising and marketing collateral would acknowledge this. Other sponsorship amounts would be acknowledged as per the above chart.

**School Programs** - \$15,000 would be a “presenting” sponsor level and all advertising and marketing collateral would acknowledge this. There are no other levels for individual school program sponsorship. Interested parties would be directed to another program or the Adopt-a-Class Field Trip program.

## JOIN THE FOLLOWING ORGANIZATIONS ON OUR DONOR WALL

Access Communications	All Brite Signs	Alliance Energy
Boyden Global	Cameco	Canada Post
CanWest	Capital Ford	CIBC
Cite Design	City of Regina	Community Initiatives Fund
Conexus	Deloitte	Design Development Group
Evraz	Farm Credit Canada	Finning Canada
Flair Foundation	Friends of the RCMPHC	Fries Tallman Lumber
Greystone	Government of SK	Hamilton Hall Soles
Lafarge	L&E Johnson Foundation	Mirror Image
Overhead Door Company	PCL Family of Companies	Paterson Foundation
Pow City Mechanical	Power Corporation Canada	Pro Metal Industries
Rawlco Radio	Regina Hotel Association	Regina International Airport
RBC Foundation	SaskCulture	SaskEnergy
SaskPower	SaskTel	Scotiabank
Stikeman Elliot LLP	Talking Dog Studios	TD Bank Financial Group
The Mosaic Company	The Tourism Company	Tourism Saskatchewan

\* There are also many individuals on the Centre's donor wall.

**For more information, please contact:**



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