

AUTISM RESOURCE CENTRE

Celebrating 50 years of Impact



50th Anniversary
Sponsorship Guide

The Autism Resource Centre

Since 1976, ARC has empowered the Autistic community in Regina through innovative programs and services.

Our 50th anniversary campaign in 2026 is not only a celebration of our legacy but also a forward-looking initiative designed to create lasting community impact.

We invite you to partner with us by sponsoring key activities throughout this milestone year, ensuring ARC remains a charity of choice in Regina.

Help ARC To

Raise Awareness:

Share ARC's rich history and the impact of our services over the past 50 years.

Increase Engagement:

Strengthen connections with families, local businesses, and the broader community.

Fundraise:

Raise **\$100,000** to support anniversary events, marketing initiatives, and our exciting rebranding efforts.

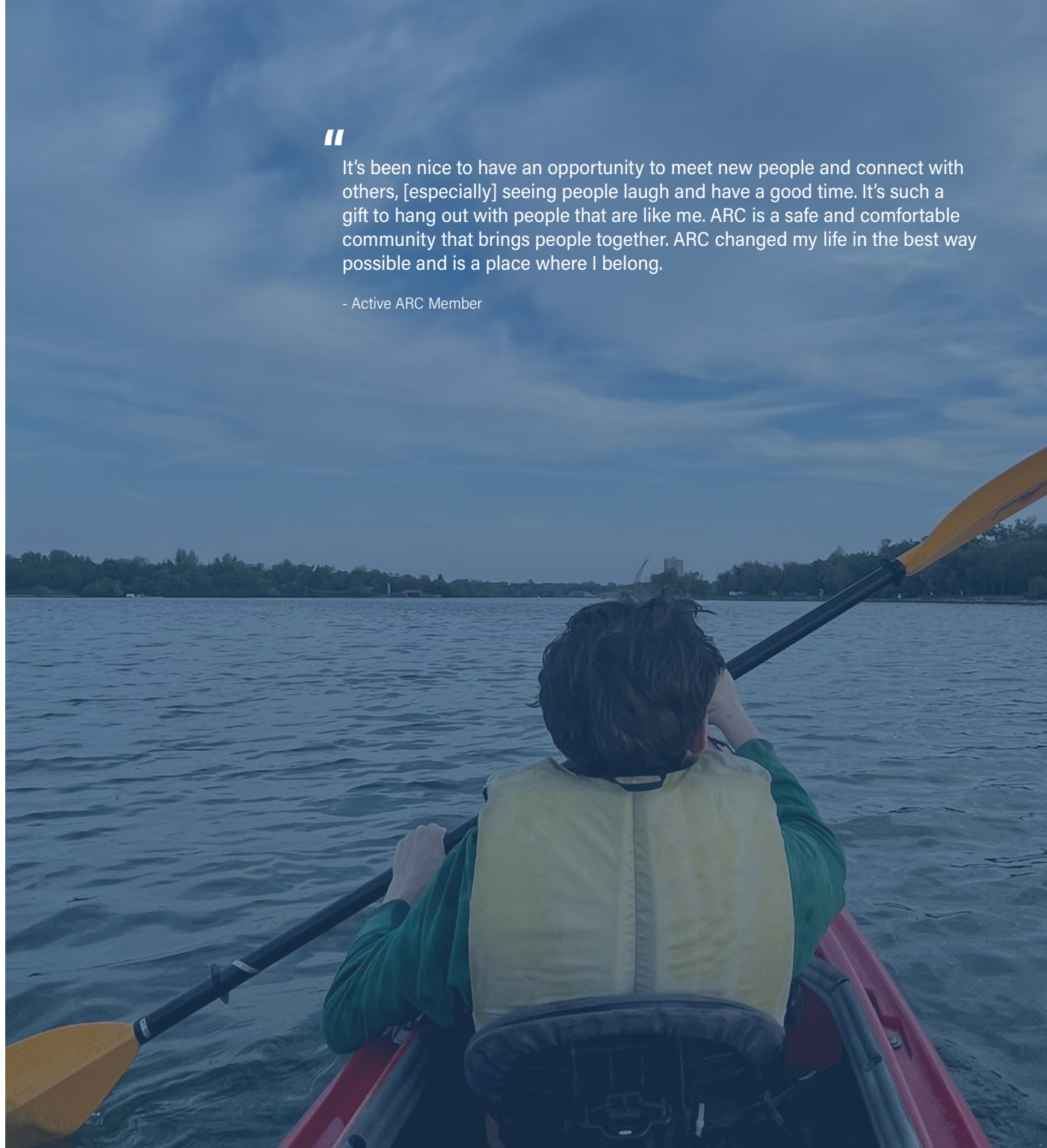
Rebrand:

Launch a new logo and officially transition to the name "ARC", positioning us for a dynamic future.

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It's been nice to have an opportunity to meet new people and connect with others, [especially] seeing people laugh and have a good time. It's such a gift to hang out with people that are like me. ARC is a safe and comfortable community that brings people together. ARC changed my life in the best way possible and is a place where I belong.

- Active ARC Member



Your Impact Matters

Event Production:

Creating memorable community events - such as our Walk the Talk for Autism event, April awards ceremony, and educational workshops.

Marketing & Communications:

Broadening ARC's digital and local reach, including social media campaigns and press releases.

Rebranding Efforts:

Introducing our new logo and updated messaging to enhance ARC's position as a community leader.

Program Development:

Enhancing services and support for the Autistic community.

Premium Sponsorship Opportunities

Title Sponsor \$50,000

Exclusive Naming Rights: Your brand becomes synonymous with our 50th anniversary campaign.

Premium Visibility: Your logo on all event materials, signage, and digital platforms. A feature article in ARC's annual report and website.

Speaking Engagement: Opportunity to address participants at marquee events like the Walk the Talk for Autism event.

Customized Media Package: Inclusion in press releases and digital storytelling campaigns.

Gold Sponsor \$20,000

Event Naming Rights: Associate your brand with one of our key events (e.g. Walk the Talk for Autism, AGM, or Awards Program).

High-Profile Branding: Prominent logo placement on event materials, in our annual report, and online. Acknowledgement during event speeches.

Engagement Opportunity: Participate in sessions and events.

Silver Sponsor \$10,000

Digital & On-Site Branding: Logo displayed on event signage and across digital platforms. Recognition in ARC's annual report and newsletter.

Direct Engagement: Booth space at our Walk the Talk for Autism event to interact with community members.

Bronze Sponsor \$5,000

Community Presence: Recognition on digital platforms, newsletters, and select event signage.

Community Sponsor \$1,000

Brand Acknowledgement: Name listed on ARC's website and annual report. Recognition on event signage for 50th anniversary events.

“The ARC 50th Anniversary is more than a celebration—it’s an opportunity to expand our reach and showcase the meaningful impact we’ve made in our community.

- Angela Ricci, Executive Director,
Autism Resource Centre

Membership
Intakes Grew **33%**



Overall Member
Growth

Marketing & Media Benefits

Digital Reach:

Connect with our audiences across Facebook, Instagram, and LinkedIn.

Event Exposure:

Engage directly with families, volunteers, and community supporters through high-visibility events.

Storytelling & Content:

Sponsor features in ARC newsletters, website spotlights, and social media campaigns.

Rebranding Partnership:

Be part of our transformative rebranding effort - position your company as a forward-thinking, community-focused leader.

Why Partner with ARC

Enhance Visibility & Branding:

Align your company with a trusted community institution and enjoy extensive media exposure.

Stronger Community Engagement:

Build lasting relationships with ARC’s diverse network of families, volunteers, and supporters.

Meaningful Impact:

Your support will directly contribute to empowering Autistic individuals and creating an inclusive community.

Corporate Social Responsibility:

Enhance your CSR profile by partnering with an organization committed to making a tangible difference.

Next Steps

We’re excited to work with partners who share our vision for a more inclusive and empowered community. For further discussion or to customize your sponsorship package, please contact:

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