

# AUTISM RESOURCE CENTRE

Celebrating 50 years of Impact



50<sup>th</sup> 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.

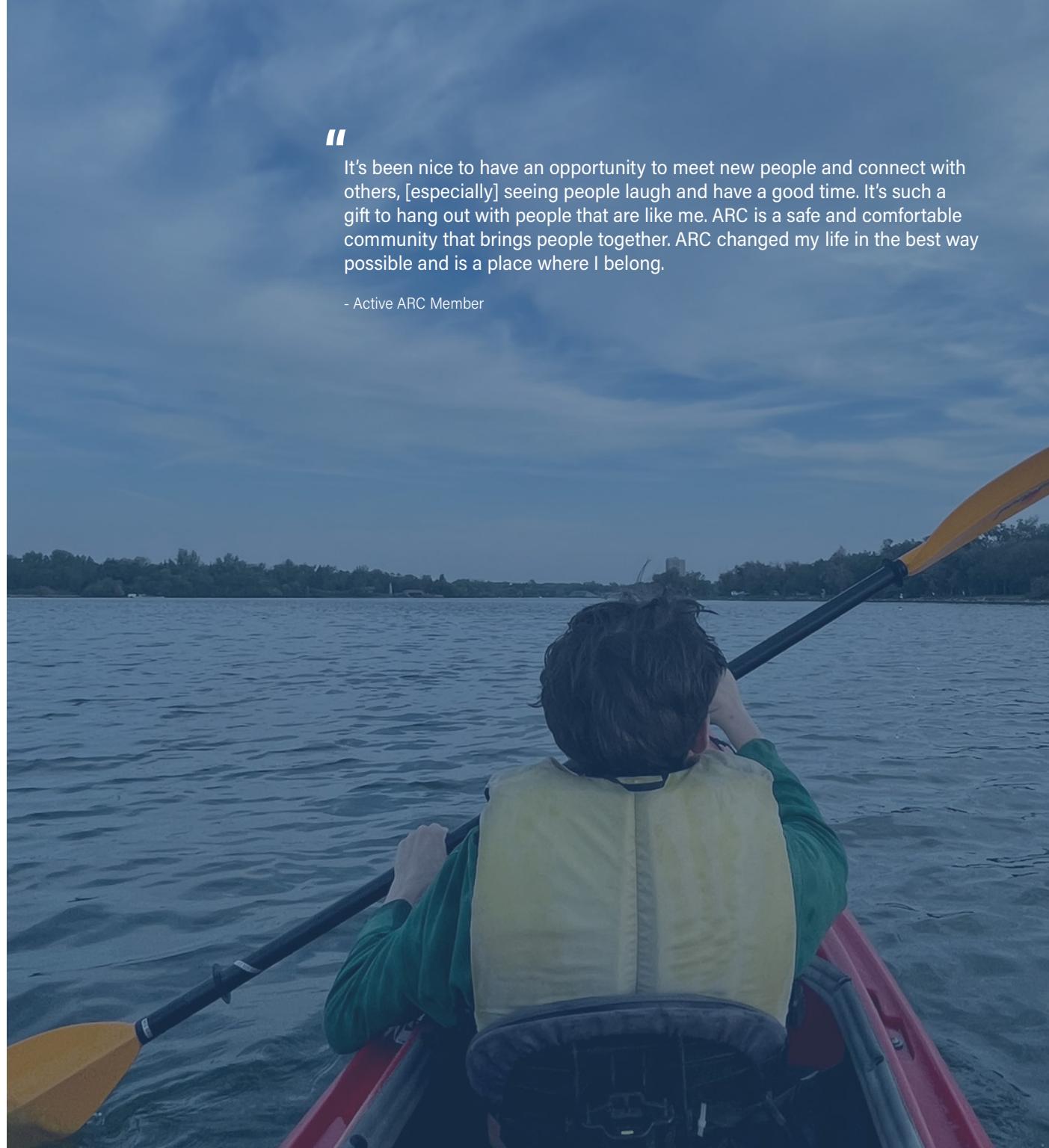
### **Rebrand:**

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:

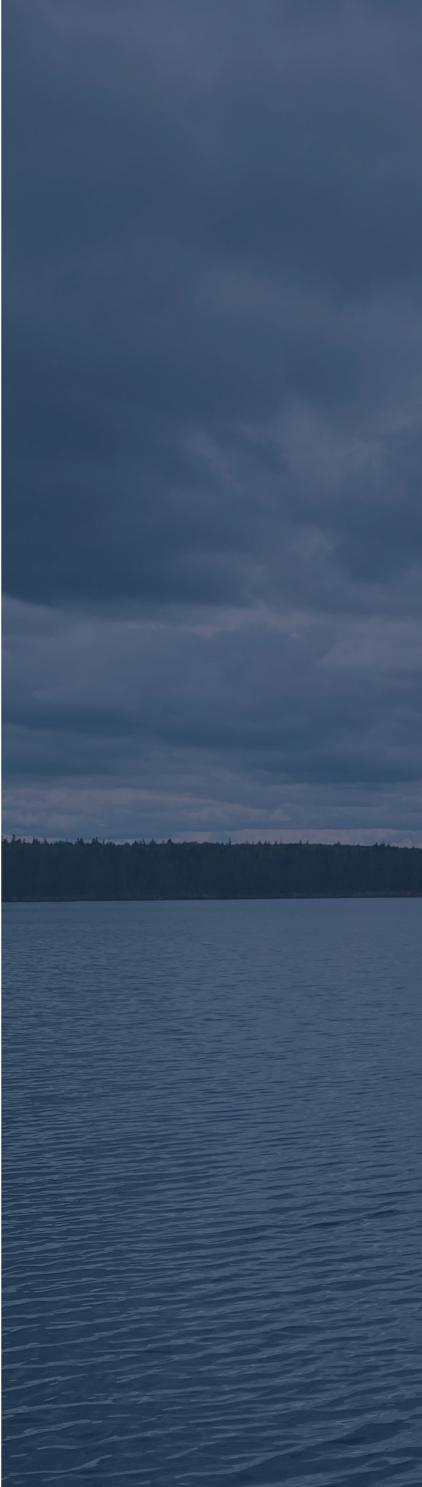
Broadening ARC's digital and local reach, including social media campaigns and press releases.

## 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.



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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

## Marketing & Media Benefits

## Why Partner with ARC

## Next Steps

### 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.

### 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.

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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**AUTISM RESOURCE CENTRE**