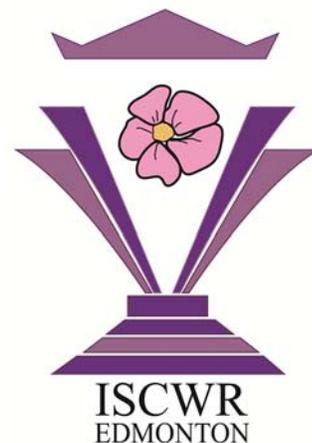


# The Imperial Sovereign Court of the Wild Rose



## **SPONSORSHIP OPPORTUNITY**

### **Celebrating 36 Years of Giving Back to the Community**

We have achieved many milestones for equality, and today the Imperial Sovereign Court of the Wild Rose attracts people of all backgrounds, sexual orientation and ethnicities, reflecting the positive change in mainstream attitudes towards sexual minorities and the creation of a more inclusive society. It is important for the future of humanity to continue a positive growth in this direction and with your help we can achieve this goal.

**Executive Board**

**12/04/2012**

# About the Imperial Sovereign Court of the Wild Rose

2012 is the 36<sup>th</sup> anniversary of “court” in Edmonton

We are but one chapter in an organization known as the International Court System. In 1965, Jose Sarria proclaimed herself the Empress of San Francisco, and laid the foundation for the formation of the Imperial Court de San Francisco. Today, the International Court System (ICS) has over 65 chapters in the United States, Canada and Mexico, making us the second largest GLBT organization in the world. Edmonton’s first Coronation Charity Ball took place in 1976, and has grown from a small celebration to one that is anticipated each year in Edmonton. IT is an event that brings together all facets of the larger GLBT community working together in harmony. The Court has played a significant role in many local GLBT communities, spearheading AIDS fundraising and services, human rights advocacy, and for many the link to the GLBT community.

The society’s mission is s to raise funds, through activities by the Imperial Sovereign Court of the Wild Rose, for charities and other organizations which either provides direct services to the gay community of Edmonton or which work to promote an accepting attitude to gays and lesbians in the community as a whole.

After thirty-six years of noble deeds, the ISCWR has many reasons to feel proud. Today we remain a strong, viable and important member of the GLBT community with a strong link to the straight community through our ongoing partnerships. For beyond the glitters of our crown and grand titles, we have made a difference in many people’s lives and earned a place in GLBT history.

The Society anticipates the Coronation Events in Edmonton will continue to grow in the years ahead, and we invite you to be a part of it!



# Great Reasons to Sponsor the ISCWR

## A Direct Connection to the GLBT Community

The annual Coronation Charity Ball is an event that our community cares deeply about and embraces as a vital celebration of our lives and history. With over 1.24 million gay and lesbian Canadians and a minimum estimated 7 million more identifying as bisexual, this lucrative market is conservatively valued at \$75 billion. Highly responsive to businesses that supports our community, recent studies indicate that 66% of gays and lesbians are loyal to brands that promote themselves within the community and 75% would do business with GLBT Sponsors.

## It's important

We have achieved many milestones for equality, and today the Imperial Sovereign Court of the Wild Rose attracts people of all backgrounds, sexual orientation and ethnicities, reflecting the positive change in mainstream attitudes towards sexual minorities and the creation of a more inclusive society.

## It Brings People Together

There is no other event in the city that brings together all the different parts of North America with the sole purpose of celebrating our charities and the giving back to the community. Many groups want to be involved in some aspect of Coronation by volunteering at the Charity Ball or being visible at the festivities or applying for one of our educational scholarships. The Coronation Charity Ball is a widely attended and recognized GLBT event, and is not limited to strictly the GLBT community. Often at the Coronation Charity Ball, people from all walks of life make lifelong friends and often business contacts that the keep for life.

## Profile Your Organization

Your sponsorship shows that you support your community, and want to contribute to the greater good of all. The GLBT community and the people in their lives are a valuable demographic, and ISCWR sponsorship is a direct way to put you in front of this community. In 2009:

- Attendance at our Coronation Charity Ball increased 25% over the previous year
- Gay Calgary & Edmonton Magazine ads – circulation of 11,000, with 90,000 readers per month
- Website – increasing visits as awareness spreads

## Canadian Gay Market Information

- 1.24 million gay and lesbian consumers
- Average personal income is \$58,000 - the Canadian average is \$39,000
- 84% have no children
- 55% have a university degree – the Canadian average is 30%
- 49% own their own home
- 42% plan to renovate their homes - \$421 million
- 56% plan to make home décor purchases - \$235 million
- 46% describe themselves as trend-setters
- 36% are usually the first people to buy new products
- 66% will purchase clothes and fashion items – \$154 million
- 56% will buy hair care products and services - \$34 million
- 54% plan to buy vitamins and other health and wellness products and services - \$66 million
- In the next month, they will enjoy 982,000 meals at a sit-down restaurant, 630,000 bottles of wine, and 702,000 nightclub visits
- Average trips for pleasure each year – 4 per person. For business, 3 per year per person
- 89% have at least 1 credit card

by Ipsos Reid, 2004

## Imperial Sovereign Court of the Wild Rose Sponsorship Levels 2012-2013

Each Donation regardless of the amount plays a significant role in supporting our charities of choice.

	Platinum \$10 000	Patron \$5000	Partner \$2500	Companion \$1000	Friend \$750	Associate \$500
Logo/ Name on Print Material	√ top billing	√	√	√	√	√
Logo/Name on ISCWR Website (with a direct link)	√	√	√	√	√	
Logo Name in Select ICS Chapters Coronation Program	√	√	√	√		
Logo/Name in Coronation DVD (when available)	√	√	√			
Logo/Name on Coronation t-shirt (when available)	√	√				
Logo/ Name in Coronation Program	Full Page Full Color	Full Page B & W	1/2 page B & W	1/4 Page B & W	Business Card B & W	
Banner Placement at Event Venues	√	√	√			
On Stage Recognition of Support (per event at least 24 events)	6 x p/e	5 x p/e	4 x p/e	3 x p/e	2 x p/e	1 x p/e
Coronation In Town Show Event Pass	6	5	4	3	2	1
Coronation Out of Town Show Event pass	6	5	4	3	2	1
Coronation Charity Ball Event Pass	6	5	4	3	2	1
Coronation Victory Brunch Event Pass	6	5	4	3	2	1
Opportunity to Co-Host Any Official Court Event	√	√	√			

### Exclusive Sponsorship Opportunities are available for

- Miss “Mary” Christmas Pageant (December 2012)
- 27<sup>th</sup> annual Gay Edmonton Pageant (June 2013)
- Entertainer of the Year (July 2013)
- Coronation Hospitality Suite (August 2013)

Contact the Vice-President, Brian Baker – [vice-president@iscwr.ca](mailto:vice-president@iscwr.ca) for information on these events.

## Some Previous Sponsors of the Imperial Sovereign Court of the Wild Rose

## Fundraising by the ICC and the ISCWR

The International Court Council is also proud of its many international fundraising campaigns. In 1994, many member Courts collectively raised over \$14,000.00 for the Tijuana AIDS Project, a tradition that continues annually. We have also raised tens of thousands of dollars for Women's Breast Cancer Campaign; became a major sponsor of NGLTF's Creating Change conference raising over \$15,000.00 in the past two years. But perhaps our single crowning achievement must be the coming together of courts in the United States and Canada in 2009 to raise over \$90,000.00 for the Matthew Shepard Foundation in the United States and like organizations in Canada.

This is a non comprehensive list of some of the charities we have supported over the years

- Stollery Children's Hospital
- Edmonton area NICU's
- HIV Edmonton
- Pride Centre of Edmonton
- John M. Kerr Memorial Scholarship
- Camp fYrefly
- Breast Cancer
- Prostate Cancer
- Emily Morgan Foundation
- WIN House
- S. P. C. A
- Millicent's Red Diamond Retreat

**For more Information or to discuss your participation in the 37<sup>th</sup> reign of the Imperial Sovereign Court of the Wild Rose please contact:**

**Brian Baker**

**Vice-President**

**Imperial Sovereign Court of the Wild Rose Association**

**Email: [vice-president@iscwr.ca](mailto:vice-president@iscwr.ca)**

- All packages are customizable to suit your business needs.
- Customizable exposure opportunities exist.
- Imperial Sovereign Court of the Wild Rose reserves the right to choose between multiple offers.
- The Imperial Sovereign Court of the Wild Rose will decide on acceptable in-kind donations on a case-by case basis.
- Banners must be supplied by the sponsor. Size of banners is negotiable

# Sponsorship Agreement

This Agreement can be completed and mailed to PO Box 11394 Main Post Office  
or emailed to [vice-president@iscwr.ca](mailto:vice-president@iscwr.ca)

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_ Website \_\_\_\_\_

Please check your sponsorship level:

- |                                   |                                    |                                    |
|-----------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> Platinum | <input type="checkbox"/> Partner   | <input type="checkbox"/> Friend    |
| <input type="checkbox"/> Patron   | <input type="checkbox"/> Companion | <input type="checkbox"/> Associate |

Please check the type of sponsorship:

- |                                   |  |                                   |                                |
|-----------------------------------|--|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Monetary | <input type="checkbox"/> In Kind Merchandise | <input type="checkbox"/> Services | <input type="checkbox"/> Other |
|-----------------------------------|--|-----------------------------------|--------------------------------|

Value \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

Please advise us of any specific requests, restrictions, or conditions regarding your sponsorship donation:

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Please indicate any non-financial sponsorship request, such as merchandise or services you would like to provide in kind:

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Please make cheques payable to **'Imperial Sovereign Court of the Wild Rose.'** Please note the earlier you join us the more opportunities you will have for your logo to appear on our printed literature and event posters.

\_\_\_\_\_  
Sponsor Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
ISCWR Representative