

Please choose the type of sponsorship:

- Monetary In-Kind Merchandise Services

Please note that donations can be cumulative.

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

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

Please make cheques payable to

“Imperial Sovereign Court of the Wild Rose” or via Invoice.

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

ISCWR Representative

Date

Date

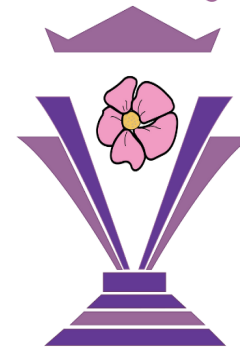
ISCWR.ca

Sponsorship Information

THE IMPERIAL SOVEREIGN COURT OF THE WILD ROSE

Giving Back to the Community since 1976

Reign 46- Valid until August 30, 2022



ISCWR
EDMONTON

About the Imperial Sovereign Court of the Wild Rose

Serving the Community since 1976

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 LGBTQ2S+ 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 LGBTQ2S+ community working together in harmony. The Court has played a significant role in many local LGBTQ2S+ communities, spearheading AIDS fundraising and services, human rights advocacy, and for many the link to the LGBTQ2S+ community.

The society's mission is 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 LGBTQ2S+ community of Edmonton or which work to promote an accepting attitude towards the LGBTQ2S+ community as a whole. The ISCWR continues to build bridges to the community at large through ongoing partnerships

Performing noble deeds since 1976, 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 LGBTQ2S+ history.

Our 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!

Sponsorship Agreement

Reign 46 - Valid until August 30, 2022

This agreement can be completed and to scanned and e-mailed to vice-president@iscwr.ca or mailed to PO Box 11394 Stn Main, Edmonton AB T5J 3K6

Company: _____

Contact Name: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone: _____ Fax: _____

E-mail _____ Website: _____

Please choose your sponsorship level:

- | | | |
|--|---|--|
| <input type="checkbox"/> Ruby
\$10,000 | <input type="checkbox"/> Gold
\$5,000 | <input type="checkbox"/> Citrine
\$2,500 |
| <input type="checkbox"/> Emerald
\$1,000 | <input type="checkbox"/> Media | <input type="checkbox"/> Custom |

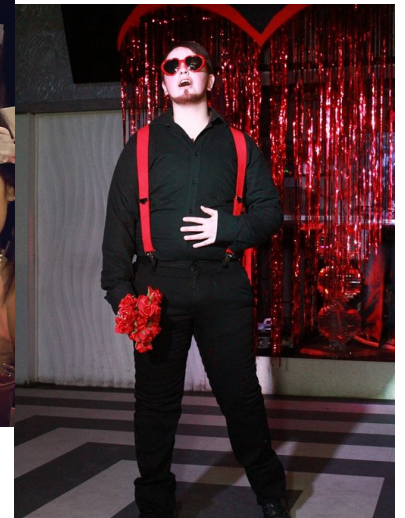
For more information or to discuss your participation, please contact:

Vice-President

Imperial Sovereign Court of the Wild Rose

E-mail: vice-president@iscwr.ca

- ◆ Customizable exposure opportunities exist.
- ◆ Imperial Sovereign Court of the Wild Rose reserves the right to decline a sponsorship
- ◆ The Imperial Sovereign Court of the Wild Rose will decide on acceptable in-kind donations on a case by case basis



Great Reasons to Sponsor the ISCWR

A Direct Connection to the LGBTQ2S+ 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. It is a chance to celebrate the year's fundraising efforts and brings chapters of the International Court System to our city each and every year.

It's Important

The ISCWR attracts people of all backgrounds, reflecting the positive change in mainstream attitudes towards gender and sexual minorities and the creation of a more inclusive society.

It Brings People Together

The ISCWR events bring together different communities in order to celebrate the diversity and uniqueness of the LGBTQ2S+ and allied communities; all the while reaching out in order to give back. As the ISCWR's presence expands, your participation allows you to reach a larger pool of potential clients, while underscoring your support for a diverse and inclusive society. Involvement in the ISCWR is multi-faceted: your organization may choose to support the ISCWR by becoming a member, becoming a donor, volunteering at one of our many events, having youth apply for bursaries or simply being visible supporters. Our events are widely attended and recognized for having people from all walks of life, where lifelong friends and sustainable business contacts can be made.

Profile Your Organization

Your sponsorship shows that you support your community and want to contribute to the greater good of all. The LGBTQ2S+ community and the people in their lives are a valuable demographic, and the ISCWR sponsorship is a direct way to put your brand in front of this community.

Fundraising by the ISCWR

Over the years the ISCWR has raised over \$800,000.00 through drag entertainment.

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

- ◆ Stollery Children's Hospital
- ◆ HIV Edmonton
- ◆ Pride Centre of Edmonton
- ◆ Camp fyrefly
- ◆ Breast Cancer Research
- ◆ Prostate Cancer Research at the UofA
- ◆ Emily Morgen Foundation
- ◆ WIN House
- ◆ SPCA of Edmonton
- ◆ Ronald McDonald House
- ◆ Elizabeth Fry Society
- ◆ Living Positive
- ◆ YESS (Youth Empowerment and Support Services)
- ◆ Little Warriors

Previous Corporate Sponsors

- ◆ Amped Accessories
- ◆ Evolution
Wonderlounge
- ◆ Rayacom
- ◆ Edmonton Inn &
Conference Centre
- ◆ Dragging Our Heels
- ◆ Red Socks Photography
- ◆ Northern Chicken
- ◆ Party Queens



CANADIAN LGBTQ2+ MARKET INFORMATION

STATS



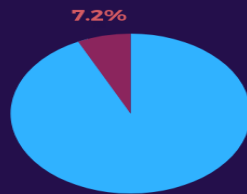
between 150 000 to 580 000 Albertans identify as LGBTQ2+



The Canadian market value of the community is between 100 and 170 billion



There are between 1.5 and 3.8 million LGBTQ2+ consumers in Canada



The community's total before-tax income amounts to roughly \$98 billion; equating to approximately 7.2% of the GDP

THE COMMUNITY SPENDS:

100

PERCENT
more on beauty products than the national average

28

PERCENT
more on pet-related products

21

PERCENT
more on hair care

18

PERCENT
more in drug stores

15

PERCENT
more on oral hygiene

13

PERCENT
more on shaving

8

PERCENT
more on over-the-counter pharmacy products

8

PERCENT
more on office supplies

7

PERCENT
more on alcoholic beverages

NIELSEN - 2018/2014; STATISTICS CANADA - 2015; MARKETMAG.CA - 2012 AND IVEY BUSINESS REVIEW 2011



John M. Kerr Memorial Bursary

Each year, the Imperial Sovereign Court of the Wild Rose grants bursary awards to students of the LGBTQ2S+ community in any accredited post-secondary education program within the Province of Alberta.

The bursary was established by Her Imperial Sovereign Majesty, Empress 8 and 17, to honour the memory of a close friend of Edmonton's gay community and a strong supporter of drag entertainment in our city. The Bursary Fund is supported through ongoing fundraising efforts by the Court and is managed as a separate account by the Board of the ISCWR.

The number of bursary award given, and amounts awarded can vary from year to year but average between \$500 - \$750. Recipients of an award are notified of their successful application and are asked to be present for the presentation of the awards during the annual Coronation Charity Ball.

ISCWR Annual Sponsorship Levels

Each donation, regardless of the amount, plays a significant role in supporting our charities of choice

	Ruby \$10,000	Gold \$5,000	Citrine \$2,500	Emerald \$1,000	Media CUSTOM	Event CUSTOM
Logo/Name on Print Material	✓ All Print	✓ All Print	State & Sponsored Events	State & Sponsored Events	Sponsored Events	Sponsored Events
Logo/Name on ISCWR website (with direct link)	✓	✓	✓	✓	✓	
Logo/Name in ISCWR Annual Coronation Program (can upgrade to colour)	Two Pages Full Colour	One Page Full Colour	Full Page B&W	½ Page B&W	¼ Page B&W	
On-Stage Recognition of Support (at least 24 events per year)	Every Event	All State Events	6 times/year	3 times/year	Sponsored Events	Sponsored Events
<u>Coronation Week</u> In-Town Show, Out of Town Show, Coronation Ball, Victory Brunch	2 Full Week Packages					
<u>Coronation Ball</u> Event Tickets		2 Tickets				
<u>Social Media Recognition of Support</u>	Twice a Month	Monthly	Monthly	6 times/year	Event by Event	Pre and Post Event
Other	2 Tickets to All Court Events					