



# 2026 Sponsorship Proposal

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# ABOUT US

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## Vision

YEG Drag Sports aims to grow a vibrant, sustainable movement that supports 2SLGBTQ+ organizations, uplifts drag artists, and fosters pride both on and off the field.

We envision a future where drag is celebrated as a powerful force for community, inclusion, and positive change and where sport becomes a platform for queer joy, visibility, and generosity.



## Mission

YEG Drag Sports exists to raise funds and awareness for local 2SLGBTQ+ charities by bringing together drag performers, sport, and community in joyful, inclusive, and unforgettable ways.

We use the art of drag and the power of play to celebrate queer visibility, build community connection, and create meaningful charitable impact.

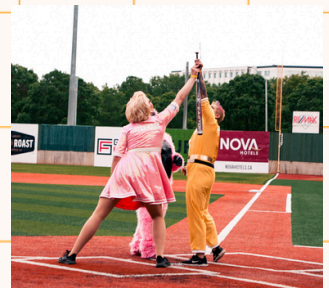




# DRAG ME OUT TO THE BALLGAME

Drag Me Out to the Ball Game is a family-friendly drag baseball event that brings together sport, performance, and community in a highly visible and celebratory setting. On June 20, 2025 at RE/MAX Field, more than 30 drag performers take the field in full glam as the athletes, forming two teams that compete in a lively and entertaining baseball game.

The event welcomes audiences of all ages and creates an inclusive environment that celebrates queer visibility while remaining accessible to families and community members of every background. Beyond the spectacle, the ball game serves as a major fundraising initiative, with proceeds supporting local charities and strengthening community connections. This year, funds raised will directly support HIV Edmonton and Sexual Assault Centre of Edmonton, helping to advance critical services and advocacy in our community. The scale, energy, and uniqueness of the event make it a powerful platform for sponsor recognition and community-aligned engagement.





## THE AFTER PARTY

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The Drag Me Out to the Ball Game After Party is a separate 18 + event that takes place following the conclusion of the baseball game. Designed as an extension of the celebration, the after party provides an adult focused space to continue supporting the cause while enjoying performances, social connection, and community engagement.

This event offers additional fundraising opportunities and deeper interaction with performers, supporters, and sponsors. The after party allows sponsors to connect with an engaged adult audience in a more intimate and high energy setting, reinforcing brand alignment with inclusivity, celebration, and community impact while directly contributing to charitable outcomes.





# MEET OUR TEAM

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YEG Drag Sports was founded in 2021 by the incredible Sister Mary Clarence with a bold idea: bring drag and sport together to raise funds and awareness for local 2SLGBTQ+ charities. What began as a single event has grown into a beloved community tradition rooted in joy, visibility, and giving back.

Today, YEG Drag Sports is run by a small but mighty team of two, carrying that original vision forward while continuing to evolve and expand what's possible. As we enter our fifth year, we remain deeply committed to celebrating drag artistry, creating inclusive community spaces, and turning queer joy into meaningful impact – on and off the field.



**Tosheena Thompson**

Executive Director



**Tanner Steele**

Director of Sponsorship



# SPONSORSHIP LEVEL

## PRESENTING SPONSOR

**\$10,000**

- Game presented by sponsor
- On-field speaking opportunity
- Sponsor logo on branded assets, jerseys, and website
- Social media recognition and game-day shoutout
- 15 game-day tickets plus after-party access

## AFTER PARTY SPONSOR

**\$5000**

- After-party presented by sponsor
- Social media and on-site after-party shout-outs
- Sponsor logo on after-party assets, jerseys, and website
- 10 game-day tickets plus after-party access
- Sponsorship contribution supports performer payment

## TEAM SPONSOR

**\$2500**

- Logo placement on team jerseys and website
- Social media promotion and game-day shoutouts
- Logo featured on game-day materials
- 8 game-day tickets with after-party access

## PLAYER SPONSOR

**\$500+**

- Social media shout-out
- Funds distributed among players and cheerleaders
- Four game tickets plus access to the after-party

## EVENT SUPPORTER

**\$100+**

- Funds distributed among players and cheerleaders to maximize money raised for charity
- Social media shout-out OR two game tickets plus access to the after-party

**WANT TO DISCUSS SOMETHING YOU DON'T SEE HERE? LET'S CHAT!**

**SPONSORSHIP@YEGDRAGSPORTS.CA**

**(780) 851-5540**



# BY THE NUMBERS

THE FOLLOWING NUMBERS HIGHLIGHT THE SCALE, REACH, AND COMMUNITY ENGAGEMENT OF DRAG ME OUT TO THE BALL GAME. TOGETHER, THEY DEMONSTRATE HOW SPONSORSHIP OF THIS EVENT OFFERS MEANINGFUL BRAND VISIBILITY, DIRECT COMMUNITY IMPACT, AND CONNECTION TO A HIGHLY ENGAGED AND VALUES DRIVEN AUDIENCE. THESE METRICS ILLUSTRATE THE TANGIBLE BENEFITS AND RETURN ON INVESTMENT FOR OUR SPONSORS.



## Audience Reach

In 2025, Drag Me Out to the Ball Game welcomed over 1,500 attendees at the baseball game, with an additional 300 guests attending the 18+ after party. Based on continued growth and increasing community interest, we anticipate at least a 20% increase in attendance for the upcoming year, further expanding sponsor visibility across both events.

## Community Impact

Since 2021, Drag Me Out to the Ball Game has raised and donated over \$80,000 to local charities, directly supporting vital programs within our community. Building on this strong foundation and continued growth, we anticipate raising \$25,000 or more through our 2026 event, creating even greater impact for the organizations we support.

**\$80K+**

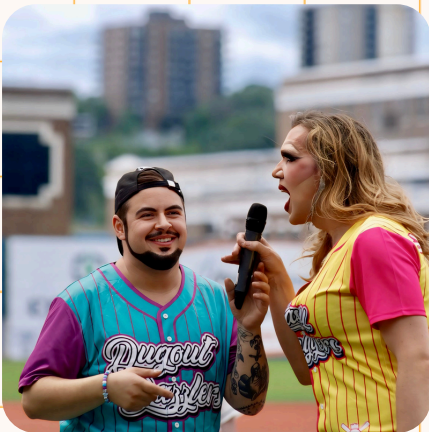


## Digital & Marketing Reach

With over 1,000 social media followers across platforms, YEG Drag Sports consistently achieves a reach of 2,500 or more per post and reel. This reach is significantly amplified by more than 30 drag performers who actively share and promote the event, with a combined following of over 60,000, extending sponsor visibility well beyond our own channels before, during, and after the event.



Sponsoring YEG Drag Sports means more than putting your logo on a banner. It's an opportunity to actively support local 2SLGBTQ+ communities, champion drag artistry, and align your organization with an event rooted in joy, inclusion, and community impact. Our sponsors help turn queer celebration into tangible charitable support while connecting with a passionate, engaged audience that values authenticity and allyship.



# Thank You

We are deeply grateful to our sponsors for believing in the power of drag, community, and giving back. Your support makes it possible for YEG Drag Sports to create inclusive, joyful events while raising meaningful funds for local 2SLGBTQ+ charities. Every sponsorship directly fuels visibility, celebration, and impact – and we couldn't do this without you.



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