



LUTHER INVITATIONAL TOURNAMENT (L.I.T.)
SPONSORSHIP PACKAGE



LUTHER
COLLEGE
HIGH SCHOOL



LUTHER INVITATIONAL TOURNAMENT

Since 1953, the Luther Invitational Tournament (L.I.T.) has been more than just a basketball event—it's a celebration of sportsmanship, respect, and high-level competition. Hosted annually by Luther College High School, this 16-team, student-organized tradition is one of the oldest basketball tournaments in North America and premier sporting events in Canada.

L.I.T. Sponsorship Opportunities

Every February, approximately 1,700 fans fill Luther College's Semple Gymnasium and Merlis Belsher Heritage Centre for three days of thrilling basketball. Another 7,000+ fans take part remotely by live streaming or watching the championship games on AccessNow TV .

We offer L.I.T. Sponsorship Packages that generate visibility to a diverse audience through a variety of channels. In addition to brand recognition, our sponsors also help keep one of Luther's most cherished traditions alive. It's not just about the games; it's about the community, the hospitality, and the legacy.

If you would like further information, please contact me.

KYLA GRAFF Donor and Alumni Relations Assistant
306-757-7399 kyla.graff@luthercollege.edu

Thank you for your consideration!

About Luther College High School

Luther College prepares students to be compassionate, creative, and critical thinkers, through academic excellence and a community of care that is rooted in our call to love and serve our neighbours. Luther College High School is a historical independent high school accredited by the Saskatchewan Ministry of Education.

SPONSORSHIP COMPARISON

	Exclusive!				
BENEFITS	DIAMOND \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
Logo on Poster*	✓				
Speaking Opportunity	✓				
Live Stream Advertisement	✓ 20-30 seconds	✓ 10-20 seconds			
Tournament Passes	10	6	4	2	
Program Advertisement**	Full-page inside cover	Full-page	Half-page	Quarter- page	Business card
Logo on Exterior Sign	Single logo			Combined logos	
	January 26 - February 9		February 2 - 9		
Company Promotion	✓	✓	✓		
On-site Advertising***	✓ Display booth	✓	✓	✓	
Social Media	✓	✓	✓	✓	✓
Logo Recognition	✓	✓	✓	✓	✓
Verbal Recognition	✓	✓	✓	✓	✓

* Diamond sponsor logo must be submitted by December 31, 2025 to make the poster print deadline.

** Advertisement must be submitted by January 9, 2026 to make the program print deadline.

*** On-site advertising subject to approval.

SPONSORSHIP LEVELS

DIAMOND SPONSOR \$5,000

- ✓ **Logo on Poster:** One diamond sponsor space available with logo recognition on event poster.*
- ✓ **Speaking Opportunity:** Option to address crowd before championship games.
- ✓ **Live Stream Advertisement:** Opportunity for sponsor to provide one 20-30 second commercial advertisement to be aired during the L.I.T. live stream.
- ✓ **Lion Ultimate Fan Package:** 10 weekend tournament passes, two tickets to the All-Teams Tournament Breakfast hosted by DoubleTree by Hilton Hotel, pompoms, temporary tattoos and concession coupons.
- ✓ **Program Advertisement:** One full-page company advertisement (*inside front cover or inside back cover*) in L.I.T. program.**
- ✓ **Logo on Exterior Sign:** Company logo placement on Luther College's Dewdney Avenue digital sign from January 26 to February 9, 2026. Sign will cycle every two to three minutes.
- ✓ **Company Promotion:** Option to hand out swag, coupons, promotional materials.
- ✓ **On-site Advertising:** Display booth or advertising space in the Student Commons.***
- ✓ **Social Media:** Individual company logo recognition posts on L.I.T. specific social media (*before, during and after the tournament*).
- ✓ **Logo Recognition:** Company logo placement on L.I.T. website, and event specific emails.
- ✓ **Verbal Recognition:** Special recognition throughout L.I.T. weekend and the All-Teams Tournament Breakfast hosted by DoubleTree by Hilton Hotel.

PLATINUM SPONSOR \$2,500

- ✓ **Live Stream Advertisement:** Opportunity for sponsor to provide one 10-20 second commercial advertisement to be aired during the L.I.T. live stream.
- ✓ **Lion Super Fan Package:** Six weekend tournament passes, and concession coupons.
- ✓ **Program Advertisement:** One full-page company advertisement in L.I.T. program.**
- ✓ **Logo on Exterior Sign:** Company logo placement on Luther College's Dewdney Avenue digital sign from January 26 to February 9, 2026. Sign will cycle every two to three minutes.
- ✓ **Company Promotion:** Option to hand out swag, coupons, promotional materials.
- ✓ **On-site Advertising:** Advertising space in the gymnasium or Student Commons.***
- ✓ **Social Media:** Individual company logo recognition posts on L.I.T. specific social media (*before, during and after the tournament*).
- ✓ **Logo Recognition:** Company logo placement on L.I.T. website, and event specific emails.
- ✓ **Verbal Recognition:** Special recognition throughout L.I.T. weekend and the All-Teams Tournament Breakfast hosted by DoubleTree by Hilton Hotel.

* Diamond sponsor company logo due by December 31, 2025 to make the poster print deadline.

** Advertisement due by January 9, 2026 to make the program print deadline.

*** On-site advertising subject to approval.

SPONSORSHIP LEVELS

GOLD SPONSOR \$1,000

- ✓ **Tournament Passes:** Four weekend tournament passes.
- ✓ **Program Advertisement:** One half-page company advertisement in L.I.T. program.**
- ✓ **Logo on Exterior Sign:** Company logo placement on Luther College's Dewdney Avenue digital sign from February 2-9, 2026. Sign will cycle every two to three minutes.
- ✓ **Company Promotion:** Option to hand out swag, coupons, promotional materials.
- ✓ **On-site Advertising:** Advertising space in the gymnasium or Student Commons.***
- ✓ **Social Media:** Individual company logo recognition posts on L.I.T. specific social media (*one before and one after the tournament*).
- ✓ **Logo Recognition:** Company logo placement on L.I.T. website, and event specific emails.
- ✓ **Verbal Recognition:** Special recognition throughout L.I.T. weekend.

SILVER SPONSOR \$500

- ✓ **Tournament Passes:** Two tournament weekend passes.
- ✓ **Program Advertisement:** One quarter-page company advertisement in L.I.T. program.**
- ✓ **Logo on Exterior Sign:** Company logo placement combined with other silver level sponsors on Luther College's Dewdney Avenue digital sign from February 2-9, 2026. Sign will cycle every two to three minutes.
- ✓ **On-site Advertising:** Advertising space in the gymnasium or Student Commons.***
- ✓ **Social Media:** Joint L.I.T. silver sponsors social media post after the tournament.
- ✓ **Logo Recognition:** Company logo placement on L.I.T. website, and event specific emails.
- ✓ **Verbal Recognition:** Special recognition throughout L.I.T. weekend.

BRONZE SPONSOR \$250

- ✓ **Program Advertisement:** One business card size company advertisement in L.I.T. program.**
- ✓ **Logo on Exterior Sign:** Company logo placement combined with other bronze level sponsors on Luther College's Dewdney Avenue digital sign from February 2-9, 2026. Sign will cycle every two to three minutes.
- ✓ **Social Media:** Joint L.I.T. bronze sponsors social media post after the tournament.
- ✓ **Logo Recognition:** Company logo placement on L.I.T. website, and event specific emails.
- ✓ **Verbal Recognition:** Special recognition throughout L.I.T. weekend.

** Advertisement due by January 9, 2026 to make the program print deadline.

*** On-site advertising subject to approval.

IN-KIND SPONSOR

We appreciate everyone who provides in-kind sponsorship to help lower the cost of running such a prestigious tournament and make it truly special. This includes sponsoring the Coach & Volunteer Social on Friday night, providing coffee and treats for the Volunteer Host Room during the tournament, supplying amazing half time competition prizes, swag for the players, or items for the concession.

We are truly grateful and appreciate your generosity. Please reach out to me directly by email at kyla.graff@luthercollege.edu or by phone at **306-757-7399** with any in-kind sponsorship offers, so I can ensure you are acknowledged appropriately!

SPONSORSHIP FORM

PLEASE SELECT A SPONSORSHIP OPTION

- ☐ DIAMOND SPONSOR \$5,000
- ☐ PLATINUM SPONSOR \$2,500
- ☐ GOLD SPONSOR \$1,000
- ☐ SILVER SPONSOR \$500
- ☐ BRONZE SPONSOR \$250
- ☐ IN-KIND SPONSOR

SPONSOR INFORMATION

COMPANY NAME: _____
CONTACT NAME: _____
ADDRESS: _____
PHONE: _____ EMAIL: _____
SIGNATURE: _____ DATE: _____

Please send your logo for recognition to communications@luthercollege.edu in a high resolution PNG format.

PAYMENT OPTIONS

- ☐ Please invoice (please fill out complete company address section)
- ☐ Cheque enclosed, payable to **Luther College, Regina** (please add "L.I.T. Sponsor" to memo line)
- ☐ Credit Card # _____ Expiry: _____ CVV: _____
- ☐ E-transfer: financemanager@luthercollege.edu (please add "L.I.T. Sponsor" to memo line)

Please return form to Luther College High School (main office) or via email, kyla.graff@luthercollege.edu.

Cheques can be submitted with form or mailed to Luther College High School, 1500 Royal St., Regina, SK, S4T 5A5.