



ROYAL MILITARY COLLEGE OF CANADA
COLLÈGE MILITAIRE ROYAL DU CANADA
1876 ✦ 2026

RMC 150th Anniversary Gala — Sponsorship Opportunities

Saturday, September 19, 2026 — 1 The Tragically Hip Way, Kingston, ON
Celebrating 150 years of Truth, Duty, Valour



About the Gala

The RMC 150th Anniversary Gala will be the signature national celebration of the Royal Military College's sesquicentennial — a landmark evening honouring 150 years of leadership, military excellence, scholarship, and service to Canada.

Hosted at 1 The Tragically Hip Way in Kingston, the transformed arena will feature a sophisticated "Scarlet Night" design concept, a formal program, musical performances, multimedia tributes, and a celebration of the RMC community, made up of its alumni, cadets, military leaders, families, and friends.

Your sponsorship directly supports this historic moment and helps ensure an unforgettable national celebration for many generations of RMC alumni and cadets.

Why Sponsor

Sponsoring the RMC 150th Anniversary Gala is an opportunity to stand alongside an institution that has shaped Canada's leaders for a century and a half. RMC alumni serve at every level of the Canadian Armed Forces and in leadership positions across the public and private sectors — as part of global defence and aerospace programs, in engineering, finance, energy, policing, diplomacy, and national security. Supporting this Gala is a direct investment in the people who lead and safeguard Canada's future at home and abroad.

The event will bring together more than 500 influential guests — senior military leadership, federal and provincial government officials, industry executives, academics, innovators, and leaders from across Canada. It is a rare gathering of the people and organizations who contribute every day to Canada's national strength, security, and economic vitality. For sponsors, this is a chance to connect with leaders who not only guide Canada today, but who play pivotal roles in shaping its strategic direction for decades to come.

At its core, RMC's 150th celebration is about honouring our past and investing in the future of our great country at a very pivotal time. By joining us as a sponsor, your organization becomes part of that legacy — helping ensure that those who walk the halls of Canada's military colleges continue to graduate with the character, discipline, and experience required to lead in an increasingly complex world.

Sponsorship Opportunities

PLATINUM SPONSOR — \$40,000

Limited to two sponsors

Visibility & Brand Recognition

- Company name / logo on an RMC 150 anniversary celebration commemorative plaque
- High-profile logo placement in printed program and on event signage
- Full-page advertisement in the printed program
- Verbal acknowledgement by the MC during the formal program
- Inclusion on sponsor recognition slide throughout the event
- Feature in event newsletter and alumni communications
- Inclusion in post-event photo albums

Digital Presence

- Company name / logo on event website
- Minimum 4 social media features (pre-event + post-event)
- Logo included on digital copies of the program

Hospitality & Guest Experience

- Two dedicated VIP tables (16 guests)
- VIP Reception access for 16 guests
- Premium table placement near the head table and stage
- Expedited check-in and priority entry for all sponsor guests
- Branded table signage and decor
- Dedicated sponsor liaison for hospitality coordination

On-Site Activation Opportunities

- Opportunity to suggest and deliver custom activations during the event
- Opportunity to provide branded materials for guest gift bags / tables
- On-stage participation (e.g. introducing a speaker / performer)

GOLD SPONSOR — \$25,000

Limited to four sponsors

Visibility & Brand Recognition

- Company name / logo on an RMC 150 anniversary celebration commemorative plaque
- Prominent logo placement in printed program and on event signage
- Half-page advertisement in printed program

- Verbal acknowledgement by the MC during the formal program
- Inclusion on sponsor recognition slide throughout the event Feature in event newsletter and alumni communications
- Inclusion in post-event photo albums

Digital Presence

- Company name / logo on event website
- Minimum 3 social media features (pre-event + post-event)
- Logo included on digital copies of the program

Hospitality & Guest Experience

- One dedicated VIP table (8 guests)
- VIP Reception access for eight guests
- Premium table placement near the guests of honour and the stage
- Expedited check-in and priority entry for all sponsor guests
- Branded table signage and decor
- Dedicated sponsor liaison for hospitality coordination

On-Site Activation Opportunities

- Opportunity to suggest and deliver custom activations during the event
- Opportunity to provide branded materials for guest gift bags / tables

SILVER SPONSOR — \$15,000

Visibility & Brand Recognition

- Company name / logo on an RMC 150 anniversary celebration commemorative plaque
- Logo recognition in printed program and on event signage
- Quarter-page advertisement in printed program
- Inclusion on sponsor slide during formal program
- Feature in event newsletter and alumni communications
- Inclusion in post-event photo albums
- Opportunity to provide branded materials for guest gift bags

Digital Presence

- Company name / logo on event website
- Minimum 2 social media features (pre-event + post-event)
- Logo included on digital copies of the program

Hospitality & Guest Experience

- Four VIP table tickets (4 guests)
- VIP Reception access for four guests
- Premium seating zone near stage
- Dedicated sponsor liaison for hospitality coordination

BRONZE SPONSOR — \$7,500

Visibility & Brand Recognition

- Company name on an RMC 150 anniversary celebration commemorative plaque
- Name or logo placement in printed program
- Inclusion on sponsor slide during formal program
- Inclusion in post-event photo albums

Digital Presence

- Company name / logo on event website
- Minimum 1 social media feature
- Logo included on digital copies of the program

Hospitality & Guest Experience

- Four VIP table tickets (4 guests)
- VIP Reception access for four guests
- Premium seating zone

Category Sponsor

RECEPTION SPONSOR — \$20,000

One opportunity — Exclusive

Recognition & Benefits

Visibility & Brand Recognition

- Company name / logo on an RMC 150 anniversary celebration commemorative plaque
- Branding throughout the Reception area
- Logo featured on reception tables and signage
- Half-page advertisement in the printed program
- Branded specialty lounge area
- Feature in event newsletter and alumni communications
- Inclusion in post-event photo albums

Digital Presence

- Company name / logo on event website
- Recognition in social media lineup (1–2 features)
- Logo included on digital copies of the program

Hospitality & Guest Experience

- One dedicated VIP table (8 guests)
- VIP Reception access for eight guests
- Premium table placement
- Expedited check-in and priority entry
- Branded table signage
- Dedicated sponsor liaison

SIGNATURE COCKTAIL SPONSOR — \$10,000

Two opportunities

Visibility & Brand Recognition

- Company name on an RMC 150 anniversary celebration commemorative plaque
- Exclusive branding on one of two official Gala signature cocktails
- Opportunity to name the cocktail (pending approval)
- Logo on cocktail menus and bar signage
- Branded recipe cards / cocktail napkins
- Inclusion in post-event photo albums

Digital Presence

- Company name / logo on event website
- Social media feature
- Logo included on digital copies of the program

Hospitality & Guest Experience

- Four VIP table tickets (4 guests)
- VIP Reception access for four guests
- Premium seating
- Dedicated sponsor liaison

WINE SPONSOR — \$10,000

One opportunity — Exclusive

Visibility & Brand Recognition

- Company name on an RMC 150 anniversary celebration commemorative plaque
- Exclusive branding on wine service during dinner
- Logo on table cards, signage, or bottle tags (pending approval)
- “Wine courtesy of ___” recognition in printed program
- Inclusion in post-event photo albums

Digital Presence

- Company name / logo on event website
- Social media feature
- Logo included on digital copies of the program

Hospitality & Guest Experience

- Four VIP table tickets (4 guests)
- VIP Reception access for four guests
- Premium seating
- Dedicated sponsor liaison

Sponsorship Summary

Benefit	Platinum	Gold	Silver	Bronze	Reception Sponsor	Signature Cocktail	Wine Sponsor
Visibility & Brand Recognition							
Name/logo included on the RMC 150 Gala commemorative plaque	✓	✓	✓	Name only	✓	Name only	Name only
Logo in printed program	Full page ad	Half page ad	Quarter page ad	Name or logo	Half page ad	–	“Wine courtesy of ___” credit
Logo on event signage	High-profile	Prominent	Standard	Standard	Reception-area branding	Cocktail-area branding	Dinner wine branding
MC verbal acknowledgement	✓	✓	–	–	–	–	–
Inclusion on sponsor slide	✓	✓	✓	✓	✓	✓	✓
Feature in e-newsletter & alumni comms	✓	✓	✓	–	✓	–	–
Post-event photo album inclusion	✓	✓	✓	✓	✓	✓	✓
Digital Presence							
Logo on event website	✓	✓	✓	✓	✓	✓	✓
Social media features	4	3	2	1	1–2	1	1
Logo on digital program	✓	✓	✓	✓	✓	✓	✓
Hospitality & Guest Experience							
VIP tables	2 tables (16)	1 table (8)	–	–	1 table (8)	–	1 table (8)
VIP tickets (if not full tables)	–	–	4	4	–	4	–
VIP Reception access	16	8	4	4	8	4	4
Premium/pref. seating	Near head table	Premium	Premium	Premium	Premium	Premium	Premium
Expedited check-in	✓	✓	–	–	✓	–	–
Branded table signage	✓	✓	–	–	✓	–	–
Dedicated sponsor liaison	✓	✓	✓	–	✓	✓	✓
On-Site Activation Opportunities							
Suggest/deliver custom activations	✓	✓	–	–	–	–	–
Provide branded gift bag/table items	✓	✓	✓	–	–	–	–
Stage participation	✓	–	–	–	–	–	–
Exclusivity							
Total available slots	2	4	Unlimited	Unlimited	1 (exclusive)	2	1 (exclusive)
Exclusive branding in category	–	–	–	–	Reception area	One cocktail	Wine service



ROYAL MILITARY COLLEGE OF CANADA
COLLÈGE MILITAIRE ROYAL DU CANADA

1876  2026

Next Steps

To secure a sponsorship or request additional information, please reach out to contact@rmc150gala.ca.

A Note on Kingston, the Venue, and Our Community

As the longstanding home of the Royal Military College of Canada, Kingston holds a special place in the hearts of generations of alumni, cadets, faculty, and military families. The city has shaped the RMC experience for nearly 150 years — not only as the physical setting of the College, but as a community that has supported, welcomed, and celebrated thousands of future leaders.

Hosting the RMC 150th Anniversary Gala at **1 The Tragically Hip Way** adds an additional layer of meaning. Known to many as the K-Rock Centre, the venue is a landmark in Canadian music history as the site of **The Tragically Hip's final concert** — a moment deeply rooted in Kingston's identity and in the memories of Canadians across the country. For many RMC alumni, this connection makes the venue profoundly special: a place where Canadian heritage, community, and legacy converge.

By partnering with us, sponsors join a celebration that is not only national in scope, but deeply local in spirit. RMC is proud to call Kingston home, and we are grateful for the opportunity to collaborate with community partners who share in the pride, history, and character that make this city extraordinary. Your support helps ensure that this milestone event honours both RMC's legacy and the community that has sustained it for a century and a half.

If you are a local business or community partner interested in supporting the Gala outside the scope of the sponsorship options listed, please reach out to contact@rmc150gala.ca. We would be pleased to work with you to find a meaningful role that reflects your connection to Kingston and your support for RMC's 150th anniversary.