



MARKETING AND VISIBILITY OPPORTUNITIES

Make a difference in your community while increasing your visibility to target audiences. These high-profile initiatives offer a wide range of opportunities to engage both your internal and external audiences. These offers are scalable and can be tailored to suit your needs.

SPRING

MAJOR DONOR EVENT

OVERVIEW

Exclusive recognition event to show appreciation for donors who contribute \$5000 or more.

AUDIENCE

Major donors

VISIBILITY AND ENGAGEMENT OPPORTUNITY

- Presenting Sponsor \$15,000
- Supporting Sponsor \$10,000

COMMUNITY BUILDER OF THE YEAR AWARDS GALA

OVERVIEW

These awards salute organizations and individuals who work tirelessly and passionately to make Ottawa a better place to live, work and raise a family.

AUDIENCE

Local business, United Way/Centraide Ottawa funded programs, local agencies & media

VISIBILITY, STAFF AND CLIENT ENGAGEMENT OPPORTUNITIES

- Pre-event reception (taken)
- Award sponsor \$6,500
- Dual Event (includes Launch) \$2,250
- Table sponsor \$1650
- Additional community table \$1000

Summer

SHARING OUR STRENGTHS COMMUNITY CONFERENCE

OVERVIEW

Provides more than 300 participants with an opportunity to draw upon and share the strengths and best practices of Ottawa's non-profit sector.

SHARING OUR STRENGTHS COMMUNITY CONFERENCE (CONTINUED)

AUDIENCE

Government representatives, school boards, childcare centres, city employees, not-for-profit groups and community agencies

VISIBILITY AND ENGAGEMENT OPPORTUNITIES

- Presenting sponsor \$5000
- Supporting sponsors \$2500

TEA BY THE WATER

OVERVIEW

This event brings together loyal donors, volunteers and guest speakers for an afternoon, for tea, sandwiches and to share memories.

AUDIENCE

Long-time direct response and planned giving donors

VISIBILITY AND ENGAGEMENT OPPORTUNITIES

- Presenting sponsor \$7,500
- Supporting Sponsor \$3,000
- Marketplace Sponsor \$1,500

YOUTH GOT TALENT

OVERVIEW

The event is a fresh for-youth-by-youth talent show, organized and put on by United Way's Youth Action Panel to recognize and celebrate International Youth Day. YOUth Got Talent celebrates the contributions our youth make in our community while showcasing their talents. Last year's event featured a performance by Juno nominated Elise Estrada.

AUDIENCE

Youth aged 13-24

VISIBILITY AND ENGAGEMENT OPPORTUNITY

- Presenting Sponsor
- Entertainment Sponsor

CAMPAIGN PLEDGE FORM

OVERVIEW

Sponsorship of pledge forms used throughout workplace campaigns in Ottawa.

AUDIENCE

1800 workplace campaigns

VISIBILITY OPPORTUNITY

- Pledge form sponsor \$12,000

GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN (GCWCC)

OVERVIEW

There are only 5 GCWCC Prestige Sponsors that receive visibility and recognition during the Government of Canada Workplace Charitable Campaign (GWCC) on collaterals, at events and on the website from August 2010 to November 2010. Events where sponsors are invited to participate and network begin as early as May 2010 and continue until November 2010.

AUDIENCE

112 Federal Government departments

VISIBILITY OPPORTUNITY

- Prestige Sponsor \$35,000

LEADERSHIP GIVING PACKAGE

OVERVIEW

The leadership booklet is considered one of our more prestigious and sought-after publications that recognizes generous donors who contribute \$1,000 to our community annually. It also highlights results of the programs, projects, initiatives and partnerships that these donor gifts made possible. Your logo on 3550 Pledge cards is also included in this package.

AUDIENCE

Leadership and Major Donors

VISIBILITY OPPORTUNITIES

- Exclusive Sponsorship \$7,500

VAN SPONSOR

OVERVIEW

Sponsorship of the Campaign vehicle includes your logo on the side of the Van that travels the city during the campaign period (Sept-Dec.) delivering campaign materials to workplaces.

AUDIENCE

Ottawa general public

LAMP POST SIGNAGE

OVERVIEW

Lamp Post signage is designed to remind residents that the campaign is underway during September, October and November.

AUDIENCE

Ottawa residents and visitors

- Traffic flow in combined venues is 462 341 vehicles daily. Signs are distributed on approximately 11 of Ottawa's busiest streets/intersections. Traffic flow per street averages 42 031 vehicles daily

VISIBILITY OPPORTUNITIES

- Annual & multi-year opportunities (\$3150, \$5670 & \$10,710)

COMMUNITY CAMPAIGN LAUNCH

OVERVIEW

This event kicks off the annual campaign. Local celebrity servers help get the breakfast off to a great start.

AUDIENCE

More than 1500 guests including Ottawa's top business and government leaders, agency representatives and the media.

VISIBILITY, STAFF AND CLIENT ENGAGEMENT OPPORTUNITIES

- Prestige sponsor \$15,000
- Supporting Sponsor \$10,000
- Dual event (includes CBA's) \$2,250
- Table sponsors \$1100
- Additional community table \$500

COMMUNITY ACTION DAYS

OVERVIEW

As an expansion of the original Day of Caring program, Community Action Days offers more opportunities and flexibility to organizations and volunteers that wish to donate their time, skills and efforts to help community organizations across the city. Now Four days from September to December.

AUDIENCE

Teams from a cross-section of business, labour, three levels of government and the media, with more than 1500 participants in 2009.

VISIBILITY AND CLIENT ENGAGEMENT OPPORTUNITIES

- Presenting Sponsor \$5,000
- Team participation available, no investment required
- Prize sponsors

SEEING IS BELIEVING

OVERVIEW

With over 34 bus tours during the '09 campaign, the tour introduces participants to the people who work every day to make a difference in our community and to whose lives have been changed.

AUDIENCE

Employees from workplaces in public and private sector

VISIBILITY AND ENGAGEMENT OPPORTUNITY

- Presenting Sponsor \$7500

SCHMOOZEFEST

OVERVIEW

Unique networking event to engage the Next Generation with local business and community leaders.

AUDIENCE

Professionals from the private and public sector between the ages of 20 and 40.

VISIBILITY AND ENGAGEMENT OPPORTUNITIES

- Presenting sponsor \$5000
- Supporting sponsor \$2,500

SENSATIONAL FRIDAY

OVERVIEW

Recognition event for Leadership donors (\$1000+) family fun day with exclusive opportunity to skate at Scotiabank Place and to meet members of the Ottawa Senators.

AUDIENCE

Leadership donors, friends and families; organizations seeking exclusive entertainment opportunities for their employees or customers.

VISIBILITY AND ENGAGEMENT OPPORTUNITIES

- Presenting Sponsor \$15,000
- Period sponsor \$4,000
- Concourse sponsor \$2,500
- Prize Sponsors

Year-Round

363 COVENTRY ROAD SUITE SPONSORSHIP

OVERVIEW

Naming rights for individual meeting rooms at United Way/Centraide Ottawa headquarters (14 rooms).

AUDIENCE

Visitors, volunteers and staff of United Way/Centraide Ottawa; traffic is expected to be over 10,000 visitors per year

VISIBILITY OPPORTUNITIES

- Opportunities ranging from \$1000 to \$17,500
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