



# SPONSORSHIP OPPORTUNITIES

## AT A GLANCE

Get involved and make a difference in your community. 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.

## Fall

### Airplane Pull

#### Overview

Team-building event, hosted by the Ottawa Airport Authority. Approximately 20 teams of 20 compete in a tug of war against a Federal Express Boeing 727 in a race against the clock.

#### Target Audience

Corporate and public sectors, and media

#### Sponsorship Opportunities

- Presenting sponsor \$10,000
- Supporting sponsor \$5000
- Team sponsor \$1000

### Campaign Launch

#### Overview

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

#### Target Audience

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

#### Sponsorship Opportunities

- Presenting sponsor \$15,000
- Van sponsor (Campaign vehicle for 20 weeks)
- Dual event (includes CBA's) \$1750
- Table sponsors \$1000

### Day of Caring

#### Overview

This day brings together hundreds of volunteer teams who volunteer with not-for-profit groups at project sites across the city.

#### Target Audience

Teams from a cross-section of business, labour, three levels of government and the media, with more than 1000 participants in 2007.

#### Sponsorship Opportunities

- Presenting sponsor (taken)
- Event sponsor at \$3500, \$7000 and \$10,000
- Team participation available, no investment required
- Prize sponsors

### Seeing is Believing

#### Overview

These bus tours introduce participants to the people who work every day to make a difference in our community and to whose lives have been changed.

#### Target Audience

Donors and volunteers

#### Sponsorship Opportunity

- Presenting Sponsor \$3500

### Schmoozefest

#### Overview

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

#### Target Audience

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

#### Sponsorship Opportunities

- Presenting sponsor \$5000
- Supporting sponsor \$3500

### SENSational Sunday

#### 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.

#### Target Audience

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

#### Sponsorship Opportunities

- Presenting Sponsor (taken)
- Period sponsor \$3500
- Concourse sponsor \$2500
- Play area \$2500
- Prize Sponsors

### Caring for Others

#### Overview

Classroom event in elementary schools across Ottawa to engage students from Grades 4, 5 & 6 around the concepts of giving & volunteering.

#### Target Audience

Students and their respective teachers from Grades 4, 5 & 6

#### Sponsorship Opportunities

- Event Sponsorship \$5000
- Booklet Sponsorship \$3000

## Spring

### Major Donors Event

#### Overview

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

#### Target Audience

Major donors

#### Sponsorship Opportunity

- Event sponsor (taken)

### Wall of Inspiration

#### Overview

Permanently installed at City Hall; the Wall of Inspiration acts as a reminder to residents and visitors of the enduring commitment that Community Builder Award recipients have made to Ottawa.

#### Target Audience

Community Builder Award recipients, media

#### Sponsorship Opportunity

- Display sponsor (taken)

### Community Builder of the Year Awards

#### 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.

#### Target Audience

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

#### Sponsorship Opportunities

- Pre-event reception (taken)
- Stage sponsor \$5000
- Award sponsor \$3500
- Dual Event (includes Launch) \$1750
- Table sponsor \$1250

### Youth Action Day

#### Overview

Designed to engage youth from high schools and youth groups in volunteer projects throughout the city.

#### Target Audience

Youth (ages 14-18) from schools & youth groups

#### Sponsorship Opportunities

- Gold sponsor \$10,000
- Silver sponsor \$5000
- Bronze sponsor \$2500

## 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.

#### Target Audience

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

#### Sponsorship Opportunity

- Presenting sponsor \$5000

### Tea by the Water

#### Overview

This event brings together loyal donors, volunteers and guest speakers for an afternoon by the shores of the Ottawa River.

#### Target Audience

Long-time direct response and planned giving donors

#### Sponsorship Opportunities

- Presenting sponsor \$2500
- Supporting sponsor \$1500

## Campaign

### Campaign Pledge Form

#### Overview

Sponsorship of pledge forms used throughout workplace campaigns in Ottawa.

#### Target Audience

1800 workplace campaigns

#### Sponsorship Opportunity

- Pledge form sponsor \$12,000

### Lamp Post signage

#### Overview

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

#### Target Audience

Ottawa residents and visitors

#### Sponsorship Opportunities

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

## Year-Round

### 363 Coventry Road Suite Sponsorship

#### Overview

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

#### Target Audience

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

#### Sponsorship Opportunities

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

For current information and highlights please visit [www.unitedwayottawa.ca](http://www.unitedwayottawa.ca) and click 'How you can help' tab and select Sponsorship Opportunities.



**United Way  
Centraide**  
Ottawa