

## About the Ottawa Gala

One of the most sought after events in town, the Ottawa Gala is a chic, black-tie optional event attracting Ottawa's future movers and shakers. This year's event will be held on April 14, 2012.

Since 1993, the Fund for a New Generation has supported Ottawa's underprivileged youth by hosting this annual gala event. Attracting over 800 young professionals and local luminaries each year, the Gala has raised over \$650,000 for local charity. The Gala's Honourable Chair, John Baird, Minister of Foreign Affairs, is an ardent supporter of the event, along with several other local and national leaders who are all committed to supporting initiatives that benefit Ottawa's youth.



“This 30,000 dollar cheque is the result of young professionals doing their part to give back”

Honourable John Baird,  
Minister of Foreign Affairs

## Why sponsor the Gala

As a sponsor, your business would benefit from an unparalleled opportunity to reach a core demographic of young professionals with disposable income (60% aged 25 to 36), as well as further your business reputation as a committed community builder.

While opportunities for exposure vary according to the level of sponsorship, all our sponsors receive a wide degree of promotion and media coverage through Ottawa's top online, print, radio and television outlets. Individually, you will also benefit from:

- Online Recognition: by displaying your logo on our website;
- Onsite Recognition: by showcasing your logo on a rotating slide show during the gala evening; and
- Community Recognition: through the opportunity to promote the Gala's logo and web link to demonstrate your community involvement.

## Sponsorship levels

### PLATINUM LEVEL "PRESENTING SPONSORS" – \$15,000

- Exclusive sponsorship of the VIP room, including open bar from 8-11pm, upgraded catering and quality entertainment
- Premium logo placement and name recognition in print, radio, television, Web and event posters with up to \$100,000 in media exposure and advertisement
- Premium name and logo recognition on all Ottawa Gala tickets
- Premium placement of corporate banners (to be provided by the sponsor) during the Gala
- 8 VIP tickets (about \$125 per ticket) to the Ottawa Gala

### GOLD LEVEL "EVENT SPONSORS" – \$10,000

- Up to \$80,000 in media exposure through print, radio, television, Web and event poster exposure and advertisement
- Prominent name and logo recognition on all Ottawa Gala tickets
- Prominent placement of one corporate banner (to be provided by the sponsor) during the Gala
- 6 VIP tickets (about \$125 per ticket) to the Ottawa Gala

### SILVER LEVEL "EVENT SUPPORTER" – \$5,000

- Up to \$60,000 in media exposure and advertisement through print, Web and event posters
- Medium profile placement of corporate signage (to be provided by the sponsor)
- 4 VIP tickets (about \$125 per ticket) to the Ottawa Gala

### BRONZE LEVEL "PATRONS OF THE GALA" – \$2,500

- Up to \$40,000 in media exposure and advertisement through print, web and event posters
- 2 VIP tickets (about \$125 per ticket) to the Ottawa Gala

### FRIENDS OF THE GALA – \$1,000

- Up to \$25,000 in exposure through the Ottawa Gala Website and event posters
- 4 General Admission tickets (about \$60 per ticket) to the Ottawa Gala

### FRIENDS OF THE GALA – \$500

- 2 General Admission tickets (about \$60 per ticket) to the Ottawa Gala

### VIP SUPPORTERS

- Buy up to 10 VIP tickets and receive 4 General Admission (about \$60 per ticket) tickets to the Ottawa Gala

## IMPORTANT DETAILS

- 13% HST will be added to the above amounts
- Cheques should be made payable to The Fund for a New Generation, PO Box 81091, 111 Albert Street, Ottawa, ON, K1P 1A5
- For last year's sponsors, the deadline for right of refusal for the 2012 Gala is December 1, 2011.
- Deadline for logos to be included on our poster (if applicable) is February 17, 2012
- For sponsorship opportunities and enquires, please contact Kevin Robson, Sponsorship Coordinator, at [robskev@gmail.com](mailto:robskev@gmail.com)