



SPIRIT OF THE CAPITAL YOUTH AWARDS 2010 SPONSORSHIP PROPOSAL

Event Date: Monday, May 31, 2010

Location: Ottawa – Marriott Hotel Kent St.

For the 13th year, Child and Youth Friendly Ottawa (CAYFO) is proud to host the Spirit of the Capital Youth Awards. The Spirit Awards Night is an annual gala that celebrates the extraordinary achievements of youth who are making our community, and the world, a better place. We have the honour and privilege of sharing their incredible stories, passion and dedication with our guests, in hopes of inspiring others to step up and make a difference in their own communities.

Title Sponsor : \$7,500

- ✓ Industry exclusivity (only one opportunity is available)
- ✓ One complimentary table of 10 at the front of the stage for the event
- ✓ Includes an exclusive invitation to the VIP reception prior to the awards dinner
- ✓ Corporate name/logo within the title of event (e.g., CAYFO's Spirit of the Capital Youth Awards presented by (your company name))
- ✓ Corporate logo displayed prominently on the stage as title sponsor
- ✓ Opportunity for a company representative to speak at the beginning of awards ceremony and introduce the youth emcees
- ✓ Opportunity for a company representative to participate in the Spirit Selection committee and assist in determining finalists
- ✓ Opportunity for your company to contribute a special bursary toward a category of your choice
- ✓ Opportunity to place gifting items at each place setting
- ✓ Your company logo on the podium at front of the stage
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company ad within the evening program as well as your logo on the front and back cover as well as in Ottawa Citizen thank you ads
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisement published in Ottawa Kiosk newsletter campaigns
- ✓ Invitation to meet finalist and runners-up at a pre-event function

Dinner Sponsor : \$6,000

- ✓ Industry exclusivity (only one opportunity is available)
- ✓ One complimentary table of 10 for the event
- ✓ Includes an exclusive invitation to the VIP reception prior to the awards dinner
- ✓ Corporate name/logo on each table sign (approximately 50)
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Opportunity to place gifting items at each place setting
- ✓ Recognition in on-line advertisement published in Ottawa Kiosk newsletter campaigns

Young Achievement Sponsor : \$5,000 **SOLD**

- ✓ Exceptional opportunity for your company to provide complimentary seats to all short listed nominees (two tables)
- ✓ Complimentary 4 tickets to attend the event (two representatives to host each nominees' table)
- ✓ Opportunity to meet nominees at a separate nominee orientation event
- ✓ Group photo taken with your company representatives and the evening's nominees and winners.
- ✓ Includes an exclusive invitation to the VIP reception prior to the awards dinner
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisement published in Ottawa Kiosk newsletter campaigns

Award Category Sponsor : \$3,500 **SOLD**

- ✓ A choice of one of the below listed categories for \$3,500
- ✓ An inspiring opportunity for your company to host your respective award category finalists (award winner with guest and runner up with guest at your complimentary table of 10 (your company receives 6 tickets)
- ✓ Your company representative to present the category award and bursary to the category winner and runner up.
- ✓ Opportunity for your company representative to take part in the short listing process in determining award finalists.
- ✓ Includes an exclusive invitation to the VIP reception prior to the awards dinner
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisement published in Ottawa Kiosk newsletter campaigns
- ✓ Inclusion in our Spirit Awards promotion ad and Thank you ad in the Ottawa Citizen
- ✓ Invitation to meet finalist and runners-up at a pre-event function

Categories include:

*Service and Caring**, *Young Athlete**, *Global Citizenship**, *Academic Perseverance**, *Young Activist**, Arts & Culture, *Young Entrepreneurs**, *Youth & Technology**, and *Personal Courage**.

***SOLD**

Entertainment Sponsor : \$2,500

- ✓ Four complimentary tickets for the event
- ✓ Includes an exclusive invitation to the VIP reception prior to the awards dinner
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisements run published in the Ottawa Kiosk newsletter campaigns
- ✓ Inclusion in our Spirit Awards promotion ad and Thank you ad in the Ottawa Citizen

Dessert Sponsor : \$2,500

- ✓ Four complimentary tickets for the event
- ✓ Includes an exclusive invitation to the VIP reception prior to the awards dinner
- ✓ Opportunity to have a signature dessert in your company's name created by the culinary team at the Marriott Hotel
- ✓ Your company logo on easel signage during the post dinner dessert buffet
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisements run published in the Ottawa Kiosk newsletter campaigns
- ✓ Inclusion in our Spirit Awards promotion ad and Thank you ad in the Ottawa Citizen

VIP Sponsor: \$1,500

- ✓ Two complimentary tickets for the event
- ✓ Exclusive opportunity to host the VIP reception prior to the awards dinner and offer welcoming remarks
- ✓ Opportunity to brand your company with event colours, logos and signage on the upper balcony level of the Marriott ballroom
- ✓ Your company logo on easel signage at the entrance of the VIP reception
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisements published in Ottawa Kiosk newsletter campaigns
- ✓ Inclusion in our Spirit Awards promotion ad and Thank you ad in the Ottawa Citizen

Youth Market Sponsor : \$1,500

- ✓ Two complimentary tickets for the event
- ✓ Includes an exclusive invitation to the VIP reception prior to the awards dinner
- ✓ Your company logo on easel signage at the entrance of the Youth Market adjacent to the Marriott ballroom
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisement published in Ottawa Kiosk newsletter campaigns
- ✓ Inclusion in our Spirit Awards promotion ad and Thank you ad in the Ottawa Citizen

Media Sponsorship

Print	The Ottawa Citizen	<i>SOLD</i>
Radio	available	
Television	CTV Ottawa	<i>SOLD</i>
Web	Creative Unity Limited	<i>SOLD</i>
Internet	Ottawa Kiosk/Ottawa Live	<i>SOLD</i>

Clothing Sponsor

One male – one female supplier

To provide dress and suit rentals to finalists for awards night

- ✓ Two complimentary tickets to each supplier for the event
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Opportunity for your company to provide coupons and display booth at the Youth Market adjacent to Marriott ballroom
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisements run published in the Ottawa Kiosk newsletter campaigns
- ✓ Inclusion in our Spirit Awards promotion ad and Thank you ad in the Ottawa Citizen

Print Sponsor **SOLD** Dollco Printing

- ✓ Four complimentary tickets for the event
- ✓ Industry exclusivity
- ✓ Your company logo on easel signage at the entrance of the Youth Market adjacent to the Marriott ballroom
- ✓ Your company logo on all outbound promotional material (i.e., posters, post cards, e-newsletters, nomination packages distributed to local high schools, City of Ottawa libraries, community resource centres, and local participating businesses)
- ✓ Your company logo on the CAYFO – Spirit of the Capital Youth Awards website with a live link to your company web site
- ✓ Quarter page ad in evening program
- ✓ Your company logo on the back cover of the Spirit evening program
- ✓ Display of your corporate logo during the event on an overhead presentation
- ✓ Verbal recognition and thank you from evening emcees
- ✓ Recognition in on-line advertisement published in Ottawa Kiosk newsletter campaigns
- ✓ Inclusion in our Spirit Awards promotion ad and Thank you ad in the Ottawa Citizen

Individual Ticket Prices

Adult tickets	\$85
Youth tickets (<i>up to 21 years of age</i>)	\$30
Table of ten	\$800

For further information, please contact:

Christine Dubue, CAYFO Acting Executive Director

Or email us at spirit@cayfo.ca