



*Ottawa*  
**NEW YEAR'S EVE™**  
*Charity Ball*

**2018**  
**SPONSORSHIP PACKAGE**

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OttawaCharityBall/   
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[ottawacharityball.ca](http://ottawacharityball.ca)

# WELCOME

Ottawa  
**NEW YEAR'S EVE™**  
Charity Ball

On December 31, 2018, the 4th Annual Ottawa New Year's Eve Charity Ball (ONYECB) will be held, at the Ottawa Conference and Event Centre, in support of local children with autism, special needs, and disabilities. Our goal is to raise funds to support these children, by donating all the proceeds.

Destiny's Way Foundation and the ONYECB committee are dedicated to developing relationships with companies, organizations and people. We are always open to ideas designed to make sponsorship fresh, exciting and new. Providing in kind donations or purchasing a corporate table are fantastic ways to show your support.

The night kicks off with cocktails at 6pm, followed by a truly fantastic four course dinner of sumptuous fine dining with wine. During the meal, attendees will be treated to a smooth musical ambience provided by the world-class artistry of the Steve Berndt Quartet! There will also be many fantastic live and silent auction items available! Finally, as midnight approaches...we will ring in the New Year with a glass of crystal-fluted champagne and announce the BIG WINNER! The Grand Prize raffle will be worth over...**\$15,000!**

***"An absolutely wonderful event that inspired  
me to join the team"***

***- L. Filice, Prolific Development Ltd***

***"This was a first class event, all the way"***

***- K. Quinn, Jaiko Cleaning Services***

# BENEFICIARIES

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## This Year's Beneficiaries:

The Ottawa Rotary Home Foundation exists to improve the quality of life of caregivers and individuals with disabilities through a family and person-centered approach that is responsive to individual needs and offered in a dynamic and flexible way. Offering a variety of specialty respite programs for different age groups.

Journey House incorporates a supported independent living model, within a residential community for people with diagnosed exceptionalities. In keeping with a truly person-centered and relational approach to supporting desegregated living, the residents are encouraged to become integrated and connected with their community through a range of innovative daily activities that enhance a sense of belonging and personal identity.

Your financial participation will ensure the continued success of these desperately needed programs.

Our goal is to raise **\$55,000** and increase community awareness and support of these extraordinary organizations that make available the many needed services necessary to maintain and improve the quality of life for these vulnerable children.



# OPPORTUNITIES



## Let's start a conversation!

The attendees at the Ottawa New Year's Eve Charity Ball are typically those that can give back to charities in need and the community, at large. Based on combined attendance from 2015 to 2017, most of the guests are between the age of 35 and 55, with a gender mix of 50/50. The household income allows for the purchasing of two or more tickets with a value of \$450/pair.

**Print Media** - Ottawa Citizen, Faces Magazine, Kitchissippi Times

**Radio Advertising** - Will consist of over \$25,000 in promotional radio spots courtesy of Boom 99.7 FM

**Online Advertising** - Post Media, Faces Magazine, Boom 99.7 FM, Ottawa Festivals, Ottawa Tourism

**Social Media** - Includes Twitter, Facebook, and Instagram. ONYECB will receive strong support from Ottawa Festivals, Ottawa Tourism, Boom 99.7 FM with a combined twitter following of over 125K.

**SEO** - A \$10,000/month grant from Google Ad Words has been approved for search engine optimization and conversion to ticket sales.



- 2017 Conversion Rates -

# SPONSORSHIP PACKAGES

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## TITLE SPONSOR

## MEDIA SPONSOR

### Two VIP tables of 8 includes:

#### 16 Tickets

- Entitles sponsor to attach name to current event
- Advertising table topper
- 6 Bottles of champagne
- VIP lounge tickets for cocktails at 5:30 PM
- VIP photo passes for the red carpet media wall
- Promoted on all marketing material:  
event website - social media - press release  
radio advertising - event banners - red carpet  
media wall - online ticket gateway - swag bags
- Full centerfold advertising in the event program
- Promotion material in the swag bags
- Digital logo visibility at the event
- Custom gobo
- Exclusive recognition from the Master of  
Ceremonies
- First right of refusal for December 31, 2019  
Ottawa New Year's Eve Charity Ball

### One table includes:

#### 10 Tickets

- Advertising table topper
- 3 Bottles of champagne
- VIP lounge tickets for cocktails at 6:00 PM
- VIP photo passes for the red carpet media wall
- Promoted on all marketing material:  
event website - social media - press release  
radio advertising - event banners - red carpet  
media wall - online ticket gateway
- One page advertising in the event program
- Promotion material in the swag bags
- Digital logo visibility at the event
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Ottawa New Year's Eve Charity Ball

**\$25,000+ IN ADVERTISING**

### PLEASE CONTACT:

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President  
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Dan Goulet  
Destiny's Way Foundation  
Marketing Director  
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dan@mediawize.ca



# SPONSORSHIP PACKAGES

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## CORPORATE SPONSOR

## SPONSORS & PARTNERS

### FULL TABLE

#### 8 Tickets

- Advertising table topper
- VIP seating
- 2 Bottles of champagne
- Logo promoted on the event website, social media and event banners
- Half page advertising in the event program
- Digital logo visibility at the event
- Honorable mention from Master of Ceremonies

**\$2,400**

### HALF TABLE

#### 4 tickets

- Advertising table topper (shared)
- VIP seating
- 1 Bottle of champagne
- Logo promoted on the event website, social media and event banners
- Quarter page advertising in the event program
- Digital logo visibility at the event
- Honorable mention from Master of Ceremonies

**\$1,200**

As a Sponsor or Partner, you may contribute in increments and your company will be recognized accordingly. The more you're able to sponsor the more exclusive representation can be awarded. Print, radio, digital and social media representation are ways your corporate contribution can work for you.

### BECOME A SPONSOR

We have opportunities available in the following categories:

WINE  
DESSERT  
AUDIO VISUAL  
ENTERTAINMENT  
CENTERPIECES  
SILENT AUCTION  
LIVE AUCTION  
DOOR PRIZES

**\$500 | \$1,000 | \$1,500 | \$2,000 | \$2,500+**

# SPONSORSHIP COMMITMENT

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\*In order to meet our deadlines and obligations, kindly submit package payments and prize donations by October 15, 2018. Charitable Donations will continue to be accepted after this date. Thank you.

Package Chosen: \_\_\_\_\_  
Yes, my company or I as an individual will commit to the package(s) indicated above in support of the Ottawa New Year's Eve Charity Ball.



Name of your company or Individual \_\_\_\_\_  
(As it should appear on all selected advertising)

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Representative's Name \_\_\_\_\_ Title \_\_\_\_\_

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_ 2018 \_\_\_\_\_  
(For company or individual)

Event Representative \_\_\_\_\_ Date \_\_\_\_\_ 2018 \_\_\_\_\_

This agreement in no way indicates ownership of the event. The Ottawa New Year's Eve Charity Ball is the exclusive property of Destiny's Way Foundation. This agreement also serves to confirm the first right of refusal deadline as February 15, 2019.



Please email your company logo (in a high resolution PNG or jpeg format) to [info@ottawacharityball.ca](mailto:info@ottawacharityball.ca).  
Kindly make cheques payable to Destiny's Way Foundation. All payments are final.  
Once again, thank you for your support.

## EVENT CONTACTS

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