



35th ANNIVERSARY / ANNIVERSAIRE
Ottawa Children's
Festival de la jeunesse
MAY 6 - 10 MAI, 2020

Ottawa Children's Festival de la jeunesse
SPONSORSHIP OPPORTUNITIES
2020

THE OTTAWA CHILDREN'S FESTIVAL DE LA JEUNESSE IS THE CAPITAL REGION'S FIVE-DAY, FAMILY-FRIENDLY, FUN-FILLED EXTRAVAGANZA. EVERY YEAR OVER MOTHER'S DAY WEEKEND, OCF BRINGS THE BEST PERFORMING ARTS FROM AROUND THE WORLD TO 20,000+ YOUNG PEOPLE, FAMILIES, AND SCHOOL GROUPS.

In 2019, the Festival achieved:

- a total attendance of 20,740, including 3,000 students and 68 groups
- the contribution of over 500 hours of work from 100 volunteers
- the participation of 20 local businesses offering free on-site extras
- marketing campaign reach of 13 million
- total media reach of 33 million
- the support of over 30 sponsors
- over 1.5 million website visitors to ottawachildrensfestival.ca



**OCF GIVES
BUSINESSES AND
INSTITUTIONS THE
OPPORTUNITY TO
CONNECT DIRECTLY
WITH CANADIAN
FAMILIES AND
SCHOOLS.**



WHAT YOUR SPONSORSHIP ACHIEVES:

- **SHOWCASE** your brand and increase brand awareness and visibility amongst the young family demographic and local area schools
- **ENGAGE** directly with your target audience
- **PROMOTE** your latest products with samples, demonstrations, and on-site branding opportunities
- **STAND OUT** from your competitors
- **NETWORK** with business leaders, politicians, educators, influencers, and the media at our VIP opening night party
- **SUPPORT** a beloved, long-standing, and award-winning family festival in Ottawa
- **CONTRIBUTE** to a vibrant and rich community life

COLLABORATE WITH US ON A SPONSORSHIP PACKAGE THAT MEETS YOUR BUSINESS OBJECTIVES AND GOALS.



PRESENTING (\$20,000)

As the exclusive presenting sponsor of the Ottawa Children's Festival, you are offered the highest level of visibility and exposure, on-site and online. Your logo will appear next to the OCF logo on our website as well as in all advertising and marketing materials (print and digital).



STAGE (\$10,000)

We offer stage branding for each of our various stages on-site. This includes logo placement at the stage entrance, mentions before each performance, branding on the exterior of the stage, logo placement in Festival advertising, promotional materials, and much more!



SHOW (\$5,000)

Sponsor one of our amazing international performances! Your group will get tickets to that show, mentions at the beginning of each performance, logo placement in the program and on the performance webpage, as well as logo and branding at the venue entrance.

VOLUNTEER (\$2,500)

More than 100 volunteers generously donate their time, services, and expertise to OCF. Brand your corporation on the volunteer t-shirt and hospitality tent. This high-visibility category can be tailored to fit your objectives.



ADOPT-A-SCHOOL (\$400-600)

Adopting a school provides economically disadvantaged children with the opportunity to attend the Festival free of charge. For only \$400, an Adopt-A-School sponsor has their logo in our program, online, in social media marketing and receives a thank you letter from their adopted class. Research shows that exposure to, and participation in, the arts contributes positively to child development, engagement, and learning. Becoming an Adopt-A-School sponsor is one of the best ways you can have a direct impact on young people in our community and increase their access to arts and culture!

Vendors wishing to have an on-site activation, booth, or food concession must do so through Adopt-A-School sponsorship. An additional fee of \$200 will be added for a 10' x 10' space at LeBreton Flats Park in the "Adopt-A-School Sponsors" zone. Benefits of a physical presence on-site include: meeting thousands of attendees; being visible to 12K+ commuters streaming by each day; and connecting face to face with children, parents, and educators. Bring your flags, tents, banners, food trucks. Optional larger activation spaces can be negotiated.

BRAND ENGAGEMENT

IN PRINT

Our printed marketing materials are distributed to over 13,000 homes, schools, and family-friendly establishments across the region. Full- and half-page ad space opportunities are available in addition to logo placement. Major sponsors can have their logo on our official bilingual poster.



ONLINE

Sponsor logos appear on the homepage of our website, which receives over 45,000 unique visitors each year. Send us your social media handles so we can tag you in our posts and let us know if you have a new product, special promotion, or event coming up so we can help you spread the word in our e-newsletter and other platforms!

ON-SITE

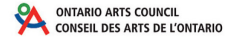
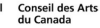
Sponsor logos will appear on on-site pageantry! See your logo featured on official Festival signage at the site's entrance and exits. Presenting and stage sponsors will receive the additional benefit of prominent banner space to capitalize on the drive-by, walk-by, and bike-by traffic.



PAST SPONSORS



Thank you to our partners!
Merci à nos partenaires!



The Harry P. Ward Foundation

**Let us know your best-case scenario.
We will prepare a sponsorship package tailored to your objectives.**

Stephanie Berrington

Sponsorship Manager

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Registered Charitable Organization #: 11891-4977-RR0001

All photos by Dominic Chenier unless otherwise specified