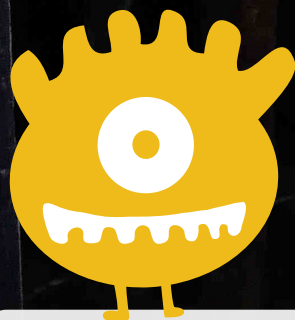


Ottawa Children's  
Festival de la jeunesse



Ottawa Children's Festival de la jeunesse

# SPONSORSHIP OPPORTUNITIES 2023

T: 613.241.0999  
294 Albert St., Suite 602  
Ottawa, ON, K1P 6E6  
Charitable Registration #  
11891-4977-RR0001

# OVERVIEW

The Ottawa Children's Festival de la jeunesse (OCF) is an annual cultural celebration that surrounds children with the best performing arts from around the world!

For 35 years, OCF has presented the highest quality theatre, dance and music for young people aged three and up. In addition to our bilingual programming, we offer a variety of creative workshops and on-site activities that further captivate and engage our audience.

A THREE-DAY  
EXTRAVAGANZA OF  
THE FINEST QUALITY  
THEATRE, DANCE AND  
MUSIC FOR YOUNG  
PEOPLE AND YOUNG  
AT HEART.



# THE FESTIVAL

ATTRACTS BETWEEN **20,000 AND 30,000** YOUNG PEOPLE AND THEIR FAMILIES ANNUALLY TO THE HEART OF OTTAWA

- invites performers from Singapore to Peru, from Denmark to Kenya, and from all across Canada who create an extraordinary cultural community for children, youth and families
- has become the only professional, broad-based bilingual performing arts festival for young audiences within a 500 km radius
- is the proud recipient of both the Lieutenant Governor's Award for the Arts and the Community Recognition Award from the Council of the Arts in Ottawa
- has hosted over 540,000 people since 1985
- enriches school curriculum and promotes the arts as an integral part of children's education





# THE OCF GIVES YOU THE OPPORTUNITY TO CONNECT WITH YOUNG PEOPLE AND THEIR FAMILIES.

The OTTAWA CHILDREN'S FESTIVAL prides itself on the ability to bring the best in international theatre and performing arts to the community. Patrons enter the Festival site, enjoy our on-site animators and engage in interactive activities. Pre-purchased tickets for the main attractions ensure great attendance even on a rainy day. We strive to provide all families with affordable access to quality live performing arts. This is only possible with the continued support of sponsors like you.



Katherine Dines @KatherineDines  
This is one of #Ottawa's BEST  
FESTIVALS! You don't even need to  
have kids to love it. <3



© John Messier

## BENEFITS

- **SHOWCASE** your brand and increase your brand awareness
- Directly **ENGAGE** with your target audience
- **PROMOTE** your latest product/ campaign with samples, trial offers, and demonstrations
- **STAND OUT** from your competitors
- Create new professional **RELATIONSHIPS** with other sponsors and vendors
- **NETWORK** with business leaders, city councillors, educational leaders, bloggers and media at the VIP Opening Night
- Provide employee **VOLUNTEER** opportunities
- **SUPPORT** a beloved and long-standing performing arts organization in Ottawa
- Give back to your **COMMUNITY** (and create enormous goodwill by doing so)





## SPONSORSHIP

Design a sponsorship opportunity that suits your business objectives and goals.  
Like children's imaginations:  
**THE SKY IS THE LIMIT!**

## PRESENTING

As the exclusive presenting sponsor of the OCF, you are offered the highest level of visibility and exposure on-site and off. Your logo will appear next to the OCF logo on our website as well as in all advertising and marketing materials (printed and digital). In addition, we are proud to offer our Presenting Sponsor a speaking opportunity at our VIP Opening Night event, as well as volunteer

## STAGE OR IMAGINELAND SPONSOR

This level of sponsorship entitles your company to brand one of our three stages. This investment allocates logo placement at the stage entrance, mentions at the beginning of each performance, branding on the outside of the stage, logo placement in Festival advertising and promotional materials and much more!



© Tony Hu



© Dawson-Hamilton

## SHOW SPONSOR

Sponsor a show from around the world! In return for your investment, your group will get tickets to that show, mentions at the beginning of each performance, logo placement in the program and on the performance web page, as well as logo/branding outside the venue entrance of the

## VOLUNTEER SPONSOR

More than 150 volunteers dedicate their time, services and expertise to the OCF. As the Volunteer Sponsor, brand your corporation on the volunteer t-shirt and hospitality tent for the duration of the Festival. This highly visible category can be tailored to fit your needs.



© André Gagné



## ADOPT-A-SCHOOL SPONSOR

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 and 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; connecting face to face with children, parents and educators. Bring your flags, tents, banners, food trucks. Optional larger activation spaces can be negotiated.

FRED PENNER ►  
2018 performer

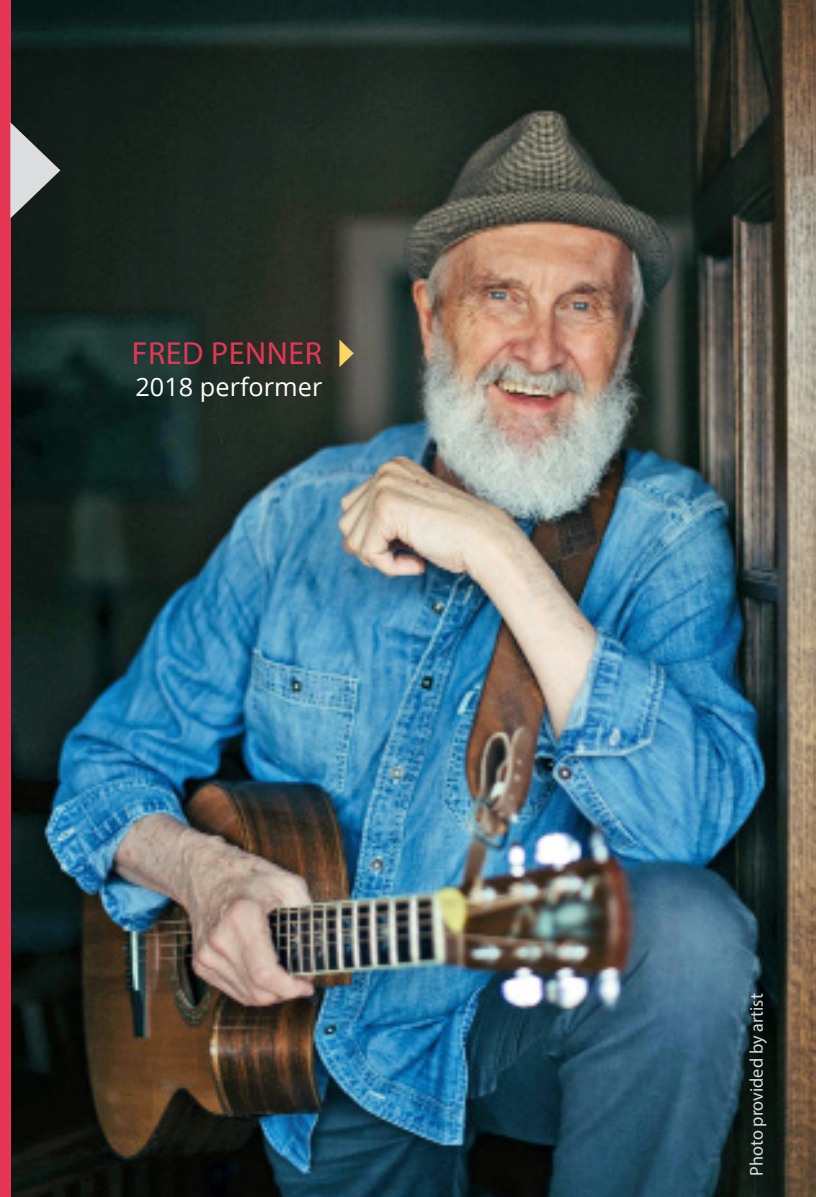


Photo provided by artist



**BUILD:**  
AWARENESS  
RELATIONSHIPS  
GOODWILL





# BRAND ENGAGEMENT

## ON-SITE ACTIVATIONS: BRING YOUR FLAGS, TENTS AND BANNERS!

Meet thousands of attendees and be visible to 12K+ commuters streaming by route to downtown Ottawa/Gatineau daily. Connect face to face with kids, their parents/grand parents and all the while co-brand with the Festival to drive-by, walk-by and bike-by traffic.

There is space on-site for your 10x10, or- GO BIG with your own tent or animate up to 100x100! Amazing environment to brand with an excited and engaged springtime crowd.



## PROGRAM BOOK, POSTERS AND FLYERS

Our printed marketing materials are distributed to over 12,000 homes, schools and family friendly establishments across the region. The program book features all sponsor logos. Full and half page ad opportunities are available. The publication is viewed tens of thousands of times online and handed out on-site. Major sponsors also get logo placement on our official bilingual 11" x 17" poster which is seen across Ottawa / Gatineau.

## SOCIAL MEDIA

Have a new product, special promotion or event coming up that you'd like thousands of families in the National Capital Region to see? We'll help you spread the word using our e-newsletter and all platforms!

## WEBSITE

The OCF website receives over 45,000 unique visitors each year. Sponsor logos appear on the homepage, on a dedicated sponsor page as well as on any other page related to the level of sponsorship (i.e. a show sponsor appears on the individual show page).



## PAST AND CURRENT PARTNERS

**MEGA  
CONSTRUX™**

**Long & McQuade**  
MUSICAL INSTRUMENTS

**BellMedia**



**pizza pizza**

**ENBRIDGE**

**ALTITUDEGYM**



**AGA KHAN FOUNDATION  
CANADA**



**OAG  
GAO**



	PRESENTING	STAGE	SHOW	ZONE	VOLUNTEER	ADOPT-A-SCHOOL	10 X 10 BOOTH
Logo on outdoor Festival sponsor signage at LeBreton Flats Park	X	X	X	X	X	X	On-site space for sampling, promotional materials, presentations and audience interactions. Customize your space. Let us help add logo presence, branding or pageantry. Lots of add-ons and options available.
Logo in official program (13,000+ printed & published online)	X	X	X	X	X	X	
Logo/link on OCF website	X	X	X	X	X	X	
Social media mentions (Facebook and Twitter)	X	X	X	X	X	X	
VIP Opening Night invitations	X	X	X	X	X	X	
Employee volunteering opportunities	X	X	X	X	X		
Festival tickets	X	X	X	X			
Logo in e-newsletters	X	X		X			
Pop-up at stage entrance	X	X	X				
Logo on official 11" x 17" poster (1,500+ printed & published online)	X	X	X				
Logo on all related individual show web pages (ottawachildrensfestival.ca)		X	X				
Speaking opportunities	X	X					
Logo in magazine, newspaper and bus advertising	X	X					
Logo on volunteer t-shirts	X				X		
Branding of volunteer tent	X				X		
Naming of stage or zone		X		X			
Naming/title of event	X						
Logo in promo video	X						
Mention in radio campaign	X						
Logo on all marketing materials (print and digital)	X	X					
Branding in press releases	X						

Customization available upon request. Some benefits are time-sensitive and may not be available at the time of request.

# JOIN THE FUN IN 2023!



## FESTIVAL OFFICE

**T:** 613.241.0999

**F:** 613.241.5774

[contact@ottawachildrensfestival.ca](mailto:contact@ottawachildrensfestival.ca)

294 Albert Street, Suite 602

Ottawa, ON, K1P 6E6

### Hours of operation:

Mon-Fri (9am to 5pm)

Sat-Sun (Closed)

### Charitable Registration Number:

11891-4977-RR0001

## FOLLOW US

 **Facebook** /OttawaChildrensFestival

 **Twitter** @OttChildFest

 **Instagram** @OttawaChildrensFest

 **Pinterest** /ottawakidsfest

## OTTAWACHILDRENSFESTIVAL.CA

All photos, unless otherwise indicated,  
taken by Dominic Chenier

## SPONSORSHIP MANAGER

FOR SPONSORSHIP OPPORTUNITIES,  
PLEASE CONTACT:

### James Richardson

Email: [james@ottawachildrensfestival.ca](mailto:james@ottawachildrensfestival.ca)

Phone: 613-295-1369

## STAFF

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Artistic Producer

[director@ottawajazzfestival.com](mailto:director@ottawajazzfestival.com)

### James Richardson

Sponsorship Manager

### JoAnne Sherry

Bookkeeper

### Joni Hamlin

Group Sales Coordinator

### Jillian Wright

Media & Marketing Coordinator

## 2021 BOARD OF DIRECTORS

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President / Président

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Treasurer / Trésorier

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Janine Debanne

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Catherine O'Grady