

***RED*BLACKS**

WOMEN'S TRAINING CAMP

2022 Sponsorship Opportunities

OSEG
FOUNDATION





Our Mission

The OSEG Foundation will be a catalyst for social change by leveraging the power of sport to improve the lives of children and youth.



The Power of Sport

Participation in sports improves children's and youth's:

- physical and mental health,
- sense of belonging,
- self-esteem,
- educational attainment and skills development, and
- overall well-being and future prospects.

The pandemic impact on girls in sports:

- More than 9 in 10 girls have decreased or halted participation in sport during COVID-19.
- 1 in 4 girls are not committed to returning to sport.

Our Approach:

- The OSEG Foundation works together with its teams, businesses and community partners to develop and deliver evidence-based programs that break down barriers to participation, so children and youth can excel and reach their full potential in life.
- Funds raised through the OSEG Foundation signature events, like the REDBLACKS Women's Training Camp, help us leverage the power of sports to improve the lives of children and youth.

REDBLACKS

WOMEN'S TRAINING CAMP

We are excited to announce the return of the REDBLACKS Women's Training Camp in 2022.

The REDBLACKS Women's Training Camp brings together over 400 women for the best girls' night out in the city!

This OSEG Foundation signature event attracts corporate executives, government officials, entrepreneurs, young professionals, business women and female football fans.

Participants of all skills and abilities will learn the finer points of REDBLACKS football on the gridiron at TD Place from current players and coaches and have the opportunity to network over dinner following the on-field activities.

The REDBLACKS culture of giving back to the community will be on display as participants learn how their participation in the REDBLACKS Women's Training Camp will have a positive impact on girls in sports in our community.



Event Details



Date: **Friday, July 22, 2022**

Time: **4:00 - 9:00 PM**

Location: **The Stadium at TD Place**

Attendance: **400 women**

Registration Fees

Individual Registration - \$125

Early Bird Registration - \$100 (Register by June 17, 2022)

Features

- Welcome reception.
- Three hours of fun football themed training camp activities led by 2022 Ottawa REDBLACKS players.
- Behind the scenes tours.
- Dinner and networking.
- Fundraising prizes.

Presenting Sponsor | \$15,000

As the Presenting Sponsor of this unique women's focused event, your company will receive the following exclusive benefits:

- Company name incorporated into event branding – REDBLACKS Women's Training Camp Presented by Your Company.
- Custom activation to highlight your brand and sponsorship.
- Logo recognition: Presenting sponsor logo on all event marketing collateral, logo and link on event website, logo on participant t-shirt.
- Presenting sponsor inclusion on social media announcements on OSEG Foundation platforms, and email marketing campaign to past participants.
- During the event, the Presenting Sponsor logo will be displayed on all event signage, video board, LED boards and stadium vision screens.
- Opportunity for presenting sponsor representative to address the participants.
- One Team Registration (includes ten (10) individual registrations) to take part in the event.
- Ten (10) complimentary tickets to the July 21, 2022 Ottawa REDBLACKS home game and pre-game women and sports presentation.
- Cheque presentation at a REDBLACKS game.



Station Sponsors | \$5,000

As the sponsor of one of the football focused activity stations, your company is entitled to receive the following benefits:

- Selection of a training camp station for branding (subject to availability).
- Sponsor name incorporated into signage located at your station.
- Opportunity to have corporate volunteers on site to engage with participants during your training camp station.
- Logo recognition: logo and link on the event webpage on the OSEG Foundation website, logo on event signage and video scoreboard during the event, logo on back of participant t-shirt.
- Sponsor inclusion on event social media announcements on OSEG Foundation channels.
- Complimentary registration for four (4) participants to take part in training camp.

Station Breakdown

Kicking a Field Goal
Catch & Throw
Defensive Line Drills

O-Line Drills
Running Back Drills
Defensive Back Drills



Hydration Sponsors | \$3,000

Hydration Sponsors will keep participants hydrated on and off the field during the event.

- Sponsor name incorporated into the Hydration Station signage during event.
- Sponsor invited to have corporate volunteers on-site to hand out branded merchandise at one of the hydration stations. (Note: sponsor to provide branded merchandise.).
- Sponsor logo and link on event website.
- Logo on video scoreboard during event.
- Complimentary registration for one (1) participant to take part in training camp.

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WOMEN'S TRAINING CAMP

Team Sponsors | \$1,500

Enter a Corporate Team in the REDBLACKS Women's Training Camp and receive the following benefits:

- 10 individual registrations.
- Team name/logo printed on the participant t-shirt (team must be registered by July 1, 2022).
- Team t-shirts and wrist bands delivered to your team captain.
- Dedicated Corporate Team check-in at registration.

What previous participants had to say:

"It was a fantastic experience! the players went out of their way to make us feel welcome and proudly showed us their sport. I have new respect and understanding of the team and players."

"Great event. Great energy. Great cause."

"Had a great experience meeting the players, running drills, and learning more about football for women of all skill levels! Great time for a great cause."



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**To secure your REDBLACKS Women's Training Camp Sponsorship,
Please Contact:**

Nancy Crump

OSEG Foundation

Senior Manager, Development & Donor Engagement

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Thank you!