



Monday, September 19, 2022

SPONSORSHIP OPPORTUNITIES

OSEG
FOUNDATION



OSEG Foundation signature events are high profile, highly sought after and provide unique engagement opportunities with players and guests to highlight your brand.

Our events are high energy, fun and bring people together around a common purpose.

Event participants leave feeling happy and fulfilled, knowing they have made a positive impact on children and youth the community.





Gourmet on the Gridiron is the OSEG Foundation's signature fundraising event that celebrates the transformative power of sports for children and youth in Ottawa.

As a sponsor, you will have the opportunity to network and connect with business and community leaders, Ottawa REDBLACKS players and coaches; raise awareness of your brand through a variety of marketing benefits; and align your organization with the OSEG Foundation's mission.

This year's event will feature a REDBLACKS player draft party reception, fabulous food and drink, an online auction and live entertainment.

All proceeds will support the OSEG Foundation's mission to be a catalyst for social change by leveraging the power of sports to improve the lives of children and youth.

Join us for the most unique fundraising event in the city!

Event Details

Date: **Monday, September 19, 2022**

Time: **5:30 to 9:30 PM**

Location: **The Stadium at TD Place**

Attendance: **400**

Admission: **\$5,000 Team Bench** (table of 8)



The Player Draft

Each Sponsor and Team Bench (table) will have the opportunity to draft an Ottawa REDBLACKS player onto their Team for a portion of the evening during the Draft Party reception.

Draft pick positions will be awarded based on sponsorship levels and/or the order in which Team Benches are purchased (the earlier you confirm your Sponsorship or Team Bench, the higher your draft pick position)!



Together, through our shared passion for sports, we will unlock the life changing potential of sports for children and youth in our community.

Sponsorship Opportunities



**PRESENTING
SPONSOR**

\$25,000

1 OPPORTUNITY

**DRAFT PARTY
RECEPTION SPONSOR**

\$15,000

1 OPPORTUNITY

**GRIDIRON
SPONSORS**

\$10,000

5 OPPORTUNITIES

**TEAM BENCH
SPONSORS**

\$5,000

40 OPPORTUNITIES

Benefit	Presenting Sponsor \$25,000	Draft Party Sponsor \$15,000	Gridiron Sponsor \$10,000	Team Bench Sponsor \$5,000
Company name incorporated into the event branding	•			
Customized sponsor activation	•	•	•	
Ottawa REDBLACKS player appearance pre or post event at your company	•			
Customized social media plan	•			
Speaking opportunity at the event	•	•		
Social media recognition	•	•	•	
Recognition on Stadium Vision and field LED boards at event	•	•		
Company logo on event day materials and signage, including the video board	•	•	•	
Company logo and link on event webpage	•	•	•	•
Right of first refusal to sponsor Gourmet on the Gridiron 2023	•	•	•	•
# of Team Benches (tables of 8)	2	2	1	1
Priority seating area	•	•	•	
# of draft picks	2	2	1	1
Draft pick position	1,3	2,4	5-9	10+

Presenting Sponsor | \$25,000

In addition to a customized sponsor activation to highlight your brand, as the Presenting Sponsor, your company will receive the following benefits:

- Your company name/logo incorporated into the event branding...Gourmet on the Gridiron presented by "Your Company" and featured in all promotional activities.
- Two Team Benches (2 tables of 8) in a priority seating area.
- Number one and number three draft picks in the Player Draft.
- Your company logo and presenting sponsor recognition on event materials and event signage, including the video board and LED boards on the day of the event.
- Customized social media plan.
- Your company logo and link on event web page.
- Representative from your company to have a speaking role during the event program.
- Opportunity for an Ottawa REDBLACKS player appearance at your company.

Make a two year commitment as the Presenting Sponsor and receive all the Presenting Sponsor benefits in the second year for \$20,000.

Draft Party Reception Sponsor | \$15,000

Each Sponsor and Team Bench will have the opportunity to draft an Ottawa REDBLACKS player onto their team, for a portion of the evening, during the Draft Party reception.

As the Draft Party Reception Sponsor, your company will receive the following benefits:

- Recognition as the sponsor of the Draft Party Reception.
- Two Team Benches (2 tables of 8) at the event in a priority seating area.
- Number two and number four draft picks in the Player Draft.
- Opportunity for a representative from your company to deliver remarks during the Draft Party Reception.
- Your company logo and recognition as the Draft Party Reception Sponsor on event materials and event signage at the event including the video board and LED boards during the event.
- Your company logo and link on the event web page.
- Recognition in event social media promotion.

Make a two year commitment as the Reception Sponsor and receive all the Reception Sponsor benefits in the second year for \$12,000.

Gridiron Sponsors | \$10,000

All Gridiron Sponsors will receive the following benefits:

- One Team Bench (1 table of 8) at the event in a priority seating area.
- One draft pick between pick number 5 to number 9 (based on the order in which your sponsorship is confirmed).
- Your company logo and link on event website.
- Recognition on event social media announcements on the OSEG Foundation platforms.
- Recognition of your company's sponsorship from the podium at the event.
- Your company logo on event day materials, signage and video board during the event.

Make a two year commitment as a Gridiron Sponsor and receive all the Gridiron Sponsor benefits in the second year for \$9,000.

• Gridiron Sponsorship opportunities:

- **Dinner Sponsor** - your branding on a custom dinner element
- **Entertainment Sponsor** - your branding incorporated into the Entertainment portion of the event
- **Video Sponsor** - your branding incorporated into the video production of the event
- **Auction Sponsor** - your branding incorporated into the auction portion of the event
- **Photo Booth Sponsor** - your branding incorporated into the photo booth element of the event

Team Bench Sponsors | \$5,000

All Team Bench sponsors will receive the following benefits:

- One Team Bench (1 table of 8).
- One draft pick starting at pick number 10 and increasing based on the order in which your Team Bench is purchased.
- Your company logo and link on event website.



When you partner with OSEG Foundation to help kids excel and reach their full potential, you will be joining a team of outstanding business and community leaders with shared vision and values.

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.

**OSEG
FOUNDATION**

OSEG *FOUNDATION*

For more information and to confirm your sponsorship, please contact:

Nancy Crump

Senior Manager, Development and Donor Communications

ncrump@oseg.ca

613-232-6767 ext. 8356