

 bqc Ottawa

morning social

May 16, 2024
7 a.m. - 9:30 a.m.

Family ties

Sponsorship
Opportunities

Presented by

 | **Mark** MOTORS

Media Sponsor



TODAY'S BEST VARIETY
move
100.3

580 CFRA
NEWS TALK RADIO



What

It's the in-person networking
event of the season

When

May 16, 2024

7 a.m.

Networking & social hour

8 a.m.

Morning Social

Light breakfast, storytelling & more...
Get ready to be inspired!

Where

Taggart Parkes
Family Clubhouse

1770 Heatherington Road
Ottawa, ON



BGC Ottawa has provided programming directly to children and youth in vulnerable neighbourhoods for **100 years**. This amazing Club serves approximately **5,000 children and youth** (aged 6 to 18 years) each year **for free!**

Our four key programming pillars are purposefully designed to drive personal development, empower youth to reach their full potential, and give them confidence and skills for life.

Program Pillars

Creative Arts

Education

Leadership &
Social Skills

Physical Activity &
Healthy Lifestyle

The Club's impact is spread across four Clubhouses positioned throughout the city, a satellite location in Kanata (the Katimavik neighbourhood), community services such as the Neighbourhood Ambassador Program, and Camp Smitty.

The Clubhouses

Don McGahan
Clubhouse

Ron Kolbus
Clubhouse

Taggart Parkes
Family Clubhouse

Tomlinson Family
Foundation
Clubhouse

Board of Directors



Officers

Robyn Osgood – Chair
Meredithe Rechan – Vice Chair
Blaine Fitzgerald – Treasurer

Directors

Farhana Alarakhiya
Jock Climie
Britany Forsyth-Wilson
Derek Noble
Robert Rheaume
Craig Robinson
Judi Shum-Mousseau
Michelle Taggart
Michael Tshimanga
Michelle Ward
Setareh Ziai

Emeritus Directors

Stephen Beckta
Graham MacMillan



A message from our chair...



For 100 years, BGC Ottawa has been there for our community, thanks to your help.

We provide children and youth with a safe place between the realities of home life and the pressures of school – a place of positivity and belonging where they can play, create, socialize with peers and learn what it takes to become their best selves.

Each decade, our team has worked hard to meet the changing needs of our growing city and its young people. We started out offering woodworking and boxing in the 1920s; today, we serve 5,000 young people with FREE life-changing programs and critical services in 31 neighbourhoods.

The Club provides safe, supportive places where kids and teens of all backgrounds can experience new opportunities, overcome barriers, and develop confidence and skills for life.

Inside the walls of our four Clubhouses, our satellite location and the phenomenal overnight camp, Camp Smitty, you will see a family. Our Members are truly a part of something wonderful. They are heard, seen and loved. They are accepted for who they are the minute they walk through the doors. Instantly, they became a part of our BGC Ottawa Family.

On May 16, join our family as we highlight the positive impact of community groups, local businesses and philanthropic leaders in our city who help transform thousands of young lives. Together, we will celebrate young people who show resilience, determination and grit. We will honour regular people who do good in our community, while raising funds to help those who need it most. We can't wait to see you there!

Show your love and support for our BGC Ottawa Family today!

Dr. Setareh Ziai

Morning Social Chair

Director, BGC Ottawa Board of Directors



“When someone truly can be trusted to see who you are and want what’s best for you, no matter your official relationship, they are family.”

– Oprah Winfrey, Global Media Leader and Philanthropist

Benefits for your business

Join other like-minded organizations and individuals as a Sponsor of the 2024 BGC Ottawa Morning Social and play a real role in positively impacting the lives of thousands of vulnerable children and youth in Ottawa.

Leveraging strong and effective marketing tactics and social media savvy, we offer Sponsors several months of exposure via paid digital advertising, news releases, BGCO's active and influential social media channels, boosted posts by local organizations, e-newsletters delivered to thousands of supporters, and exposure on BGC Ottawa's website.

- Save on your business marketing expenses by leveraging the wide, vibrant and active networks of BGC Ottawa.
- Make a direct positive impact on the lives of thousands of vulnerable Ottawa children and youth.
- Boost your brand awareness and reach more people in the community.
- Support a cause that matters to your customers, clients and staff.
- Make the BGC Ottawa Morning Social a team-building event. Bring your staff and partners together for an uplifting and entertaining morning in support of Ottawa's children and youth.

our reach

500+

Morning Social attendees

12,000+

Social media followers

5,000+

Newsletter contacts

60,000+

Organic reach via social media

100,000+

Website views



Choose your engagement opportunities



TAKEN

~~\$35,000~~

Dynasty

- Recognized as the Presenting Sponsor
- Logo on all event marketing and promo materials (print & digital)
- Personalized pre-event spotlight on all BGC Ottawa social media channels
- Representative featured / interviewed during event
- Prominent standalone signage
- Name or logo recognition / mention in media appearances
- Recognition in paid digital advertising
- Name or logo recognition in media releases and all Morning Social related news stories on bgcottawa.org
- Logo featured on continuous loop on video screen in gym during the early-morning social hour and post-event during closing credits
- Professionally filmed **≤60 second** video featured on BGCO's socials
- Table at the event for **8 guests**, with a light breakfast, coffee and more
- Plus, many promotional benefits

1 AVAILABLE

\$15,000

Traditions

- **IMPACT STORIES** - include both pre-roll and end credit
- Mention in all social media posts that include Impact Stories
- Professionally filmed **≤45 second** video featured on BGCO's socials
- Table at the event for **8 guests**, with a light breakfast, coffee and more

3 AVAILABLE

\$10,000

Generations

- **NETWORKING HOUR** or **POWER HOUR** or **ONLINE AUCTION**
- Professionally filmed **≤30 second** video featured on BGCO's socials
- Table at the event for **8 guests**, with a light breakfast, coffee and more
- Plus, many promotional benefits

5 AVAILABLE

\$7,500

Kindred

- All sponsorships in this range include a table with signage for up to **8 guests**, with a light breakfast, coffee and more.
- Plus, many promotional benefits

10 AVAILABLE

\$5,000

Home

- All sponsorships in this range include a shared table with signage for up to **4 guests**, with a light breakfast, coffee and more.
- Plus, many promotional benefits

UNLIMITED

\$2,500

Friend

- All sponsorships in this range include promotional benefits

At a glance

Sponsorship benefits



BRANDING & SIGNAGE

	DYNASTY \$35,000	TRADITIONS \$15,000	GENERATIONS \$10,000	KINDRED \$7,500	HOME \$5,000	FRIEND \$2,500
	TAKEN	1 AVAILABLE, 1 TAKEN	3 AVAILABLE	5 AVAILABLE	10 AVAILABLE	UNLIMITED
Logo on all event marketing and promotional materials, including print and digital assets.	★					
Representative featured/interviewed during live event.	★					
Prominent standalone signage.	★					
OPTION 1 (Media)		★				
Media Partnership (TAKEN)		2 OPTIONS AVAILABLE TO CHOOSE FROM				
OPTION 2 (Impact Stories)						
All Impact Stories (minimum of two professionally produced videos), will include both pre-roll and end credit.						
<ul style="list-style-type: none"> Branded 'wrap' surrounding main video screen when videos play during event. Pre-roll and end credit will remain on all videos published to the Club's YouTube channel, website and social media accounts. Mention in all social media posts that include Impact Stories. 						
OPTION 1 (Networking Hour)			★			
Prominent signage throughout the foyer during the early-morning social hour.			3 OPTIONS AVAILABLE TO CHOOSE FROM			
<ul style="list-style-type: none"> Standalone signage Cruiser tables Coffee stations Seating chart 						
OPTION 2 (Power Hour)						
Fully branded stage throughout the event.						
<ul style="list-style-type: none"> Video screen wraps (except when Impact Stories are shared) Podium Standalone sign at either side of the stage. 						
OPTION 3 (Online Auction)						
Title sponsor of the BGC Ottawa Morning Social Online Auction						
<ul style="list-style-type: none"> Branded online auction site, and tiles associated with each item. Dedicated e-newsletter to promote the online auction. Social media post(s) to promote the online auction. Live mention from the stage during the gala. Dedicated table signage with QR code to online auction site. Standalone sign at either side of auction display table. 						

At a glance

Sponsorship benefits



BRANDING & SIGNAGE

Name or logo recognition/mention in media appearances.

Name or logo recognition in media releases and all Morning Social related news stories on bgcottawa.org.

Logo featured on continuous loop on video screen in gym during the early-morning social hour and post-event during closing credits.



PROMOTION

Recognition in paid digital advertising.

Recognition in partner e-newsletter and social media posts.

Acknowledgement from podium during the live event.

Professionally filmed video featured on BGC Ottawa's social media channels, including YouTube, and shared with Sponsor for their own use.

Note: Sponsor must produce their own script and accommodate BGC's filming schedule, or they can create their own video.

Personalized pre-event spotlight on all BGC Ottawa social media channels – logo, social media handle, link to website, who you are, what you do and more.

Option to share a testimonial to be included as part of this post.

Customized social media kit to promote your sponsorship. BGC Ottawa will boost social media posts via retweets and likes depending on channel.

Recognition in e-blasts to BGC Ottawa's full mailing list (March, April, May), in addition to e-blasts to all event attendees (minimum of 2).

Recognition by sponsorship level on all main signage, table collateral, BGC Ottawa's website and on all social media channels before and during the event.



HOSPITALITY

Table with signage at the event, including a light breakfast, coffee, juice and more.

Shared table with signage at the event, including a light breakfast, coffee, juice and more.

Experienced wait staff.



REPORTING

Customized post-event sponsor report, including social media metrics.

Option to contribute branded promotional offer/link for attendee post-event thank you email.

	DYNASTY \$35,000	TRADITIONS \$15,000	GENERATIONS \$10,000	KINDRED \$7,500	HOME \$5,000	FRIEND \$2,500
	TAKEN	1 AVAILABLE, 1 TAKEN	3 AVAILABLE	5 AVAILABLE	10 AVAILABLE	UNLIMITED
Name or logo recognition/mention in media appearances.	*	*	*			
Name or logo recognition in media releases and all Morning Social related news stories on bgcottawa.org.	*	*	*	*	*	*
Logo featured on continuous loop on video screen in gym during the early-morning social hour and post-event during closing credits.	*	*	*	*	*	*
Recognition in paid digital advertising.	*	*				
Recognition in partner e-newsletter and social media posts.	*	*				
Acknowledgement from podium during the live event.	*	*	*			
Professionally filmed video featured on BGC Ottawa's social media channels, including YouTube, and shared with Sponsor for their own use.	*	*	*			
<i>Note: Sponsor must produce their own script and accommodate BGC's filming schedule, or they can create their own video.</i>	UP TO 60 SECONDS	UP TO 45 SECONDS	UP TO 30 SECONDS			
Personalized pre-event spotlight on all BGC Ottawa social media channels – logo, social media handle, link to website, who you are, what you do and more.	*	*	*	*		
<i>Option to share a testimonial to be included as part of this post.</i>						
Customized social media kit to promote your sponsorship. BGC Ottawa will boost social media posts via retweets and likes depending on channel.	*	*	*	*	*	
Recognition in e-blasts to BGC Ottawa's full mailing list (March, April, May), in addition to e-blasts to all event attendees (minimum of 2).	*	*	*	*	*	*
Recognition by sponsorship level on all main signage, table collateral, BGC Ottawa's website and on all social media channels before and during the event.	*	*	*	*	*	*
Table with signage at the event, including a light breakfast, coffee, juice and more.	*	*	*	*		
	8 GUESTS	8 GUESTS	8 GUESTS	8 GUESTS		
Shared table with signage at the event, including a light breakfast, coffee, juice and more.					*	
					4 GUESTS	
Experienced wait staff.	*	*	*			
Customized post-event sponsor report, including social media metrics.	*	*	*	*	*	*
Option to contribute branded promotional offer/link for attendee post-event thank you email.	*	*	*	*		

Mark your calendars

Important dates



March 1, 2024

Confirm your sponsorship
to enjoy maximum benefits

April 1, 2024

Final deadline to confirm
sponsorship

May 16, 2024

7 a.m. - 9:30 a.m.

The Big Day!

BGC Ottawa Morning Social



PHOTO BY ASHLEY FRASER / Postmedia



The Morning Social is an incredible community platform and sponsorship opportunity. What a way to start off your morning! Coffee, networking and inspiration: this event invigorates hundreds of guests from across Ottawa's business community every year.

Enjoy a fresh cup of coffee while you network and have a conversation with colleagues, business and philanthropic leaders, and friends. Then sit down to have a light breakfast and prepare to be moved with remarkable stories, incredible accomplishments, and heart-warming tales featuring our BGC Ottawa Family.



*We hope you will join
our family on May 16!*

Others ways to support



Gift matching

Additional donations will be announced during the event

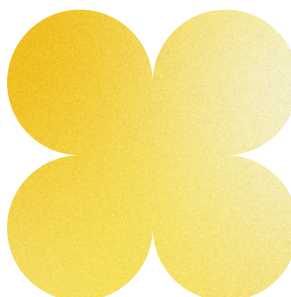
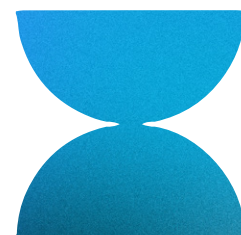
- Charitable tax receipt provided
- One-time match
 - 15-minute window
 - Monthly donations
- Additional donations will be announced live during the event with recognition from the podium and on the video screen

By investing in the Club, you are providing young people with countless opportunities to obtain skills for life in a safe, supportive and barrier-free environment. **They are our leaders of tomorrow, and they need your support today!**

Have it your way

Customized sponsorship packages

- Get in touch with us and we will help you find a combination that feels right for you, your company or your organization!



**To sponsor the event or
for more information,
please contact:**

Annie Premachuk (She/Her)

Manager, Major Gifts and Corporate Partnerships
apremachuk@bgcottawa.org | 1-888-824-0183, ext 1224

“A found family is every bit as beautiful as a born family. Even more so, perhaps. Stories are about choices, after all, and to choose to be family is as wonderful a story as can be told.”

– Dan Gemeinhart, Author