



23rd annual RBC Spirit of the Capital Youth Awards

Support young emerging leaders at Ottawa's preeminent Youth Awards!



TUESDAY May 26th, 2020
5:00PM Reception ; **5:45 PM** Award Ceremony
JEAN PIGOTT PLACE Ottawa City Hall



Celebrating Youth

Since 1997, we have been the proud host of the Spirit of the Capital Youth Awards. On May 26th, we want you to be a part of a sensational program that will honor the commendable achievements of our areas young adults. A unique event that celebrates the extraordinary accomplishments of youth who are making our community, and the world, a better place.

As leaders in the community, this is a unique opportunity for you to celebrate and give back to tomorrow's leaders.

Awards are presented in seven categories to reflect many different areas of interest and to promote a more positive image of youth within the community.

The seven categories include: Academic Perseverance, Arts & Culture, Entrepreneurship & Innovation, Service & Caring, Strength through Diversity, Take a Stand, and the Max Keeping Award for Courage.

Alumni Impact



Falicia Gingras

Over 300 young leaders have been recognized by the awards. Spirit alumni lead dynamic ventures as well as start their own social enterprises such as FreedX, Cut for Kids and WOKE studios.

"Being recognized for an award by Youth Ottawa meant by efforts and the efforts of my group in bettering the community are making an impact, this has encouraged me to continue modelling Indigenous values." - Falicia Gingras

Recipient of the 2016 Take a Stand Award

Title Sponsor

Fee: \$20,000 / Not available



Presenting Sponsorship

Fee: \$6,000 - 1/7 available

Includes participation and recognition in all steps of the process (see below), as well as custom requests.

Recipient Meet & Greet Tuesday, April 28th, 2020

Description: An evening to make the most of the main event: you will be able to convene with Award recipients, Youth Ottawa staff and volunteers. The evening offers an opportunity to build rapport and camaraderie; review administrative details; prepare recipients for the Gala, and film their video biographies (with Hot Shoe productions).

Sponsorship Opportunity:

- ✓ Sponsorship Opportunity:
- ✓ Further networking time with award recipients and their friends and family
- ✓ Opportunity to have your video message prepared by Hot Shoe productions for promotional purposes

Award Interviews

Saturday, April 4th, 2020

Description: rather than select recipients from a list, a short list of six to seven youth per award (42-48 youth) will be invited to interview for the award by YOU! They will first undergo an interview tips workshop and opportunities to practice prior to being interviewed by the interview committee.

Sponsorship Opportunity:

- ✓ Networking with 42-48 outstanding youth
- ✓ Resource fair and promotion of upcoming events/priorities, opportunity to schedule further meetings
- ✓ An opportunity for you to select winning candidates for yourself
- ✓ Your participation in the practice interviews/relationship building

Awards Gala

Tuesday, May 26th, 2020

Description: a youth-developed and youth-friendly (think Pizza, poutine, and Formal wear) Gala held in the heart of Ottawa. We host a full-house of 300 plus, including Award Recipients, friends, family, and a community of people who come each year for inspiration! CBC Ottawa is our official Media Sponsor and will be providing media coverage. We also extend invitations to the schools/community organizations associated with Recipients.

Sponsorship Opportunity:

- ✓ Presentation of award and a speaking opportunity for you to share your values
- ✓ A table at our Resource Fair with your materials
- ✓ Pre-Gala VIP room invitation for you to further networking with Recipients
- ✓ Your logo and branding included in all Spirit promotions and print products.

Engagement Sponsorship

Fee: \$9,000 / (5 available)

Includes participation and recognition in all steps of the process (above), as well as a special opportunity to broadcast on 1310 news "An Hour to Give"

- ✓ Community-minded businesses align with a community-focused program – An Hour to Give - to illustrate their company values
- ✓ Two broadcasts of a show dedicated to you and your mission
- ✓ (Saturday 7a-8a & Sunday 8a-9a)
- ✓ Brand mention in 15 x 30 sec. promos the week leading up that identify you as that week's featured guest/topic
- ✓ 2 x 30 sec commercials during each broadcast (4 total)
- ✓ 35 x 30 sec. full sell commercials the week of the show
- ✓ 35 x 30 sec. full sell commercials the following week at no charge
- ✓ Podcast of the program to share with stakeholders

Other opportunities

Fee \$2,000-\$8,000

Video Sponsor

Fee: \$8,000 / 1 available

- ✓ Your logo on all videos that are played at the gala during the ceremony
- ✓ Your company logo used for all outgoing correspondence and promotion involving sponsored award, across all media - social, video and print.
- ✓ Inclusion of your promotional materials and banners at all Spirit Related Events, Interviews, Meeting and Greet & Awards Gala
- ✓ Your Employee participation in multiple levels of run up to the awards
- ✓ 6 Complimentary tickets to Gala, inclusion in pre-gala VIP room for all personnel.

Trophy Sponsor

Fee: \$5,000 / 1 available

- ✓ Your logo on all of the awards to recipients
- ✓ 6 Complimentary tickets to Gala, inclusion in pre-gala VIP room for all personnel.
- ✓ Your company logo used for all outgoing correspondence and promotion involving sponsored award.
- ✓ Inclusion of your promotional materials and banners at Awards Ceremony
- ✓ Company logo in evening program

Hospitality Sponsor

Fee: \$2,000 / 1 available

- ✓ Your company logo at all food table stations
- ✓ Company logo in evening program
- ✓ 2 Complimentary tickets to Gala
- ✓ 1 email campaign with your messaging of choice to targeted audience

Vip Room Sponsor

Fee: \$2,000 / 1 available

- ✓ Company logo in evening program book
- ✓ Inclusion of your promotional materials and banners in the VIP room
- ✓ Opportunity to network with youth in VIP room area prior to the awards
- ✓ 2 Complimentary tickets to awards, inclusion in pre-gala VIP room for all personnel.

Gift Sponsor

Fee: \$2,000 / 7 available

- ✓ 1,000 gift to the youth, with logo recognition on overhead presentation
- ✓ Invitation to the Meet and Greet to network with youth
- ✓ 2 Complimentary tickets to Gala, inclusion in pre-gala VIP room for all personnel.

Deepen your impact!

Mayor's Charity Golf Classic

Fee: \$2,500

Youth Ottawa also presents the Mayor's Charity Golf Classic, an annual golf tournament that is attended by over 150 plus golfers and the honorary host Mayor Jim Watson. Strategically align your brand with the prestigious Golf Classic and support thousands of Ottawa youth.

Sponsorship Opportunity:

For those interested in sponsoring both events, we would like to offer a discount that includes your brand at both events. See below for package:

- ✓ 1 golf foursome to the Mayor Charity Golf Classic, includes golf round and dinner for four
- ✓ Company logo in evening in Spirit Program
- ✓ 2 Complimentary tickets to the Spirit Awards
- ✓ Recognition as the gift sponsor for one of the seven spirit awards presented
- ✓ Your company logo used for all outgoing correspondence and promotion involving sponsored award, across all media - social, video and print.



Past Sponsors




Testimonials

Wonderful, inspiring, humbling, and energizing evening. What I left with was a strong reminder of how important it is to enable youth to be all that they are destined to be. That obstacles need not define us, but must serve as fuel for the determined, the disciplined and the resilient. Thank you for allowing me to be part of your journey and that of Youth Ottawa. It is truly a privilege. Peter, Karma Dharma Marketing

"The Spirit of the Capital Youth Awards allows us to see youth skills in action and also more importantly see the types of youth we will be interacting with to help grow and educate. We get a real benefit in being affiliated and involved with the awards." - Stanley Philippe, Undergraduate Recruitment Officer, Carleton University

What a wonderful evening it was, filled with powerful stories that inspired and many other special moments, including Liz Clarke's poem "Grow," the young men sitting next to me so proud of their friend on stage, and the heartbeat song to close, with us all in a circle. Very moving. Congratulations on all that Youth Ottawa is doing to support these and other youth who are making a difference in so many ways." Attendee, Christine Franklin

I wanted to show appreciation for the people who hosted and setup the events, and I loved that it had a grassroots feel in that the organizations that sponsored the event also helped to shape it and present the awards. It was a really nice personalized touch rather than have strictly a 'professional speaker' speak and present the awards. Thank you again for an incredible night and for your support of our youth in Ottawa. Keep up the fantastic work! - Afroza Mohamed, Ridgemont Teacher



Youth Ottawa is a non-profit charity that support and empowers youth. We were founded in 1997 by philanthropist Max Keeping. For over 20 years, Youth Ottawa has provided youth across Ottawa with resources, training and support to build the skills, confidence and strategies they need to succeed and help build a better community for themselves and their peers.

Youth Ottawa's Spirit of the Capital Awards honors, supports, and sustains young leaders through mentorship, networking and high visibility opportunities through our Summer Employment Program. Many of the award recipients apply to our Amplified fellowships where young social innovators with an idea are guided and mentored.

