



**24th Annual**

# **RBC Spirit of the Capital Youth Awards**

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

**Oct 27, 2021 | National Arts Centre**





# Celebrating Ottawa's Youth

Since 1997, we have been the proud host of the Spirit of the Capital Youth Awards. On October 27th, 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.

Due to the unique circumstances of 2020, we are prepared to host this event virtually if the need arises but for the moment we are planning for an in-person event at the National Arts Centre. We are excited to announce that whichever way we hold the event, we know it will be our greatest Spirit Awards yet!

Media Partner CBC Ottawa will be covering the event:



All proceeds from the event will be directly supporting youth programming:



Over 320 young leaders have been recognized by the awards. Spirit alumni lead dynamic ventures as well as start their own social enterprises.

# About Youth Ottawa

**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.



**"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." - Falcia Gingras  
2016 Award Recipient**

## Each Year



**8,000**  
Youth  
Engaged



**200** Civic  
classes



Employing  
**30+**  
Youth



**8** Artistic  
Mentorship Programs

**2** Social  
Enterprises



**8** Youth Active  
Media Programs

# The Opportunity

The 24th Annual RBC Spirit of the Capital youth Awards offers unique partnership levels and unparalleled promotional opportunities.

The Awards Gala is a youth-friendly event held in the heart of Ottawa. We host a full-house of 300+ guests, including award recipients, friends, family, community members, City councillors, MP's and the Mayor.

**We will ensure all social distancing guidelines are met and will be monitoring news for updates closer to the event to ensure that the community and our youth are kept safe. We are prepared to move to a virtual event if the need arises.**



# The Sponsors



uOttawa



Canada's Capital University



CARLETON UNIVERSITY STUDENTS' ASSOCIATION



# The Opportunity

## Engagement Sponsor - \$8,000

- Presentation of one award and a speaking opportunity
- Opportunity to broadcast on 1310 News "An Hour to Give" includes two broadcasts of a show dedicated to you and your mission, brand mention in 15 x 30 sec promo, 2x30 sec commercial during each broadcast and a copy of podcast of the program.
- A Resource table at City Hall during networking hour, if virtual your resources can be mailed to recipients and shared via email campaign to our event attendees.
- Pre-Gala VIP room invitation for you to further network with recipients - online format will be presented if the need arises.
- Logo recognition on event website (with clickable logo)
- Thank you recognition on all social media channels
- Logo on sponsorship "thank you" sign and recognition by event Emcee
- Logo on event program

## Presenting Sponsor - \$6,000

- Presentation of one award and a speaking opportunity
- Pre-Gala VIP room invitation for you to further network with recipients
- Logo recognition on event website (with clickable logo)
- Thank you recognition on all social media channels
- Logo on sponsorship "thank you" sign and recognition by event Emcee
- Logo on event program
- Your employee participation in multiple levels of run up to the awards

## Trophy Sponsor - \$4,000

- Your logo on all of the award trophies 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
  - Inclusion of your promotional materials and banners at Awards Ceremony
  - Company logo in evening program
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# The Opportunity

## Video Sponsor - \$3,000

- 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, Meet and Greet & Awards Gala

## Nomination Sponsor - \$2,000

- Nominations run from April - May your logo will be displayed on all calls for nomination on social media, website and print.
- Logo on all email communication to list of 6,000 contacts
- Inclusion of your promotional materials and banners at all Spirit Related Events, Interviews, Meet and Greet & Awards Gala
- Logo on website nomination page

## Gift Sponsor - \$2,000

- Recognition of bursary gift to youth with logo on overhead presentation and website.
- Your logo on all promotion materials
- Logo on our website
- 2 Complimentary tickets to Gala, inclusion in pre-gala VIP room for all personnel.



# Testimonials

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*"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 obstacle 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 at Youth Ottawa. It is truly a privilege." - Peter, Kharma Dharma Marketing.*

*"I don't remember when I first began attending the Spirit of the Capital Youth Awards, but it was solidified as an important family tradition when we attended with my 7-day old daughter in 2016. She had been home from the hospital for a day, and it was her very first outing. I was incredibly proud that her first trip outside the house was to witness an event that showcased such inspiring youth in our community! We were very happy to discover that the Awards would continue in a virtual capacity this year, and we spent three lovely evenings together learning more about the wonderful things happening due to the hard work and creativity of young people. I'm especially grateful to the sponsors who recognized the importance of this uplifting event in an otherwise difficult time." -Molly Ensom, Teacher*

*"Congratulations and thank you to the organizers and sponsors of this tremendous virtual celebration of our youth. Your efforts and support have helped to ensure that, even during these times when we cannot bring everyone together in the physical sense, we can still experience together the uplifting and inspiring stories of the talented, resilient young people of our community! We are all the better for that experience." - Joe Veryard, event attendee*

*"Congratulations to the 2020 RBC Spirit of the Capital Youth Award @youth\_ottawa recipients and proud to have @AlgonquinCollege support tonight's awards #RBCSpiritAwards2020" - Mark Savenkoff, Director of Advancements, Algonquin College.*

*"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." - Stenley Philippe, Undergraduate Recruitment Officer, Carleton University*



# Contact Us

If you are interested in sponsoring the awards or have any questions please contact:

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Visit us at:  
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