

In support of



## THE 22<sup>nd</sup> ANNUAL



# *Mayor's Charity Golf Classic*

**AUG 9<sup>TH</sup>, 2022**

Presented by



# Mayor's Charity Golf Classic

August 9<sup>th</sup>, 2022

The Marshes Golf Club - 320 Terry Fox Drive

Join Youth Ottawa, Title Sponsor Mattamy Homes & Honorary Host Mayor Jim Watson for a fun-filled day of golf all in support of Ottawa youth!

For the past 21 years, individuals, businesses and foundations have been coming together each summer to make a difference in the lives of youth through this great event. Join us on August 9th, 2022 for a memorable day of golf and of course remarkable youth.

The 22nd annual Mayor's Charity Golf Classic will be unique and exciting, reshaped to keep our players safe while enjoying the excitement of a charity golf classic, all in support of Youth Ottawa. This is a 9 round hole of golf. We will have 18 groups teeing from the front 9 and 18 groups teeing from the back. All foursomes are invited to join us after their round of golf for dinner and refreshments at the Ironstone Grill located at the Marshes.

**The tournament will be covered live on social media by media partners:**







**Jim Watson**  
Mayor/Maire

**Office of the Mayor**  
**City of Ottawa**

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February 25th, 2022

Dear Friend,

For the past 21 years, members of the community have been coming together each summer to support the youth of Ottawa through Youth Ottawa's annual Mayor's Charity Golf Classic.

Youth Ottawa is a not-for-profit charity that envisions an Ottawa where youth drive positive change. The opportunities created for youth would not be possible if it weren't for people and organizations like you.

I encourage you to consider sponsoring this event and/or registering a foursome. Sponsorship allows you to participate in a variety of unique ways. Youth Ottawa provides packages for different levels that can be customized to the level of support you are looking to contribute. For more information please email [stefania.marino@youthottawa.ca](mailto:stefania.marino@youthottawa.ca).

All proceeds raised by this event go directly to Youth Ottawa's core programming to provide our city's youth with the best means to grow, express themselves and have a personal impact on our community. Thank you for supporting our city's youth and Youth Ottawa, I look forward to seeing you on **August 9th at 1 pm at the Marshes Golf Club.**

Sincerely,

Jim Watson  
Mayor  
City of Ottawa

**8,000**

youth/year



**one** social  
enterprise



employing

**30+**

youth/year



# *The Beneficiary*



## Youth Ottawa – Empowering Remarkable Youth

Youth Ottawa is dedicated to strengthening the community and helping youth gain the skills, confidence and support they need to reach their full potential. Today over 8,000 youth participate annually in our programs and services! Along with engaging in-school programming, we also offer entrepreneurship programs to close the gap on youth unemployment by hiring dozens of youth who are starting their own social enterprises.

**With your help, every youth can be an active and engaged citizen!**

Our largest fundraising event provides youth with the opportunity to continue vital leadership, mentoring and entrepreneurship programming, at a time of uncertainty. The pandemic did not stop the tenacity of our youth and their desire to gain the life skills they need! Truth is – they need you now more than ever!

programming in:



**civic  
engagement**



**artistic  
mentorship**



**film & media**



Three men are standing on a golf course under a clear blue sky. The man on the left is wearing a blue polo shirt and white pants. The man in the center is wearing a red polo shirt and white pants, and is wearing sunglasses. The man on the right is wearing a dark blue polo shirt and white pants, and is also wearing sunglasses. They are all smiling and looking towards the camera.

# ***The Opportunity***

Strategically align your brand with the prestigious Mayor's Annual Charity Golf Classic. We offer unique partnership levels, networking opportunities and promotion for your brand.

## **Brand Exposure**

The tournament sponsors and attendees will be promoted through our networks and partner networks on radio and via social media.

## **Networking**

The event welcomes local business owners, city councillors, construction industry partners, builders in the 30–60 age demographic.





# A Hole in One for Youth Ottawa

Join Ottawa's top thought leaders, entrepreneurs, and community members for a memorable day for remarkable youth in our community!

## Tournament Format

- 1.** Tournament begins at 1 PM with a shotgun start. Registration opens at 12:00 pm
- 2.** Golfers will hit the green for a 9-hole course run.
- 3.** Special surprise at hole 8 – Beat the Pro with celebrity golf entertainer Todd Keirstead.
- 4.** Once the 9-hole course is complete golfers will enjoy dinner at the Marshes Ironstone Grill around 4:00 pm.
- 5.** Dinner includes speeches, silent auction, and youth performances!





# ***You don't want to miss this!***

## **Other Event Features include:**

- 50/50 tickets will be sold on the course and during the cocktail hour until 5:30 (\$5 for one ticket, \$20 for five tickets).
- Hole in One Prizes
- Artists Attack! Youth artists will compete in a 20-minute speed painting battle during the Cocktail Hour. You choose the winner who receives a \$200 prize!
- You will also have the opportunity to purchase art created by these inspiring young artists during a silent auction from 4:30-6:00 pm.
- Youth Performances! Up and coming young musicians will perform during dinner. You'll love it!



# ***Sponsorship Opportunities***

**Bring your Brand to Life**

**Foursomes – \$900**

A round of golf for 4 players, includes dinner.

**Hole sponsorship – \$600**

Your company's logo on the golf course!

**Combine the two – \$1,500!**





# Sponsorship Opportunities

Let us know how you would like to sponsor this event. We are happy to tailor packages to your needs.



## Cocktail Sponsor – \$6,000

Includes foursome, two hole sponsorships, corporate exposure at golf course through event banner and signage, speaking opportunity at cocktail hour, thank you signage during cocktail hour, corporate logo on evening program, and honourable mention by dinner MC's.



## Dinner Sponsor – \$6,000

Includes foursome, two hole sponsorships, corporate exposure on the golf course through event banners and signage, exclusive table cards with your name and logo at each table, corporate logo display during the event on overhead presentation, and honourable mention by dinner MC's.



## Ball Sponsor – \$6,000

Includes foursome, monogrammed golf balls, corporate exposure on the golf course through event banners and signage, corporate logo on evening program, corporate logo and link on Youth Ottawa website, corporate logo displayed on overhead presentation, and honourable mention by dinner MC's.



## Entertainment Sponsor – \$6,000

Includes foursome, one hole sponsorship, Celebrity Golf Entertainer at your hole, final video with your corporate logo sent to all participants and shared via social media & website, Honourable mention by MC at your hole, and logo on website.

# Sponsorship Opportunities



## Golf Cart Sponsor – **\$5,000**

Includes your logo on all golf carts, logo sponsorship 'thank you' sign and recognition by event Emcee, logo recognition on the event website (with clickable logo), and thank you recognition on all social media channels.



## Registration Sponsor – **\$5,000**

Includes registration and gift bag sponsor, includes foursome, two hole sponsorships, logo on tournament signage, print materials & webpage.



## Golf Tee Sponsor – **\$5,000**

Two packs of 2/3 inch tees with company logo for each golfer (144 total), 1 foursome, company logo to go on tournament signage, print materials, and webpage.



## Trophy Sponsor – **\$4,000**

Logo projection during the trophy presentation, your logo prominently displayed with trophy on one hole, opportunity for photo-op presenting the trophy to winners, social media mentions, and logo on website.



## Flag Sponsor – **\$4,000**

Includes flag sponsorship, 1 foursome, and hole sponsorship, corporate exposure on the golf course.



## Media Wall Sponsor – **\$4,000**

Includes Media Wall set up with a photo booth for all foursomes to take pictures. Photo booth photos will include a filter with your company logo and logo on tournament signage.





# 2021 Sponsors



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**KEN  
GORDON**  
HOLDINGS INC.

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[kengordon.ca](http://kengordon.ca)



# ***Tournament Pictures***

