

In support of



THE 25TH ANNUAL



Spirit of the Capital Youth Awards

OCTOBER 2022

Presented by





Celebrating Ottawa's Youth

October 2022

Shenkman Art Centre, Ottawa

Since 1997, Youth Ottawa has been the proud host of the Spirit of the Capital Youth Awards. In October, 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 to 14 youth in seven categories to reflect many different areas of interest and to promote a more positive image of youth within the community. Award categories include:

Strength through Diversity, Take a Stand, Service and Caring, Max Keeping Award for Personal Courage, Entrepreneurship and Innovation, Academic Perseverance and Arts and Culture.

Media Partners CBC Ottawa will be covering the event:



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

We are prepared to host this event virtually or at a limited capacity if the need arises but for the moment we are planning for an in-person event. We are excited to announce that whichever way we hold the event, we know it will be our greatest Spirit Awards yet!

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 25th Annual 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.

Guests arrive to a red carpet event that begins with a youth friendly cocktail hour from 4:30 - 5:30 pm, followed by the main award ceremony which includes speaking opportunities and special performances.

Sponsors have multiple touchpoints from April - October which are outlined on the next page.

This will be our third time hosting the event under COVID and will ensure all social distancing guidelines are met. We remain vigilant in monitoring news for updates closer to the event to ensure that the community and our youth are kept safe.



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Key Event Dates

April 11, 2022 - Call for nominations for the Spirit of the Capital Youth Awards open on Youth Ottawa's website www.youthottawa.ca/nominate. Sponsors are encouraged to promote via their platforms.

May 10, 2022 - Nominations close. Youth Ottawa staff, Board members and a select committee of volunteers will evaluate and score all applicants, screening 4 applicants per category to be interviewed.

May 30 - June 3rd, 2022 - All 4 nominees per award will be invited to interview with a panel consisting of YO staff, volunteers and award sponsors. Interviews will be conducted throughout the week via zoom. Sponsors will select 2 of the 4 applicants.

September 29, 2022 - Recipients are invited to a pre-gala meet and greet to bond, meet with sponsors ahead of the gala, confirm logistic information and have their biography videos filmed for the event.

October 26, 2022 - The Gala! Recipients and Sponsors will gather at the National Art Centre. The event will begin with a youth-friendly cocktail hour between 4-5pm, followed by the ceremony at 5:30.



Sponsorship Opportunities

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

Title Sponsor – \$20,000 (sold out)

Includes company name in event title used in all outgoing correspondence and promotions. Presentation of one award (3 min) and a speaking opportunity at the opening of the gala (5 min), 3 media spots with acknowledgment of title sponsorship, employee participation in multiple level and run up to awards (interviews, meet and greet), opportunity to present company branded workshop at the meet and greet, Inclusion of promotional materials and banners in all Spirit related events, access to raw film footage from recipient bio videos, complimentary event tickets for employees, company logo on all award trophies, honorable mention by host MC.

Engagement Sponsor – \$8,000 (sold out)

Includes presentation of one award and a speaking opportunity at the gala, 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, 2 x 30 sec commercial during each broadcast and copy of the podcast program.

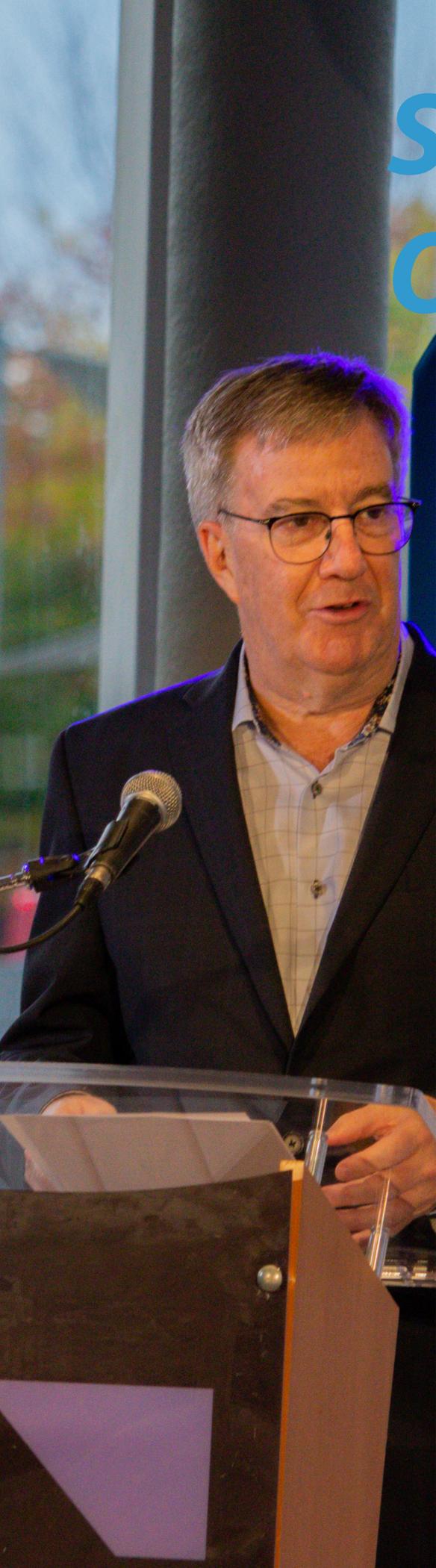
Presenting Sponsor (7 available)

– **\$6,000 (Sold out)**

Presentation of one of the seven award and a speaking opportunity at the gala, pre-gala VIP room invitation for you to further network with the recipients, logo recognition on event website, thank you recognition on all social media channels, logo on event program, your employee participation on multiple levels of run up to the awards.

Photo Booth Sponsor – \$5,000

Includes personalized email, call to action button to send guests to our website or socials, your logo on all digital images and those shared on social media, logo on all printouts from the photobooth, prompt for all guests to share event tags when uploading their images to social media.



Sponsorship Opportunities

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Cocktail Sponsor – \$5,000

Includes corporate exposure at the National Art Centre through event banner and signage, thank you signage during the cocktail hour on all tables, corporate logo on evening program, honourable mention by event MC's.

Red Carpet Sponsor – \$5,000

Includes Your logo displayed on the red carpet, all guests will arrive through the red carpet, corporate exposure on the National Art Centre through event banners and signage, corporate logo display during the event on overhead presentation, and honorable mention by event MC's.

Trophy Sponsor – \$4,000

Includes your logo on all of the award trophies to recipients, your company logo used for all outgoing correspondence and promotion involving sponsored award, inclusion of your logo on all materials and banners at Award Ceremony, company logo in evening program.

Gift Sponsor – \$4,000

Includes recognition on event page and social media platforms, inclusion of your logo on all materials and banners at Award Ceremony, company logo in evening program.

Food Sponsor – \$5,000

Includes corporate exposure at the National Art Centre through event banner and signage, speaking opportunity during the event, exclusive table cards with your name and logo at each food table, corporate logo display during the event on overhead presentation, honourable mention by event MC.

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 obstacle need not define us, but must serve as fuel for the determine, 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!** -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

“We get a real benefit in being affiliated and involved with the awards.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.” - Stanley 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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