

In support of



THE 26TH ANNUAL



RBC Spirit of the Capital Youth Awards

JUNE 29 2023

Presented by





Celebrating Ottawa's Youth

June 29th, 2023

Since 1997, Youth Ottawa has been the proud host of the RBC Spirit of the Capital Youth Awards. In June, 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.

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

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 25 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. Youth are awarded \$1,000 bursaries to be used for academic endeavours or social impact projects and are given speaking opportunities through our media sponsors CBC Ottawa.



**"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
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

Key Dates

Feb 15 - March 15, 2023 - Nominations

Call for nominations for the RBC Spirit of the Capital Youth Awards open on Youth Ottawa's website. We invite anyone in the community to nominate a youth between the ages of 14-21. Youth Ottawa staff evaluate and score applications, screening four applicants per category to be interviewed.

- **How do sponsors participate?** We invite sponsors to promote the nominations. Youth Ottawa will provide any communications materials.

April 11 - 17, 2023 - Finalist Interviews

Shortlisted applicants will be invited to interview.

- **How do sponsors participate?** Award sponsors are invited to conduct interviews alongside a Youth Ottawa staff. Interviews will be conducted throughout the week via zoom. Sponsors will select the two finalists in their category.

May 23, 2023 - Meet and Greet

The meet and greet is an opportunity for recipients to meet one another and the sponsors ahead of the gala. There is food, networking opportunities and icebreakers.


- **How do sponsors participate?** Sponsors are invited to send 1-4 staff members to attend the meet and greet. This is a more intimate setting ahead of the gala.

June 29, 2023 - The Gala!

Over 300 people gather for the award gala to celebrate the recipients. Guests include family, friends, teachers, community partners, city councillors and the Mayor.

- **How do sponsors participate?** Sponsors are invited to attend the awards and are given speaking opportunities depending on the sponsorship package chosen. There is a cocktail hour, followed by the award reception.





Sponsorship Opportunities

Below are a few of the ways you can get involved in the awards. We are happy to tailor packages to your needs.

Presenting Sponsor – \$20,000 (x 1)

Includes organization name in event name, opening speech at the awards, presentation of one award category. Exposure at the spirit awards through event banner and signage, thank you signage during cocktail hour, logo on evening program, and honourable mention by MC. Opportunities to participate in the interviews and run a presentation at the Meet and Greet. Includes articles and mentions by media sponsor.

Award Sponsor – \$8,000 (x 7)

Includes presentation of one award and a speaking opportunity at the gala, as well as opportunities to participate in the interviews and meet and greet. Exposure at the spirit awards through event banner and signage, thank you signage during cocktail hour, logo on evening program.

Photo Booth Sponsor – \$5,000 (x 1)

Your logo at the photo booth. Includes personalized email, call to action button to send guests to your 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.

Food Sponsor – \$5,000 (x 1)

Includes corporate exposure at the event 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.



Cocktail Sponsor – \$4,000 (x 1)

Includes corporate exposure through event banner and signage, thank you signage during the cocktail hour on all tables, corporate logo on evening program. A designated mocktail drink branded to your company logo and branding.

Red Carpet Sponsor – \$4,000 (x 1)

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

Trophy Sponsor – \$3,000 (x 1)

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 – \$2,000 (x 14)

Includes your logo in evening program, corporate logo and link on Youth Ottawa website, and honourable mention by MC's

Event Photos



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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