

OTTAWA FIRE TRUCK PULL SPONSORSHIP OPPORTUNITIES

Sunday, October 28, 2018
2:00 – 4:00 pm
Lansdowne Park, East Court

The 2018 OTTAWA FIRE TRUCK PULL will be a fun, family friendly event that brings the community together for a good-natured competition while raising funds for charity. We invite you to join us for the inaugural tournament that we expect will grow to become a much-anticipated annual event.

On **Sunday, October 28th**, 25 teams of 10 will descend on Lansdowne Park to demonstrate that they have the fortitude to pull a fire truck 100 feet in front of over a thousand spectators. They'll compete to see who can pull the truck the fastest, raise the most money for a good cause, or demonstrate the most team spirit, possibly while dressed in their Hallowe'en best.

Presented in collaboration with the City of Ottawa Lansdowne Park and Ottawa Fire Services, the OTTAWA FIRE TRUCK PULL will coordinate with Lansdowne Market and the Glebe Pumpkin Derby for an afternoon of fun activities including food vendors, photo opportunities with fire trucks while wearing Ottawa Fire Services uniforms, and a kids' zone with face painting, temporary tattoos, games, prizes, and much more! Whether folks are showing their metal by pulling the truck, watching the competition, or enjoying these on-site activities, there will be something for everyone.

The OTTAWA FIRE TRUCK PULL will raise funds to continue Epilepsy Ottawa's mandate to improve the quality of life for the nearly 10,000 people in the region living with epilepsy and their loved ones through support services, education, advocacy, and on-going public awareness.

100% of the proceeds from this event will support epilepsy services in our community.

Visit ottawafiretruckpull.com for further details about the event.

Epilepsy Ottawa

Epilepsy Ottawa is a not-for-profit registered charity dedicated to creating a community where people affected by epilepsy or seizure disorders are empowered and supported to live life to the fullest, free of stigma and barriers. Almost 10,000 people in Ottawa and the surrounding rural regions have epilepsy. Its impact extends beyond the individual with the diagnosis; it affects the entire family and even friends.

The Opportunity

As our partner, you will align your organization with this small but mighty not-for-profit and promote your brand, goods, and services to over a thousand current and future customers during the event and thousands of people in our community leading up to it. All donations will be recognized as contributions from your establishment.

Thank you in advance for your consideration,



Nikki Porter, PhD
Executive Director
nikki@epilepsyottawa.ca

Overall Best Team Sponsor (Title Sponsor) \$15,000 (one available)

At the event:

- Naming rights for event (e.g. COMPANYNAME Ottawa Fire Truck Pull). Company name will be used in every mention of event.
- Category exclusivity as “Title Sponsor” and first right of refusal for next year’s event.
- Recognition as the “Title Sponsor” with corporate logo in all event-day promotional materials.
- Place on the VIP honorary team – Join the team of community leaders and agency partners to launch the event with an inaugural pull.
- Award presenter for Overall Best Team Award (Speaking time: 2 minutes)
- Complementary entry for team of up to 10.*
- Table in the sponsor/warm up tent with opportunity to distribute branded “warm up” material to guests.†
- Verbal recognition as “Title Sponsor” by MC during welcome remarks.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Corporate name featured in all news releases.
- Logo and brand recognition on all marketing and press materials from the time of the agreement leading up to and including post-event promotions.
- Logo recognition with link to company website in Epilepsy Ottawa newsletter and on website.
- 6 Facebook, 6 Twitter, and 6 Instagram messages specifically about your role in the event to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.



* Team is invited, but not required to fundraise. Team fundraising, but not sponsorship, will be considered towards the team’s total in the fundraising categories of the competition.

† Sponsor tent will double as a warming tent on this late-October afternoon with an opportunity for select sponsors to provide “warming items” such as toques, hand warmers, hot chocolate, etc. These sponsors are welcome to distribute branded items or their business cards with warming items. These select sponsors can distribute other swag at their table as well.

Fastest Team Award Sponsor \$10,000 (one available)

At the event:

- Category exclusivity as “Diamond Sponsor” and first right of refusal for next year’s event.
- Recognition as the “Diamond Sponsor” with corporate logo in all event-day promotional materials
- Award presenter for Fastest Team Award (Speaking time: 2 minutes)
- Place on the VIP honorary team – Join the team of community leaders and agency partners to launch the event with an inaugural pull.
- Complementary entry for team of up to 10.‡
- Table in the sponsor/warm up tent with opportunity to distribute branded “warm up” material to guests.§
- Verbal recognition as “Diamond Sponsor” by MC during welcome remarks.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Corporate name featured in all news releases.
- Logo and brand recognition on all marketing and press materials from the time of the agreement leading up to and including post-event promotions.
- Logo recognition with link to company website in Epilepsy Ottawa newsletter and on website.
- 5 Facebook, 5 Twitter, and 5 Instagram messages to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.



‡ Team is invited, but not required to fundraise. Team fundraising, but not sponsorship, will be considered towards the team’s total in the fundraising categories of the competition.

§ Sponsor tent will double as a warming tent on this late-October afternoon with an opportunity for select sponsors to provide “warming items” such as toques, hand warmers, hot chocolate, etc. These sponsors are welcome to distribute branded items or their business cards with warming items. These select sponsors can distribute other swag at their table as well.

Challenge Sponsor **Enter three or more teams + \$5,000** (three available)**

At the event:

- Naming Rights for your corporate team challenge in the schedule poster (online, 100 distributed throughout Ottawa, copies available for you to post at all of your locations).
- Recognition as a “Challenge Sponsor” with corporate logo in all event-day promotional materials.
- Table in the sponsor/warm up tent with opportunity to distribute “warm up” material to guests.††
- Verbal recognition as a “Challenge Sponsor” by MC during event.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Corporate name featured in all news releases.
- Logo and brand recognition on all marketing and press materials from the time of the agreement leading up to post-event and including promotions.
- Logo recognition with link to company website in Epilepsy Ottawa newsletter and on website.
- 5 Facebook, 5 Twitter, and 5 Instagram messages to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.

Award Sponsor **\$5,000 (three available)**

At the event:

- Recognition as a “Platinum Sponsor” with corporate logo in all event-day promotional materials.
- Complementary entry for team of up to 10.‡‡
- Award presenter for Team Spirit Award, Most Team Funds Raised Award, or Most Funds Raised/Teammate Award (Speaking time: 2 minutes)
- Table in the sponsor/warm up tent with opportunity to distribute “warm up” material to guests.
- Verbal recognition as a “Platinum Sponsor” by MC during welcome remarks.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Corporate name featured in all news releases.
- Logo and brand recognition on all marketing and press materials from the time of the agreement leading up to and including post-event promotions.
- Logo recognition with link to company website in Epilepsy Ottawa newsletter and on website.
- 5 Facebook, 5 Twitter, and 5 Instagram messages to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.

** Each team entered will raise at least \$1000 and be entered into the fundraising categories of the competition.

†† Sponsor tent will double as a warming tent on this late-October afternoon with an opportunity for select sponsors to provide “warming items” such as toques, hand warmers, hot chocolate, etc. These sponsors are welcome to distribute branded items or their business cards with warming items. These select sponsors can distribute other swag at their table as well.

‡‡ Team is invited, but not required to fundraise. Team fundraising, but not sponsorship, will be considered towards the team’s total in the fundraising categories of the competition.

Gold Sponsor \$2,500 (unlimited)

At the event:

- Recognition as a “Gold Sponsor” with corporate logo in all event-day promotional materials.
- Table in the sponsor/warmup tent with opportunity to distribute “warm up” material to guests. §§
- Verbal recognition as a “Gold Sponsor” by MC during welcome remarks.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Logo and brand recognition on all marketing and press materials from the time of the agreement leading up to and including post-event promotions.
- Logo recognition with link to company website on Epilepsy Ottawa newsletter and website.
- 3 Facebook, 3 Twitter, and 3 Instagram messages to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.

Team Sponsor Enter a team and match their funds*** (unlimited)

At the event:

- Recognition as a “Team Sponsor” with corporate logo in all event-day promotional materials.
- Table in the sponsor/warmup tent with opportunity to distribute “warm up” material to guests.*
- Verbal recognition as a “Team Sponsor” by MC during event.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Logo and brand recognition on all marketing and press materials from the time of the agreement leading up to and including post-event promotions.
- Logo recognition with link to company website on Epilepsy Ottawa newsletter and website.
- 3 Facebook, 3 Twitter, and 3 Instagram messages to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.



§§ Sponsor tent will double as a warming tent on this late-October afternoon with an opportunity for select sponsors to provide “warming items” such as toques, hand warmers, hot chocolate, etc. These sponsors are welcome to distribute branded items or their business cards with warming items. These select sponsors can distribute other swag at their table as well.

*** Each team entered will raise at least \$1000 and be entered into the fundraising categories of the competition.

Silver Sponsor **\$1,000 (unlimited)**

At the event

- Recognition as a “Silver Sponsor” with corporate logo in all event-day promotional materials.
- Leave material and “warming items” at sponsor table in warming tent.^{†††}
- Verbal recognition by MC during welcome remarks.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Logo and brand recognition on select marketing and press materials .
- Logo and brand recognition with link to company website on Epilepsy Ottawa newsletter and website.
- 2 Facebook, 2 Twitter, and 2 Instagram messages to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.

Bronze Sponsor **\$500 (unlimited)**

At the event:

- Recognition as a “Bronze Sponsor” in all event-day promotional materials.
- Verbal recognition by MC during welcome remarks.
- Logo recognition on Sponsor Board at the event.

Recognition Leading up to Event:

- Name recognition and link to company website on Epilepsy Ottawa newsletter and Epilepsy Ottawa and Ottawa Fire Truck Pull websites.
- 1 Facebook, 1 Twitter, and 1 Instagram message to engage Epilepsy Ottawa followers with your brand – over 17,000 followers.

Friends of Epilepsy Ottawa **\$250 (unlimited)**

- Name on “Friends of Epilepsy Ottawa” board at the event.
- Name recognition and link to company website on Epilepsy Ottawa and Ottawa Fire Truck Pull websites.

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Sponsorship Benefits	Overall Best Award Sponsor \$15,000	Fastest Pull Sponsor \$10,000	Challenge Sponsor \$5,000	Award Sponsor \$5,000	Gold Sponsor \$2,500	Team Sponsor ^{†††} Matching Funds \$1,000+	Silver Sponsor \$1,000	Bronze Sponsor \$500	Friend of Epilepsy Ottawa \$250
Naming Rights (COMPANYNAME Ottawa Fire Truck Pull)	✓								
First right of refusal for next year	✓	✓							
Recognition in event-day promotional material	✓	✓	✓	✓	✓	✓	✓	✓	
1 place on VIP honorary team	✓	✓							
Speaking opportunity	✓	✓		✓					
Present award	✓	✓		✓					
Complementary team entry (10 people)	✓	✓		✓					
Table in warm up tent	✓	✓	✓	✓	✓	✓			
Verbal recognition by MC	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on event sponsor board	✓	✓	✓	✓	✓	✓	✓	✓	
Company name in press releases	✓	✓	✓	✓					
Brand recognition on media and promotions	✓	✓	✓	✓	✓	✓	✓		
Logo recognition and website link on website and newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social media mentions	5	5	5	5	3	3	2	1	0
Other			Challenge Naming Rights				Warming tent material		Name on Sponsor Board

^{†††} Team Sponsor enters team raising minimum \$1,000. Sponsor matches team's fundraising contribution.