



# VOscars 2024

## SPONSORSHIP OPPORTUNITIES

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**Every year, Ottawa’s business community showcases its support for local volunteers and not-for-profits at the VOscars Gala. There are many sponsorship options — get in touch to decide the best way to for your organization to share the spotlight and show your support for volunteerism in Ottawa!**

## **About the VOscars**

The VOscars Awards Gala is the highlight of the year for Ottawa’s volunteers, nonprofits, and community supporters. This high-profile event gives special recognition to individuals, organizations and businesses that have made a difference in the community. Join us for the 13th annual VOscars Awards Gala!

# About Volunteer Ottawa

Volunteer Ottawa is a local non-profit that promotes that special sense of belonging that comes from being connected to others through volunteering. For over 65 years, we have been helping people make a meaningful difference in our city through volunteerism. We run Ottawa's go-to website for all things volunteering and offer dozens of workshops, training sessions, inclusive programs, and networking opportunities to ensure that individuals and non-profit organizations have the skills, knowledge, and resources they need to make an impact.

We support hundreds of local non-profit organizations and thousands of volunteers looking for their next opportunity.

## Why Become a VO Sponsor?

Volunteer Ottawa touches the lives of tens of thousands of people each year, from young people exploring opportunities that may lead to a life's calling, to newcomers establishing personal and professional networks in their new home, to older adults ready to share a lifetime of skills and experience while staying active and involved. Thanks to Ottawa's volunteers, hundreds of local charities are providing the critical services and supports that improve our lives in countless ways. When you support Volunteer Ottawa, you strengthen the social fabric that binds us together. You are declaring your commitment to making our city the very best it can be. You are saying, "We care".



Announcing the 2024  
Lifetime Achievement  
Award recipient:

## **Bharat Rudra**

Bharat Rudra is the 2024 recipient of Volunteer Ottawa's Lifetime Achievement Award, a prestigious honour

recognizing his over 35 years of impactful and wide-ranging community service.

As the co-founder and volunteer President of TiE Ottawa for 23 years, Bharat has played a pivotal role in empowering countless local entrepreneurs and shaping the entrepreneurial ecosystem. He has also served as an advisor to the City of Ottawa Immigrant Entrepreneur Awards for the past decade. Bharat co-founded Dhadkan, a nonprofit that has significantly supported the Ottawa Heart Institute by raising over \$10 million for heart disease research over ten years. His commitment to cultural engagement led him to initiate Ottawa's first Punjabi radio show and establish the city's inaugural Bhangra dance team, both of which have strengthened cultural ties and promoted heritage among Indo-Canadian youth. Bharat also served as Vice President of the Indo-Canadian Community Center and currently volunteers as a member of Algonquin College's Board of Governors. Additionally, he has organized and supported several dozen charity events, including the notable 'India Day' with the Ottawa Senators, to integrate and celebrate Indo-Canadian culture within the broader community.

Bharat's community service has been previously recognized with several awards, including the Order of Ottawa in 2020. A graduate of the University of Ottawa computer engineering program, Bharat is Vice-President of 123worx, an Ottawa-based software company.

# Sponsorship Packages

## Presenting Sponsor

*\$10,000 (1 available)*

### WHAT'S INCLUDED:

- Listed as Presenting Sponsor of the 2024 VOscars Gala in all promotional material: “2024 VOscars Gala — presented by Volunteer Ottawa and your organization’s name”
- Group photo opportunities with award recipients, host and dignitaries
- Prominent signage at event entrance, reception/registration area and on stage *\*to be coordinated with and approved by Volunteer Ottawa*
- Speaking opportunity (2 minutes) during the event welcome and opening remarks and recognition during the closing remarks
- Full page program ad (5.5” x 8.5”) — graphics provided by sponsor
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and highlight with photo and logo in 2024 Volunteer Ottawa Annual Report
- Recognition in Fall edition of Volunteer Ottawa newsletters (circulation: 17,000)
- Social media recognition before and after the event (followers: 26,000)
- Branded content shared through Volunteer Ottawa social media channels
- Logo featured in the event slide show
- Recognition in confirmation email to all ticket holders in advance of the event
- 8 complimentary tickets for your clients and staff (\$1200 value)

# Lifetime Achievement Award Sponsor

*\$3,000 (1 available)*

Each year, the VOscars honours someone who has devoted their life to giving back to the community.

## WHAT'S INCLUDED:

- Speaking opportunity (2 minutes) during the presentation of the award.
- Your representative will be part of the tribute to the honoree (5 minutes on stage with host)
- Photo opportunity with award recipient, host and dignitaries
- Half page program ad (5.5" x 4.25") — graphics provided by sponsor
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and highlight in 2024 Volunteer Ottawa Annual Report
- Recognition in Fall edition of Volunteer Ottawa newsletters (circulation: 17,000)
- Social media recognition before and after the event (followers: 26,000)
- Recognition by host and other speakers
- Logo featured in event slide show
- 4 complimentary tickets to the event (\$600 value)

# Mayor's Award for Volunteer Spirit Sponsor

*\$3,000 (1 available)*

## WHAT'S INCLUDED:

- Branding as Mayor's Award sponsor
- Introduction of Mayor (or representative) (2 minutes on stage)
- Quarter page ad in program – graphics provided by sponsor
- Photo opportunity with Mayor and award recipient
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and mention in 2024 Volunteer Ottawa Annual Report
- Recognition in Fall edition of Volunteer Ottawa newsletters (circulation: 17,000)
- Social media recognition before and after the event (followers: 26,000)
- Logo featured in event slide show
- 4 complimentary tickets to the event (\$600 value)

# Ottawa Community Award Sponsors

\$2,500 (6 available)

## LIST OF AWARDS:

*Outstanding Youth Volunteer Award* **SOLD**

*Outstanding Older Adult Volunteer Award* **SOLD**

Leadership in Skilled Volunteering Award

Leadership in Corporate Volunteerism Award

Pathways to Possibilities Award

*Outstanding Volunteer Program Award* **SOLD**

## WHAT'S INCLUDED:

- Branding as award sponsor
- Presentation of award (2 minutes on stage with recipient and host)
- Quarter page ad in program – graphics provided by sponsor
- Photo opportunity with your award recipient
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and mention in 2024 Volunteer Ottawa Annual Report
- Recognition in Fall edition of Volunteer Ottawa newsletters (circulation: 17,000)
- Social media recognition before and after the event (followers: 26,000)
- Logo featured in event slide show
- 4 complimentary tickets to the event (\$600 value)



# Welcome Reception sponsor

*\$5,000 (1 available)*

## WHAT'S INCLUDED:

- Opportunity to address attendees and welcome them to the event
- Branding as reception sponsor, including reception signage
- Half page program ad (5.5" x 4.25") — graphics provided by sponsor
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and mention in 2024 Volunteer Ottawa Annual Report
- Recognition in Fall edition of Volunteer Ottawa newsletters (circulation 17,000)
- Social media recognition before and after the event (followers: 26,000)
- Logo featured in event slide show
- Recognition by host and other speakers
- 4 complimentary tickets to the event (\$600 value)

# Dinner Sponsor

*\$6000 (1 available)*

## WHAT'S INCLUDED:

- Branding as dinner sponsor
- Option of placing items on seats or table settings at the Gala
- Half page program ad (5.5" x 4.25") — graphics provided by sponsor
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and mention in 2024 Volunteer Ottawa Annual Report
- Recognition in Fall edition of Volunteer Ottawa newsletters (circulation 17,000)
- Social media recognition before and after the event (followers: 26,000)
- Logo featured in event slide show
- Recognition by host and other speakers
- 4 complimentary tickets to the event (\$600 value)

# Dessert Sponsor

*\$4,000 (1 available)*

## WHAT'S INCLUDED:

- Branding as dessert sponsor
- Half page program ad (5.5" x 4.25") — graphics provided by sponsor
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and mention in the 2024 Volunteer Ottawa Annual Report
- Social media recognition before and after the event (followers: 26,000)
- Promotion in event slide show
- 4 complimentary tickets to the event (\$600 value)

# Entertainment sponsor

*\$2,000 (1 available)*

## WHAT'S INCLUDED:

- Branding as entertainment sponsor
- Photo opportunity with the young musicians from OrKidstra
- Half page program ad (5.5" x 4.25") — graphics provided by sponsor
- Introduction of OrKidstra musicians (2 minute on-stage speaking opportunity)
- Recognition, logo and link to sponsor website on Volunteer Ottawa website and mention in the 2023 Volunteer Ottawa Annual Report
- Social media recognition before and after the event (followers: 26,000)
- Recognition by host and other speakers
- Promotion in event slide show
- 2 complimentary tickets to the event (\$300 value)

# Supporting Sponsor

*\$1,000*

## WHAT'S INCLUDED:

- Recognition, logo and link to sponsor website on Volunteer Ottawa website and mention in the 2024 Volunteer Ottawa Annual Report
- Quarter-page program ad (5.5" h x 2.125" w) — graphics provided by sponsor
- Social media recognition before and after the event (followers: 26,000)
- Promotion in event slide show
- 2 complimentary tickets to the event (\$300 value)

## Get in Touch

If you have any questions, or to reserve a sponsorship, please contact:

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