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National Founding Sponsor

**Easter Seals Drop Zone Ottawa**

**Monday, September 26, 2011**

**Delta Ottawa Hotel & Suites, 361 Queen Street**

**Sponsorship Package**





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## 2011 Easter Seals Drop Zone-Ottawa BE A SUPERHERO FOR A DAY

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Dear Friend and Supporter of Easter Seals Ontario,

Easter Seals Ontario is committed to making a difference in the lives of children with physical disabilities. That is why we are very excited to be planning our 2<sup>nd</sup> Annual Easter Seals Drop Zone Ottawa. This high profile event will take place on Monday, September 26<sup>th</sup> 2011 at the Delta Ottawa Hotel & Suites, a Morguard Property, located at 361 Queen Street.

The Drop Zone event is a unique and exhilarating experience where participants, who are everyday people, become Superheroes as they rappel 18 stories down the Delta Hotel in support of kids with physical disabilities. Registrants who are committed to raising a minimum of \$1500 in pledges will have the chance to take the challenge and the plunge over the edge of 361 Queen Street.

For 89 years families have turned to Easter Seals Ontario for help, and the need continues. Your companies commitment, by becoming a sponsor of the 2011 Drop Zone Ottawa, means that children and youth with physical disabilities will be able to get the programs and services they need to achieve a greater level of acceptance and independence. Enclosed is a package that outlines the sponsorship opportunities and the ways we can acknowledge your commitment.

In 2010, financial assistance to Easter Seals kids and families in the Ottawa and surrounding area totaled just over \$250,000. Funds raised at events such as the Drop Zone go towards assisting families in purchasing expensive mobility equipment and communications devices. Easter Seals also owns and operates two fully accessible camp properties and is recognized as an industry leader in providing specialized recreation programs for kids with physical disabilities at Easter Seals camps. For more information visit [www.easterseals.org](http://www.easterseals.org).

I thank you for your time and consideration of this request. I hope that your company will recognize the great promotional opportunities associated with this event. . Please do not hesitate to contact me should you require further information, I can be reached by phone at (613) 226-3051 ext.222 or by e-mail at [kwallace@easterseals.org](mailto:kwallace@easterseals.org).

Sincerely,

**Krystal Wallace**  
Development Manager Ontario East  
Easter Seals Ontario





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### Project Summary

**Project Name:** 2011 Easter Seals Drop Zone Ottawa

**Event Date:** Monday, September 26<sup>th</sup> 2011

**Rain Date:** Tuesday, September 27<sup>th</sup> 2011

**Organization Name:** Easter Seals Ontario

**Organization Address:** 350-1101 Prince of Wales Dr., Ottawa, ON K2C 3W7

**Contact Name:** Krystal Wallace

**Contact Title:** Development Manager- Ontario East

**Contact Phone Number:** (613) 226-3051 ext.222

**Contact Fax Number:** (613) 226-3052

**Contact E-mail:** [kwallace@easterseals.org](mailto:kwallace@easterseals.org)

**Easter Seals Ontario website:** [www.easterseals.org](http://www.easterseals.org)

**Drop Zone Website:** [www.thedropzone.ca](http://www.thedropzone.ca)

Charitable Registration Number: 119068377 RR0001





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### About Ottawa's Easter Seals Drop Zone

Easter Seals Ontario is excited to be hosting its 2<sup>nd</sup> Annual Easter Seals Drop Zone in Ottawa. On Monday, September 26, 2011, individuals from the Ottawa community will rappel down the side of the Delta Hotel, a Morguard Property, located at 361 Queen Street in support of kids with physical disabilities. Nationally since 2005, the Easter Seals Drop event has had more than 3000 individuals participate in this unique event raising over \$4.79 million (over \$1.3 million in 2010 alone) for kids with physical disabilities through 56 Drop Zone events from coast to coast. This year Ottawa is excited to be one of thirteen host cities for Drop Zone events across Canada.

Participation in this adventure requires all rappellers to raise a minimum of \$1,500 in pledges while challenging their daily comfort zone for a great cause. All proceeds raised at the Ottawa event will help support kids with physical disabilities in Ontario.

### **The Easter Seals Drop Zone is an event that raises awareness, heart rates, and funds for Easter Seals kids**

Spectators and supporters are invited to join us at the base of the Delta Ottawa Hotel & Suites, a Morguard Property, at 361 Queen Street to watch our brave Superheroes take the plunge as well as enjoy a fun-filled day of activities, entertainment and food.

Easter Seals Drop Zone in Ottawa needs the support of corporate partners to make this fundraising event a success. We invite you to be a part of this unique, high profile, and exciting event.





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### Sponsorship Opportunity Levels:

- **Superhero Sponsor** **\$15,000**
  - Only one Superhero Sponsorship will be sold for Drop Zone Ottawa 2011
  
- **Action Hero Sponsor** **\$ 8,500**
  
- **Hero Sponsor** **\$ 5,500**
  
- **Superhero Sidekick Sponsor** **\$ 2,500**

*\*All benefits outlined in this sponsorship package refer to local benefits and recognition through the Drop Zone Ottawa event.*





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### **SUPERHERO Sponsorship Benefits and Recognition:** (Only one SUPERHERO sponsor may be confirmed for Drop Zone Ottawa)

- Your company will be the SOLE presenting sponsor of the event and your company name will be associated with the event name (i.e. Drop Zone Ottawa presented by XXX)
- Your company has the option of exclusivity for your support, meaning that no other competing or similar companies will be able to sponsor the event if desired.
- Your company will be given first right of refusal for this level of support in future years.
- Your company will have the opportunity to enter 6 rappellers in the event. *\*Depends on availability of rappel spots at time of sponsorship confirmation. All rappellers must adhere to the event rules and guidelines.*
- Logo recognition on the Drop Zone Ottawa website.
- Logo recognition on pre-event marketing materials (posters, brochures, tent cards, etc.) *\*If sponsorship is confirmed before our print deadlines for materials.*
- Logo recognition on event t-shirts. *\*If sponsorship is confirmed before our print deadline.*
- Prominent placement of corporate banners on site at the event (up to 3 banners can be displayed- one will be provided by Easter Seals Ontario if needed.)
- Logo recognition in all pre-event and post event purchased/leveraged print media ads
- Recognition in all other purchased/leveraged advertising (i.e. radio, TV, etc.)
- Recognition through social media outlets
- Press release/advisory mention.
- Logo recognition on other pre-event materials- pledge forms, Superhero newsletters, family newsletters, etc. *\*If sponsorship is confirmed before our print deadlines for materials.*
- Logo recognition on on-site signage (thank-you board, rappellers schedule, etc.)
- Opportunity to have promotional materials included in rappeller's participation package.
- Opportunity to be on site at the event (booth, promo table, etc.)
- Sponsor specific tent cards to be displayed at the event (registration table, staging room table, reception tables, etc.)
- Invitation to attend the post-rappel reception/party where your company will be thanked for your support

**SUPERHERO Sponsorship Fee: \$15,000**



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### **ACTION HERO Sponsorship Benefits and Recognition:** (Multiple ACTION HERO sponsors may be confirmed for Drop Zone Ottawa)

- Your company has the option of exclusivity for your support, meaning that no other competing or similar companies will be able to sponsor the event if desired.
- Your company will have the opportunity to enter 3 rappellers in the event. *\*Depends on availability of rappel spots at time of sponsorship confirmation. All rappellers must adhere to the event rules and guidelines.*
- Logo recognition on the Drop Zone Ottawa website.
- Logo recognition on pre-event marketing materials (posters, brochures, tent cards, etc.) *\*If sponsorship is confirmed before our print deadlines for materials.*
- Logo recognition on event t-shirts. *\*If sponsorship is confirmed before our print deadline.*
- Corporate banners on site at the event (up to 2 banners can be displayed- one will be provided by Easter Seals Ontario if needed.)
- Logo recognition in all pre-event and post event purchased/leveraged print media ads
- Recognition through social media outlets
- Press release/advisory mention.
- Recognition on/in other pre-event materials- pledge forms, Superhero newsletters, family newsletters, etc. *\*If sponsorship is confirmed before our print deadlines for materials.*
- Recognition on on-site signage (thank-you board, rappellers schedule, etc.)
- Opportunity to have promotional materials included in rappeller's participation package.
- Opportunity to be on site at the event (booth, promo table, etc.)
- Sponsor specific tent cards to be displayed at the event (registration table, staging room table, reception tables, etc.)
- Invitation to attend the post-rappel reception/party where your company will be thanked for your support

**ACTION HERO Sponsorship Fee: \$ 8,500**



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### **HERO Sponsorship Benefits and Recognition:** (Multiple HERO sponsors may be confirmed for Drop Zone Ottawa)

- Your company will have the opportunity to enter 2 rappellers in the event. *\*Depends on availability of rappel spots at time of sponsorship confirmation. All rappellers must adhere to the event rules and guidelines.*
- Recognition on pre-event marketing materials (posters, brochures, tent cards, etc.) *\*if sponsorship is confirmed before our print deadlines for materials.*
- Logo recognition on event t-shirts. *\*If sponsorship is confirmed before our print deadline.*
- Corporate banner on site at the event (Easter Seals Ontario can provide basic banner if needed.)
- Recognition in all pre-event and post event purchased/leveraged print media ads
- Recognition through social media outlets
- Recognition on on-site signage (thank-you board, rappellers schedule, etc.)
- Opportunity to have promotional materials included in rappeller's participation package.
- Sponsor specific tent cards to be displayed at the event (registration table, staging room table, reception tables, etc.)
- Invitation to attend the post-rappel reception/party where your company will be thanked for your support

**HERO Sponsorship Fee: \$ 5,500**



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### **SUPERHERO SIDEKICK Sponsorship Benefits and Recognition:**

(Multiple SIDEKICK sponsors may be confirmed for Drop Zone Ottawa)

- Your company will have the opportunity to enter 1 rappeller in the event. *\* Depends on availability of rappel spots at time of sponsorship confirmation. All rappellers must adhere to the event rules and guidelines.*
- Name recognition on event t-shirts. *\*If sponsorship is confirmed before our print deadline.*
- Corporate banner on site at the event (Easter Seals Ontario can provide basic banner if needed.)
- Recognition through social media outlets
- Recognition on on-site signage (thank-you board, rappellers schedule, etc.)
- Invitation to attend the post-rappel reception/party where your company will be thanked for your support

**SUPERHERO SIDEKICK Sponsorship Fee: \$ 2,500**





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# 2011 Easter Seals Drop Zone-Ottawa BE A SUPERHERO FOR A DAY

## CONFIRMATION OF SPONSORSHIP FOR DROP ZONE OTTAWA 2011

Please circle level of sponsorship for Drop Zone Ottawa 2011:

- Superhero Sponsor \$15,000
- Action Hero Sponsor \$ 8,500
- Hero Sponsor \$ 5,500
- Superhero Sidekick Sponsor \$ 2,500

### Sponsor Information (please print or type):

Company Name (as should be printed in materials): \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Level of Sponsorship (write level of sponsorship as above): \_\_\_\_\_

Notes/Comments/Requests: \_\_\_\_\_

\_\_\_\_\_

### Sponsor Questions (please check off applicable boxes):

- We plan on using the allocated number of rappel spots offered with our sponsorship level.
- We will provide our own company banner to be displayed at the event.
- We plan on attending the post-rappel reception/party.
- We are interested in having staff involved in this event as volunteers.

*Please note that sponsoring companies must provide their logo and other company information as requested to event staff at Easter Seals Ontario. It is the responsibility of the sponsoring companies to notify event staff of any changes in regards to sponsorship, company logos or names. All benefits outlined in this package are in relation to the local Easter Seals Drop Zone Ottawa event. In addition, late confirmation of sponsorship may mean that not all benefits can be honoured by Easter Seals Ontario, as certain print deadlines may have already been met. Easter Seals will do their best to honour all benefits outlined for sponsors.*

\_\_\_\_\_  
Signature of Representative at Sponsoring Company

\_\_\_\_\_  
Date Signed





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## SPONSORSHIP PAYMENT INFORMATION

Please check off one of the following payment options and provide necessary information for the chosen option.

- Please invoice the company at the address indicated on previous page.
- My cheque is enclosed. (Payable to Easter Seals Ontario). Send cheques to:

Easter Seals Ontario ATTN: Krystal Wallace 350-1101 Prince of Wales Dr. Ottawa, ON K2C 3W7
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- I wish to pay on credit card (if so please fill out the information below):
  - o Type of card (please circle):    MasterCard                  Visa                  AMEX
  - o Card Number: \_\_\_\_\_
  - o Expiry Date: \_\_\_\_\_
  - o Name on Card : \_\_\_\_\_

To discuss this sponsorship opportunity or for any questions please contact:

**Krystal Wallace**  
 Development Manager-Ontario East  
 Easter Seals Ontario  
 350-1101 Prince of Wales Dr  
 Ottawa ON K2C 3W7  
 Phone: **613-226-3051 ext 222**  
 Fax : **613-226-3052**  
 E-mail : [kwallace@easterseals.org](mailto:kwallace@easterseals.org)

**Thanks for your consideration!**  
[www.thedropzone.ca](http://www.thedropzone.ca)





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## 2011 National Drop Zone Event Dates

City	Event Day	Rain Date
Winnipeg	August 18	August 19
St. John's	August 13	TBC
Regina	September 1 (TBC)	September 2
Saskatoon	August 30	August 31
Edmonton	September 6	September 7
Calgary	September 8	September 9
Vancouver	September 13	September 14
Victoria	September 15	September 16
Halifax	September 16	September 27
Montreal	September 21	September 22
Ottawa (ON)	September 26	September 27
London (ON)	September 28	September 29
Charlottetown	TBC	TBC



**Thanks for your support!**

