

Ottawa  
RIVERKEEPER  
*Gala*

GARDE-RIVIÈRE  
*des Outaouais*

Wednesday, May 27, 2020

Presented by: IBC  BAC | Insurance Bureau of Canada  
Bureau d'assurance du Canada

OTTAWA RIVERKEEPER GALA 2020  
SPONSORSHIP OPPORTUNITIES



# Ottawa Riverkeeper Gala

## The best party in town!

Those in the know, know the Ottawa Riverkeeper Gala. It's one of the most talked about, most fun, and high-profile events on the Ottawa social calendar.

Our annual Gala, the National Capital Region's premier fundraising event for a clean and healthy Ottawa River, attracts 500 corporate, political and philanthropic leaders. The evening features musical performances, excellent networking opportunities, fine cuisine, premium beverages, and a floor-shaking dance party. And this year our silent auction is shaping up to be the best in town, with unique experience packages, once-in-a-lifetime trips and fun finds up for grabs!

Special guests have included Supreme Court Justice Beverley McLachlan, former Prime Minister Jean Chrétien, football star Henry Burris; Governor of the Bank of Canada Stephen Poloz; newly appointed U.N. Special Envoy on Climate Action and Climate Finance Mark Carney; former House of Commons Sergeant-at-Arms Kevin Vickers; Sophie Grégoire Trudeau and Senator Murray Sinclair.

Over the years, the Riverkeeper Gala has raised over \$1.5M towards protecting our magnificent capital river and its tributaries. We invite you to get involved in the movement to safeguard the health of our watershed so we can all swim, drink and fish from our rivers. Join us this year on Wednesday, May 27th, 2020 for the best party and charity auction in town and we'll work with you to promote your corporate brand and make it shine to this sought-after audience.

Contact Chloe Hillier at [chillier@ottawariverkeeper.ca](mailto:chillier@ottawariverkeeper.ca) to find out more.

# Demographic Information for the Ottawa Riverkeeper Gala

The Ottawa Riverkeeper Gala attracts hundreds of high net-worth individuals, business leaders, and politicians. At our gala, attendees of all ages mix, mingle, and dance together. We also host many local, regional, and national politicians, as well as government representatives.

## Demographic information:

- Age breakdown: 20-35 years - 20%, 36-54 years - 50%, 55+ years - 30%
- Politicians: Federal Ministers, MPs, MPPs, Ambassadors, Mayors, City Councillors, and staff from Ministers' offices
- Media coverage: Hill Times, iPolitics, Ottawa Citizen, Ottawa Business Journal, and le Droit Affaires
- Online network: We have over 6,500 newsletter subscribers, and 17,000 followers across all social media platforms



# Presenting Sponsor

Sponsored! Thank you IBC for your generous support



IBC  BAC | Insurance Bureau of Canada  
Bureau d'assurance du Canada

- 25 tickets to the main event
- 5 tickets to Chair's Reception
- Speaking opportunity at main event
- Special recognition from podium
- Official sponsor of photo booth
- Premier logo recognition at main event, on website, in pre-event communications and post-event newsletter, on social media, in annual report, on invitations, and on ticket platform
- Prominent logo placement and appearance in promotional video



# Chair's Reception Sponsor

**\$30,000**



- 20 tickets to the main event
- 5 tickets to Chair's Reception
- Speaking opportunity at Chair's Reception
- Premium logo recognition at Chair's Reception and on website
- Logo recognition in post-event newsletter, social media, and in annual report
- Prominent logo placement and appearance in promotional video

# Music Sponsor

**\$25,000**



- 15 tickets to the main event
- 4 tickets to Chair's Reception
- Opportunity to introduce musical act at the event
- Premium logo recognition on the stage and on website
- Recognition in post-event newsletter, social media, and in annual report
- Logo placement and appearance in promotional video



## Sustainability Sponsor

**\$20,000**



- 12 tickets to the main event
- 4 tickets to Chair's Reception
- Opportunity to collaborate with us to improve event sustainability
- Premium logo recognition at event in areas highlighting event sustainability, and on website
- Recognition in post-event newsletter, social media, and in annual report
- Logo placement and appearance in promotional video

## Oyster Bar Sponsor

**\$15,000**



- 10 tickets to the main event
- 3 tickets to Chair's Reception
- Corporate logo displayed prominently at the Oyster Bar
- Premium logo recognition at event and on website
- Recognition in post-event newsletter, social media, and in annual report
- Logo placement in promotional video



## Wine Bar Sponsor

**\$15,000**



- 10 tickets to the main event
- 3 tickets to Chair's Reception
- Corporate logo displayed prominently at the Wine Bar
- Premium logo recognition at event and on website
- Recognition in post-event newsletter, social media, and in annual report
- Logo placement in promotional video

## Cocktail Lounge Sponsor

**\$15,000**



- 10 tickets to the main event
- 3 tickets to Chair's Reception
- Corporate logo displayed at the Lounge
- Premium logo recognition at event and on website
- Recognition in post-event newsletter, social media, and in annual report
- Logo placement in promotional video



# Bicycle Valet Sponsor

**\$12,500**



- 8 tickets to the main event
- 2 tickets to Chair's Reception
- Corporate logo displayed at the Bicycle Valet
- Premium logo recognition at event and on website
- Recognition in post-event newsletter, social media, and in annual report
- Logo placement in promotional video

## Gold Sponsor

**\$10,000**

- 6 tickets to the main event
- 2 tickets to Chair's Reception
- Logo recognition at event, on website and recognition in annual report
- Logo placement in promotional video

## Silver Sponsor

**\$5,000**

- 4 tickets to the main event
- Logo recognition at event, on website and in annual report
- Logo placement in promotional video

## Bronze Sponsor

**\$2,500**

- 2 tickets to the main event
- Logo recognition at event, on website and in annual report
- Logo placement in promotional video



# Silent Auction



Our wildly popular Riverkeeper Gala Auction has always featured unique and exclusive items, but this year we're aiming to have the best auction in town, complete with mobile bidding, an impressive array of high end items from experience packages (rafting, ziplining, tickets to exclusive events) gorgeous artwork and one-of-a-kind items like a handcrafted wooden boat.

Now, on top of a great party, the Riverkeeper Gala will be the place to shop for some exquisite and unique items!

We are looking for donations valued at \$1,000 and above. Join us and showcase your company and products to an exclusive and influential audience.

- Receive logo recognition at the event, on website and in pre-gala communications
- Logo recognition in Annual Report and gala promotional video for 2021
- Enjoy extended reach for your brand on our new mobile bidding platform available to our entire network!
- **Premium items valued at \$10,000 and above will be showcased** with additional space provided for display, promotional materials, videos, etc. and potential for your staff to attend the event and promote the items/package in person to Gala guests.











Sponsorships for the Riverkeeper Gala are customizable.

For more details, contact:

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