



Dear supporter,

Doors Open Ottawa is about to enter its eighth season! This two-day event, which has become one of Ottawa's favourite rites of spring, takes place the first weekend in June every year. And this year — when the doors of some of Ottawa's finest buildings open to the public **free of charge** — promises to be one of our finest.

Curiosity and appreciation for Ottawa's built heritage brings out explorers of all ages and stages. With about 60,000 visits each year, this signature event is Ottawa's largest heritage and architectural event. People return year after year!

We are now preparing for 2010 and seeking sponsorship from partners like you who have a shared interest in our community and its culture.

Some benefits include:

- Logo visibility and/or hyperlink on the Doors Open Ottawa official website
- Product sampling at specific participating buildings
- Brand recognition at each building (100-115 city-wide)
- Presenting title for a Doors Open Ottawa related event and much more...

I look forward to discussing this exciting opportunity with you further. Thank you in advance for your consideration.

Marcelle Kimberley
Doors Open Ottawa Event Co-ordinator
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ottawa.ca/doorsopen

There are many sponsorship opportunities.
For more information, please contact the event co-ordinator
Marcelle Kimberley at 613-580-6974 or Marcelle.Kimberley@ottawa.ca to discuss.

Doors Open Ottawa 2009 Testimonials

"Thanks for planning such a wonderful day for citizens to learn more about their city."

"Ottawa's best event!"

"Doors Open Ottawa lets me see another side of my city"

*"This is an awesome opportunity.
Thank you so much!!! I look forward
to next year"*

*<< Très belle initiative. Revoir la
gare si bien conservée est très
intéressant, souvenirs agréables. >>*

*"It's a wonderful chance to see a
working, cultural and interesting city
often called "boring" by many
Canadians."*



*"Great for kids-exploring their interests as well as generating interest/knowledge of what
their own city has to offer (love being a 'tourist' in our own city)."*

"Ottawa has so many treasures. It's nice to appreciate where you live."



*"The staff helping have been fun, friendly and
very informative. This is something I'd
recommend to friends."*

*<< Merci de nous aider à mieux connaître notre
ville ! >>*

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SPONSORSHIP OPPORTUNITIES

CATEGORY		BENEFIT
FRIENDS \$2,500		<ul style="list-style-type: none"> • Logo recognition on selected promotional materials • Logo visibility created at each Doors Open Ottawa site (100-115 buildings city-wide) • Hyperlink on ottawa.ca/doorsopen
BRONZE \$5,000	Benefits of FRIENDS level, plus ➔	<ul style="list-style-type: none"> • VIP access to a Doors Open Ottawa participating building • Logo recognition on one black and white full-page ad in <i>LeDroit</i>
SILVER \$10,000 <i>One of three opportunities</i>	Benefits of BRONZE level, plus ➔	<ul style="list-style-type: none"> • Logo recognition on four colour one-quarter page ads in the <i>Ottawa Citizen</i> • VIP Event invitations to one Doors Open Ottawa related event • Hyperlink on ottawa.ca/doorsopen, Facebook and Flickr
GOLD \$35,000 <i>One opportunity</i>	Benefits of SILVER level, plus ➔	<ul style="list-style-type: none"> • Exclusive media rights with conditions • Possibility of title sponsorship of a Doors Open Ottawa related event • Brand/logo recognition on <i>all</i> promotional materials • VIP Event invitations to <i>all</i> Doors Open Ottawa related events • Speaking /Hosting rights at press conference and/or event launch • Promotional Giveaways / Product Sampling at a number of participating buildings in the downtown area (TBD) • Opportunity to host a Doors Open Ottawa related event
PLATINUM \$65,000 <i>One opportunity</i>	Benefits of GOLD level, plus ➔	<ul style="list-style-type: none"> • “Presented by” status on all Doors Open Ottawa related promotional materials (see below for a complete list) • Primary branding visibility on all official Doors Open Ottawa banners (100-115 city-wide) • Exclusive print media rights with conditions • Public acknowledgement by City representative as one of the major sponsors of the event during the official Doors Open Ottawa launch

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Promotional Materials



- Doors Open Ottawa English and French Event Guides (distributed in the *Ottawa Citizen*, circulation **150,000** and *LeDroit*, circulation **50,000**, as well as at each Doors Open Ottawa building (100-115)
- Logo visibility on four full-colour ads in the *Ottawa Citizen* and on full-page black and white ad in *LeDroit*
- Doors Open Ottawa rack cards (2000 copies)
- Doors Open Ottawa posters (1000 copies posted mostly in the downtown core)
- Doors Open Ottawa event T-shirts (1000 distributed to participating buildings and worn by nearly building staff and Doors Open volunteers)
- Logo visibility on promotional transit panels - TBD

Participating buildings (past & present)

- The Embassy of France
- Earncliffe, the British Ambassador's residence
- Apostolic Nunciature in Canada
- The Delegation of the Ismaili Imamatus – Aga Khan Foundation
- The Lester B. Pearson Building (Foreign Affairs Bldg)
- Parliament Building (East Block)
- Government Conference Centre – Former Union Station
- Hindu Temple of Ottawa-Carleton
- Embassy of Algeria / Patterson House
- Embassy of the Republic of Hungary / Birkett Castle
- First Church of Christ, Scientist
- Goodwood Masonic Lodge
- The Château Laurier
- National Gallery of Canada
- Notre Dame Cathedral Basilica
- Canadian Space Services (Former NATO facility)
- Seven Rideau Gate (Guest house for Prime Minister's guests)
- Rideau Hall
- Traffic Operations
- Ottawa Main Mosque and many more...

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