



## **Sponsorship Invitation for the Annual Ottawa Regional Science Fair (ORSF)**

### **Special notice for the 2021 ORSF**

The ORSF will be a new virtual fair for the first time due to the uncertainty around possible COVID restrictions this spring. This is being accomplished with software commissioned by the Canada Wide Science Fair. Students will be able to showcase their projects online to the judges and the public. This has the potential of increasing the visibility to the public since there is no need to drive to the fair. Since there isn't a physical fair, there are no sponsor perks involving physical exhibits or handouts. Instead, we plan to promote the fair in new ways to the public through various ads and public service announcements. Sponsors for the 2021 fair can expect to receive recognition directly and indirectly from this promotion activity.

We continue to seek additional sponsors and donors for 2021 and beyond. Sponsorships from Bronze to Platinum levels are available; the larger the level, the more visibility. Besides new 2021 fair awareness activities, we are using our sponsor funds to enhance the prizes this year. We also did outreach to over 90 eligible schools in the greater Ottawa area by mailing large posters to attract participation and ensure all schools know that students can directly enter the ORSF. We will be entering 11 students in the virtual CWSF following the ORSF.

The ORSF is run entirely by volunteers – approximately 20 committee members who meet throughout the year, and over 100 judges who come together at the time of the fair. Thank you to all our sponsors and donors who help make this possible for the youth of Ottawa every year since 1961.

## ORSF Tiered Sponsor Benefits

Sponsorship Level	Value*	Benefits (See notes below)
Donor	Any donation amount over \$100	Name in program + web sponsor page
Bronze	\$350-\$1,999	Bronze
Silver	\$2,000 -\$3,499	Bronze plus Silver benefits
Gold	\$3,500-\$5,999	Silver plus Gold benefits
Platinum	\$6,000 and up	All benefits

**\* Notes:**

- *In-kind sponsorships that cover ORSF budgeted requirements are recognized at 100% of value. In-kind sponsorship for optional items are recognized at 50% of value.*
- *Special Awards provided to students do not count as sponsorship.*
- *Donations are eligible for CRA tax receipts as a charitable contribution but do not receive sponsorship recognition.*

## Deadline for Sponsorship

Please respond by email with your sponsorship amount, choice of perks, supplied logos in appropriate format, and your payment by the **end of February** in order to guarantee the recognition perks outlined in this document for the spring fair which takes place in late March or early April each year. Please also check with us to ensure we have received it by an email acknowledgement at the same time.

## Recognition for all Bronze and above Sponsors:

- Logo selected on rotating basis as "Featured Partner" on front page of website
- Name and website listed under "sponsors" on website in order of value
- Name in event program
- Name on ORSF t-shirt

## Additional Silver Benefits

- Logo shown on "Sponsors" page of website beside name and website
- Literature or participant giveaway in the ORSF event handout bag



## Additional Gold Benefits

- Organizational logo on T-shirt instead of text name
- Exhibit table at Fair with sponsor provided banner

## Additional Platinum Sponsors

- Fixed logo placement on ORSF website for duration of Platinum sponsorship
- Special mention at closing ceremony for each Platinum sponsorship

## To confirm your sponsorship:

**Early Recognition** - Sponsorship is done throughout the year. In addition to the sponsorship perks mentioned above, we talk about our sponsors throughout the year. By committing to your sponsorship and sending us your logo, you will get that early recognition even if you prefer to pay later. So contact one of our sponsorship liaisons ASAP to benefit from early recognition.

**ORSF Web Recognition Interval** – Recognition starts when you commit to your sponsorship. For example, if you commit in June for a sponsorship, you will be recognized from that start point all the way to the fair in the spring of next year plus the remainder of that year. We remove un-renewed sponsors from web recognition somewhere between January 1<sup>st</sup> and end of February for the upcoming fair.

1. Please respond by email by the last week of February to [sponsorship@orsf.ca](mailto:sponsorship@orsf.ca) with your level of sponsorship and benefit options.
2. If you are a new sponsor or your company logo has changed from previous years please send an electronic version of your logo – vector ( .ps, .eps, or .ai) format and .jpeg format by end of February to [sponsorship@orsf.ca](mailto:sponsorship@orsf.ca). Logo must be received by this deadline to be included in any promotional materials.
3. Please send a cheque payable to Ottawa Regional Science Fair, before the above deadline, to:

Ottawa Regional Science Fair  
P.O. Box 8286, Station T CSC,



Ottawa, ON K1G 3H7

4. For sponsorship levels permitting promotional material handouts, it should be delivered to the following address, in quantity 350, before the above deadline:

Miriam Micael  
3010 Minto Centre, Carleton University  
Office of the Dean of Engineering & Design  
1125 Colonel By Drive,  
Ottawa, Ontario K1S 5B6

## Contact a Sponsorship Liaison:

Please direct any questions you may have to:

Arash Marzi  
Sponsorship Liaison  
[sponsorship@orsf.ca](mailto:sponsorship@orsf.ca)

Rodney McInnis  
Sponsorship Liaison  
[sponsorship@orsf.ca](mailto:sponsorship@orsf.ca)  
613-860-0777 ext 777