

Partnership Opportunities

THURSDAY, JANUARY 21, 2027

6:00 PM - AFTER-PARTY

A night with the Ottawa Senators in support of children and youth in our community.

Fullscript

SENATORS GALA

Presented by Bell

In support of SENATORS COMMUNITY FOUNDATION



SOLD

Title Partner

- Exclusive all-access VIP experience
- Hosted by the Ottawa Senators players
- Logo to be incorporated into the event logo
- Brand recognition on all collateral
- The ultimate partner experience



Title Partner

BENEFITS

- 5 Tables in VIP seating (40 VIP Gala tickets for the evening)
- 2 Tables of eight hosted with preferred choice of player, executive or alumnus (and their spouse/partner).
- 3 Tables of eight hosted by a player, executive or alumnus (and their spouse/partner).
- Access to the exclusive VIP pre-event cocktail reception hosted by CIBC & Ottawa Senators.
- Opportunity for increased brand recognition by positioning an activation at the main pre-reception.
- Additional wine service at your dining table.
- Access to complimentary valet parking.
- Logo or name to be incorporated into the event logo.
- Logo or name to be included on all event-related signage and materials - print, digital, in-room event-design and multi-media promotions leading up to and during the event.
- Representative to have a prominent role in the evenings speaking program (live or video).
- Recognition on the Senators Community Foundation social media channels and Ottawa Senators social media channels such as X (566,000), Instagram (445,000), Facebook (347,000) and LinkedIn (22,000).
- Opportunity to activate staff-engagement opportunity for an exclusive behind the scenes tour of the CTC (post-Gala night opportunity at an April home-game).
- Opportunity to activate a Sens alumni experience in the community (have 2 alumni attend your organization's networking event or have 2 alumni/executives join an organization-led speaking panel).
- Industry exclusivity among partners at any level unless consent is granted.
- Opportunity to be part of the post-event cheque presentation.
- Logo and brand recognition on the recap video.
- Partnership report within (90) days of the event.
- Additional opportunities as identified.



SOLD

Presenting Partner

- Exclusive VIP Access.
- Hosted by the Ottawa Senators players.
- Name incorporated into the event title.
- Name recognition on all collateral.
- The next-level partner experience.



Presenting Partner

BENEFITS

- 2 tables in premium seating (16 tickets for the evening)
- Table(s) hosted with preferred choice of player, executive or alumnus (and their spouse/ partner).
- Access to the exclusive VIP pre-event cocktail reception hosted by CIBC & Ottawa Senators.
- Additional wine service at your table.
- Access to valet parking and complimentary parking.
- Name to be incorporated into the event title.
- Opportunity to activate brand recognition on-site at the event.
- Name and presenting partner recognition to be included on all event-related signage and materials - print, digital, ticketing, in-room event-design and multi-media promotions leading up to and during the event.
- Representative will have an opportunity to play a role in the evenings speaking program (live or video).
- Recognition on the Senators Community Foundation social media channels and Ottawa Senators social media channels such as X (566,000), Instagram (445,000), Facebook (347,000) and LinkedIn (22,000).
- Professional group photo for social.
- Opportunity to be part of the post-event cheque presentation.
- Industry exclusivity among partners at any level unless consent is granted.
- Logo and brand recognition on the recap video.
- Partnership report within (90) days of the event.
- Additional opportunities as identified.



SENATORS COMMUNITY FOUNDATION

$25,000

Gold Partner

1 OF 4 GOLD LEVEL PARTNERSHIPS AVAILABLE

- Premium VIP guest experience.
- Table(s) hosted by an Ottawa Senators player.
- Opportunity for on-site brand activation.
- Brand recognition on event collateral.
- Name to be included on all in-venue signage, print and digital material as a generous Gold partner.



SENATORS COMMUNITY FOUNDATION

Gold Partner

BENEFITS

- 2 tables in priority seating (16 tickets for the evening).
- Table(s) hosted by an Ottawa Senators player, executive or alumnus (and their spouse/ partner)
- Access to the exclusive VIP pre-event cocktail reception hosted by CIBC & Ottawa Senators.
- Additional wine service at your table.
- Access to valet parking and complimentary parking.
- Opportunity to include an activation for additional brand recognition on-site at the event.
- Name to be included on all in-venue signage, print and digital material as a generous Gold partner.
- Recognition on the Senators Community Foundation social media channels and Ottawa Senators social media channels such as X (566,000), Instagram (445,000), Facebook (347,000) and LinkedIn (22,000).
- Professional group photo for a social post.
- Opportunity to activate brand recognition on-site at the event.
- Logo and brand recognition on the recap video.
- Partnership report within (90) days of the event.
- Additional opportunities as identified.



$15,000

Black Partner

1 OF 6 BLACK LEVEL PARTNERSHIPS AVAILABLE

- 1 table in priority seating (8 tickets for the evening).
- Table hosted by the Ottawa Senators (player, executive or alumnus (and their partner/spouse).
- Access to the exclusive VIP pre-event cocktail reception hosted by CIBC & Ottawa Senators.
- Access to complimentary parking.
- Name to be included on event-related signage, print and digital material as a generous Black level partner.
- Recognition from the podium as a generous Black level partner.
- Opportunity to activate brand recognition on-site at the event.
- Recognition on the Senators Community Foundation social media channels and Ottawa Senators social media channels such as X (566,000), Instagram (445,000), Facebook (347,000) and LinkedIn (22,000).
- Logo and brand recognition on the recap video.
- Partnership report within (90) days of the event.



$10,000

Red Partner

2 OF 10 RED LEVEL PARTNERSHIPS AVAILABLE

- 1 table in preferred seating (8 guest tickets for the evening).
- Table hosted by the Ottawa Senators (player, executive or alumnus (and their partner/spouse).
- Access to the exclusive VIP pre-event cocktail reception hosted by CIBC & Ottawa Senators.
- Name to be included on event-related signage, print and digital material as a generous Red level partner.
- Recognition from the podium as a generous Red level partner.
- Recognition on the Senators Community Foundation social media channels and Ottawa Senators social media channels such as X (611,000), Instagram (414,000), Facebook (337,000) and LinkedIn (21,000).
- Logo and brand recognition on the recap video.
- Partnership report within (90) days of the event.

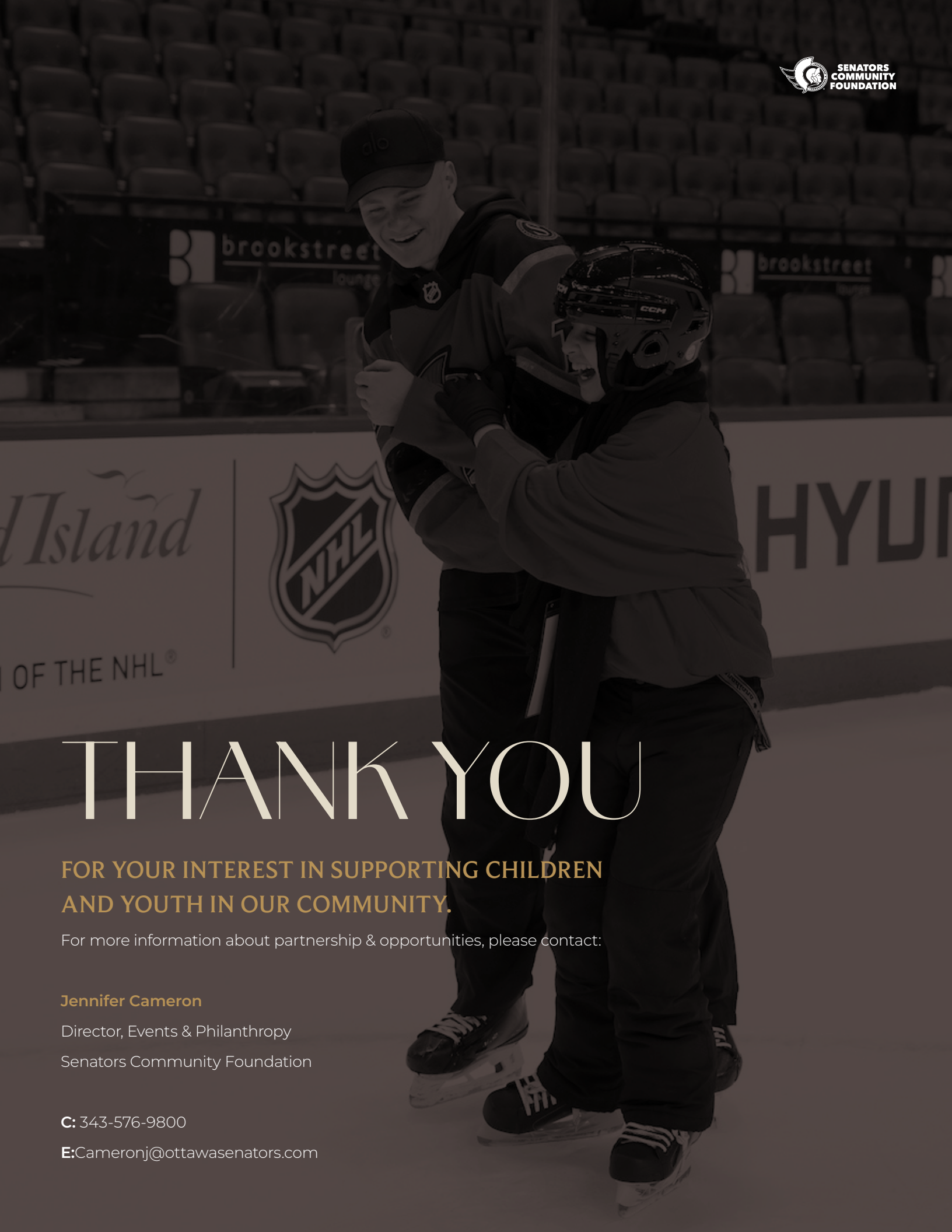


$7,500

Corporate Tables

15 OF 15 CORPORATE TABLES AVAILABLE

- 1 Corporate table (includes 8 guest tickets for the evening (dinner, wine service and take-home memento).
- Red carpet entry + wine service on arrival.
- Opportunity to activate brand recognition at your table.
- Opportunity to activate brand recognition on the presentation screens during the event.
- Complimentary parking.
- Memories of a lifetime.



THANK YOU

FOR YOUR INTEREST IN SUPPORTING CHILDREN AND YOUTH IN OUR COMMUNITY.

For more information about partnership & opportunities, please contact:

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