



The Mayor's **Annual Canada Day Celebration for Seniors**

Wednesday, July 1, 2026



2026-0040

Sponsorship Opportunities

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The Mayor's Annual Canada Day Celebration will attract **approximately 1,000 senior citizens from communities across Ottawa**. The City of Ottawa offers a wide range of sponsorship opportunities, each designed to heighten corporate profile through brand recognition and product / service availability. These sponsorship opportunities allow access to a unique group of influential citizens.

These sponsorship opportunities will allow your organization to:

- Obtain valuable exposure and prominence with current and potential clients
- Increase corporate visibility
- Show corporate commitment and support to these very important members of our community

Four sponsorship levels to choose from

Maple Leaf	\$6,000
Trillium	\$3,000
Tulip	\$1,500
Community Partner	\$500

Organizations interested in multi-event sponsorships and related media opportunities are invited to contact the Office of Protocol.



Sponsorship Benefits

Maple Leaf – \$6,000



- Corporate logo prominently featured in local advertisements leading up to the event
- Corporate logo prominently featured on posters displayed on the Mayor's website and in his communications
- Corporate logo featured on digital signage displayed at City Hall, City facilities and Ottawa Public Libraries
- Corporate logo prominently placed on signage at the event
- Corporate logo prominently placed on the entrance ticket
- Corporate logo featured on the City of Ottawa's event website, with a direct link to the sponsor's website
- Corporate logo prominently featured on posters distributed to members of Ottawa City Council, local community organizations and business improvement associations
- Corporate name and link prominently shared on the Mayor's and City of Ottawa's social media sites (three posts, including one live from the event)
- Public acknowledgement by the Mayor in his opening remarks
- Two invitations to an exclusive sponsorship reception at the end of the year with the Mayor for top-tier corporate sponsors



Trillium – \$3,000

- Corporate name prominently featured on posters displayed on the Mayor's website and in his communications
- Corporate name prominently featured on posters distributed to members of Ottawa City Council, local community associations and business improvement associations
- Corporate name prominently featured on digital signage displayed at City Hall, City facilities and Ottawa Public Libraries
- Corporate name featured on the City of Ottawa's event website, with a direct link to your organization's website
- Corporate name featured prominently on signage at the event

Tulip – \$1,500



- Corporate name featured on signage at the event
- Corporate name featured on the City of Ottawa’s event website, with a direct link to your organization’s website



Community Partner – \$500

- Corporate name featured on the City of Ottawa’s event website, with a direct link to your organization’s website

