



2008 Sponsorship Opportunities

Stars of the City presents an excellent opportunity for local businesses or national brands to gain visibility and awareness of their products, and to showcase their commitment to customer service. The *Stars of the City* program offers sponsorship at various levels to businesses interested in being represented as **leaders in the tourism and hospitality industry**.

OVERVIEW

Now in its thirteenth year, *Stars of the City* celebrates front line service people who go above and beyond the call of duty, providing great customer service to visitors and residents alike. Administered by Ottawa Tourism, *Stars of the City* focuses on professional development for and recognition of the work of frontline staff – the face of tourism.

We do this by collecting year-round nominations that serve as examples of excellence in customer service from the public (visitors and locals) in Canada's Capital Region. Once received by Ottawa Tourism, top nominations are reviewed by an internal committee and a list of semi-finalists is provided to the Judging Committee that selects finalists, winners and the overall *Star of the City*.

***Stars of the City* also hosts two annual events – the *Stars of the City Conference & Trade Show* and the *Stars of the City Recognition Evening*.**

INDUSTRY SUPPORT

As an industry, it is critical to recognize the importance of **customer satisfaction** and Ottawa Tourism has undertaken steps to improve the quality of service provided to visitors to Canada's Capital Region and residents alike. Through the *Stars of the City* program, members of the front line hospitality or service industry have access to professional development and service recognition. A volunteer committee, representing distinct industry segments, guides the program.

VISIBILITY FOR 2008

The *Stars of the City* sponsorship opportunities profiled in this package occur during the 2008 calendar year. Sponsors may support the entire program or either of the two annual events.

Stars of the City - Program Sponsorship 2008

| Sponsorship Level | Stars Program | Stars Conference & Trade Show | Stars Recognition Evening |
|---|---|--|---|
| Host Star \$5,000 cash* <i>(several available)</i> | <ul style="list-style-type: none"> • Logo in publicity and promotion including; <ul style="list-style-type: none"> - 20,000 nomination forms - 1,000 promotional posters - 500 back-of-house posters - press releases - any print or electronic advertising including visibility on www.starsofthecity.ca | <ul style="list-style-type: none"> • Two (2) Conference registrations • Logo in event publicity and promotion including; <ul style="list-style-type: none"> - 300 (min.) delegate workbooks - signage, onscreen and verbal recognition - press releases - any print or electronic advertising | <ul style="list-style-type: none"> • Two (2) tickets (priority seating) • Logo in event publicity and promotion including; <ul style="list-style-type: none"> - 400 event programs - signage, onscreen and verbal recognition - press releases - any print or electronic advertising |
| Supporting Star \$2,500 cash* <i>(several available)</i> | <ul style="list-style-type: none"> • Logo in publicity and promotion including; <ul style="list-style-type: none"> - website, www.starsofthecity.ca - press releases | <ul style="list-style-type: none"> • Two (2) Conference registrations | <ul style="list-style-type: none"> • Two (2) tickets (priority seating) • Logo in publicity and promotion including; <ul style="list-style-type: none"> - signage, onscreen and verbal recognition |
| Monthly Draw Sponsor Min. \$100 each month (3 month contact) Excellent opportunity for Restaurants | <ul style="list-style-type: none"> • Prime visibility, including web-link on website, www.starsofthecity.ca • Mention in Stars Newsletter • Mention in Ottawa Tourism's <i>Report on Tourism</i> newsletter | | |
| Shining Star in-kind contribution <i>(several available)</i> | <ul style="list-style-type: none"> • In-kind sponsorships will be considered and negotiated on an individual basis. • Businesses providing an in-kind contribution will be provided with a tax receipt in the amount of the retail value of the sponsored services. | | |

**All cash sponsorships are subject to GST.*

Stars of the City – Conference & Trade Show Sponsorship – Spring 2008

| Sponsorship Level | Stars Conference & Trade Show |
|---|---|
| <p>Conference Venue Sponsor in-kind contribution of the event facility <i>(one available)</i></p> | <ul style="list-style-type: none"> • Opportunity to address Conference delegates • Six (6) Conference registrations • Logo in Conference publicity and promotion including; <ul style="list-style-type: none"> - any print or electronic advertising - 300 (min.) delegate workbooks - signage, onscreen and verbal recognition at event - press releases - conference page of website, www.starsofthecity.ca |
| <p>Conference Break Sponsor \$500.00 cash* <i>(two available)</i></p> | <ul style="list-style-type: none"> • Two (2) Conference registrations • Company name in title of networking break and verbal recognition onstage of the sponsorship • Logo in Conference publicity and promotion including; <ul style="list-style-type: none"> - 300 (min.) delegate workbooks - Signage, onscreen and verbal recognition at event - Conference page of website, www.starsofthecity.ca |
| <p>Conference Supplier In-kind contribution <i>(several available)</i></p> | <ul style="list-style-type: none"> • In-kind sponsorships will be considered and negotiated on an individual basis. • Businesses providing an in-kind contribution will be provided with a tax receipt in the amount of the retail value of the sponsored services. |

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Stars of the City - Recognition Evening Sponsorship – October 2008

| Sponsorship Level | Stars Recognition Evening |
|--|--|
| Recognition Evening Venue Sponsor In-kind contribution of the event facility + discounted menu <i>(one available)</i> | <ul style="list-style-type: none"> • Opportunity to address participants at the event • Four (4) Recognition Evening tickets (priority seating) • Logo in Recognition Evening publicity and promotion including; <ul style="list-style-type: none"> - any print or electronic advertising - 400 event programs - Signage, onscreen and verbal recognition at event - press releases - Recognition Evening page of website, www.starsofthecity.ca |
| Recognition Evening Wine Sponsor Min. \$2,000 cash* (to offer one complimentary pour per guest) <i>(one available)</i> | <ul style="list-style-type: none"> • Company individually profiled and thanked on-stage for sponsoring the pre-dinner reception • Two (2) Recognition Evening tickets (priority seating) • Logo in Recognition Evening publicity and promotion; <ul style="list-style-type: none"> - 400 event programs - Signage, onscreen and verbal recognition at event - Recognition Evening page of website, www.starsofthecity.ca |
| Recognition Evening Award Sponsor \$850 cash* <i>(several available)</i> | <ul style="list-style-type: none"> • Company name included in title of award • Representative to present award on stage • Two (2) Recognition Evening tickets (priority seating) • Logo in Recognition Evening publicity and promotion; <ul style="list-style-type: none"> - 400 event programs - Signage, onscreen and verbal recognition at event - Recognition Evening page of website, www.starsofthecity.ca |
| Recognition Evening Supplier In-kind contribution <i>(several available)</i> | <ul style="list-style-type: none"> • In-kind sponsorships will be considered and negotiated on an individual basis. • Businesses providing an in-kind contribution will be provided with a tax receipt in the amount of the retail value of the sponsored services. |

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FOR MORE INFORMATION ABOUT

- ★ the *Stars of the City* program, the *Conference & Trade Show*, or the *Recognition Evening* events
- ★ becoming a sponsor or supplier
- ★ how to get involved as a volunteer or participant

Contact Jamie Harland, Membership Coordinator, Ottawa Tourism, at jharland@ottawatourism.ca or (613) 237-6822 x125.

For a general overview of Stars of the City, or to make a nomination, visit www.starsofthecity.ca

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