



CATHOLIC IMMIGRATION CENTRE CENTRE CATHOLIQUE POUR IMMIGRANTS

219 ARGYLE AVE., OTTAWA, ONTARIO, K2P 2H4

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Dear Community Partner,

The 2009 Community Cup (www.communitycup.ca) is a multicultural, activity-filled day event that will offer a chance to celebrate welcoming communities while enhancing community engagement. It will be held at Brewer Park in Ottawa, Ontario on Sunday, June 28, 2009.

Included with this letter is a poster that describes our major event, which is expected to draw over 1,000 participants. Community players like you will be involved in this great community-building event geared at "Celebrating Welcoming Communities," and we invite you to be engaged in reaching its potential by not only supporting this sponsorship and volunteer based event financially, but also logistically, operationally, promotionally, or by simply showing up at Brewer Park on June 28th.

If you prefer to simply make a general "donation" of your choice to the Catholic Immigration Centre and receive a tax receipt, meaning you do not require the marketing/outreach benefits offered on the following pages, please contact Dora at 613-232-9634 ext 359, or visit www.cic.ca and click on "Donate Now." However, when making a donation in this manner, please note in your transaction that you wish to support the "Community Cup." If you wish to become a sponsor and to explore your options, please contact me at your earliest convenience.

Thank you,

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Community Cup Coupe Communautaire



Sponsorship Opportunity

June 28th, 2009 will mark the return of the Community Cup. Now in its fifth year, this multicultural day event will offer a chance for everyone in the Ottawa community to “celebrate welcoming communities.”

Centralized upon the popular seven-on-seven recreational soccer tournament, where 24 teams are estimated to participate, the **Fifth Annual Community Cup** is a day event that will also attract over 1,000 visitors with its multicultural, community-building activities. Examples this year include:

- **The Folk Festival-supported multicultural live entertainment stage**
- **The International Food Bazaar**
- **Cultural Craft Workshops**
- **The Language Village, where 12 language workshops are delivered**
- **The 14-and-under TD Canada Trust Kids Zone**

New this year is the introduction of the **Community Tent**, which will be hosted by 25 different community agencies from the Ottawa region. The Community Tent is an exciting addition to the Fifth Annual Community Cup because it perfectly captures the spirit of the event – an opportunity for new immigrant families and the integrated Ottawa community to share and exchange their knowledge and experiences.

The Fifth Annual Community Cup could not happen without the generous contribution of our major sponsors, such as **Rogers** and **TD Canada Trust**. The Community Cup planning committee currently continues to extend sponsorship opportunities to broaden and magnify the success of the event. An extensive list of sponsor options and benefits has been attached to describe how the Fifth Annual Community Cup would showcase your support.

2009 Deadlines include:

Note: logos etc. will be included in our website within 10 days of a sponsorship agreement

February 28th for logos on Soccer balls (Platinum and Gold Sponsors)

May 8th, submission of logo's for event guide and volunteer t-shirts.

May 28th, Team sponsors logo's for team shirts (if required)

May 28th, submission of logo's for sponsor board

Options and Benefits to Sponsors: (negotiable)

Note: A **pre-promotional media event** will be planned for late May or early June at an Ottawa location. The event will serve as a press conference and party; all sponsors, partners, newcomers, and volunteers will be invited to attend. All sponsors will be introduced and Major Sponsors will be invited to speak at the event.

Sponsor Benefit	Platinum \$4000+	Gold \$2000+	Silver \$1,500	Bronze \$1,000	Community Spirit \$200
3 free player registrations	n/a	n/a	√	√	√
Recognized in program (event guide)	√	√	√	√	√
Participant bag stuffer opportunities (no paper) – includes opportunity to leave brief promotional material at the “Community tent”	√	√	√	√	√
Podium recognition (sponsor board)	√	√	√	√	
Business card sized ad in our program (event guide)	n/a	n/a	√		
link on our website	√	√	√		
Free Team registration	√	√			
Logo on promotional posters	√	√			
Logo on all volunteer T-shirts (60) in secondary position	n/a	√			
1/4 page ad in program guide	n/a	√			
Opportunity address media at pre-promotional media event – the “Kick-Off” event	√	√			
full page ad in our program (event guide)	√				
Logo on all volunteer T-shirts (60) in primary position	√				
Opportunity to make a special presentation	√				

Other options:

Ad space:

- Advertisement within event guide (1/4 page) \$300
- Advertisement within event guide (1/2 page) \$450
- (from CIC’s newcomer “Reception House” to event location - Brewer Park and back) \$750
- Logo on 150 “gameball” soccer balls (minimum 3 sponsors, max 4) (Note: logos for balls needed by April 28th, 2009) \$500

Double Decker bus transportation:

from CIC’s newcomer “Reception House” to event location - Brewer Park and back

- Recognized on bus (banner), in program guide, and official announcement at event \$750

Be a “Team Sponsor”:

- Option A: Recognition only (program guide and score board) \$200
- Option B: Team “Title Sponsor” (opportunity to name team and receive 10 matching team t-shirts made with your logo and the Community Cup logo) \$500

Official Media and/or Print Sponsor: Inviting negotiations

Co-sponsor official “After Party” with the Ottawa Police: (to be held July 12th, 2009 at the “Ottawa Police Association”, 141 Catherin street, Ottawa): Inviting negotiations