

2019 Marketing Opportunities



Friday, November 15, 2019
EY Centre



About World Trivia Night

In it's 25th year, World Trivia Night is a large scaled peer-to-peer fundraising event that presents a unique sponsorship opportunity for local businesses and corporations to market themselves directly to business professionals in the National Capital region.

World Trivia Night has become the largest live trivia event in North America and a great way to market your business needs to a niche audience of trivia enthusiasts.

Event and Participant Demographics

- **1,500 participants annually**
- **Teams of 10 participate in two team categories**
- **Majority of participants are in the 35 to 54 age group**
- **67% of survey respondents who attended are comprised of business professionals from knowledge-based industries (i.e. technology, engineering, legal, accounting, real estate etc.)**
- **Over 75% of survey respondents who attended said they would be likely to consider purchasing a product or service from a World Trivia Night sponsor**
- **69% of participants have a household income of \$100,000+**
- **Over 80% of survey respondents who attended are homeowners**

Each November, corporate teams and teams of individuals (family/friends) gather together and test their knowledge in various trivia categories while competing for prizes and the coveted *Trong Nguyen Memorial Trivia Night Championship Trophy*.

World Trivia Night has raised over \$1,000,000 (in net proceeds) since its' inception and brightened the lives of children and youth in Ottawa.

About the Children's Aid Foundation of Ottawa

The Children's Aid Foundation of Ottawa (CAFO) raises essential funds to create positive childhood memories for children and youth who are



PRESENTING Sponsor

(Investment = \$10,000)

*Note: All of our sponsorship packages are custom.
Therefore we are happy to incorporate additional branding
and recognition activities upon discussion.*



As the exclusive Presenting Sponsor your corporate logo and name will be incorporated into the World Trivia Night title in promotional material (i.e. "Sponsor Name" presents World Trivia Night)

- Industry exclusivity in all sponsor categories
- Two (2) complimentary teams of ten (10) players with VIP seating with one complimentary team food platter for each team
- Recognition by emcee throughout the evening as Presenting Sponsor
- Opportunity for a senior management representative to provide welcoming remarks and present a ceremonial cheque of net proceeds raised for the Children's Aid Foundation of Ottawa at the end of the evening
- Corporate recognition on social media (i.e. Facebook, Twitter), and WTN website
- Opportunity to display banners in a prominent area inside the event space
- Corporate logo placed on 30 trophies given to the top three winning teams
- Corporate recognition (logo) placed on all promotional materials both in print and digital
- Corporate logo on 25th anniversary t-shirts provided to Champion teams (350-400 people).
- Opportunity to provide marketing collateral to all players (i.e. that is trackable back to your website or through a coupon code)
- Opportunity to provide company representatives (volunteers) to sell raffle tickets (wearing Your corporate branded shirts)

*For further information or to discuss this sponsorship opportunity, please contact :
Alexandra Williams, Manager, Fund Development, Children's Aid Foundation of Ottawa
(613) 745-1893 x2 / alexandra.williams@cafott.ca*



CORPORATE CHALLENGE Sponsor

(Investment = \$3,500)

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recognition activities upon discussion.*



- Provide one (1) complimentary team of ten (10) players in VIP seating with complimentary team food platter
- Corporate recognition as the exclusive sponsor of the Corporate Challenge (includes logo on team table and on large LCD screens in the room during the evening)
- Corporate logo placed on 10 medals and trophy presented to the winning team
- Opportunity to have a representative present the winning team on stage with the trophy and player medals
- Corporate logo placed on trophy presented to the winning team
- Verbal acknowledgement by emcee as the corporate challenge sponsor

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BREAK Sponsor

(Investment = \$3,000)

- Provided with one (1) complimentary team of ten (10) players in VIP seating with complimentary food platter
- Verbal acknowledgement by emcee during the two 15 min. breaks
- Opportunity to engage 1,500 participants during the two breaks
- Corporate logo will appear on six large screens during two breaks

CATEGORY Sponsor

(Investment = \$2,000)

- Provided with one (1) complimentary team of ten (10) players in VIP seating with complimentary food platter
- Corporate recognition as one of ten category sponsors (includes logo on team table, all 150+ team answer sheets, and six large LCD screens in the room)
- Corporate logo placed on 10 medals presented to the category winning team
- Opportunity to distribute corporate promotional materials in 150+ team packages
- Verbal acknowledgement by emcee at the event during your sponsored category
- Corporate logo will appear on six large screens devoted to your category of questions and during the announcement of the answers

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