



SPONSORSHIP PACKAGES

2025



**SEPTEMBER 20TH
OTTAWA, ONTARIO**

1. INDIGENOUS LAND ACKNOWLEDGMENT

The National Capital Association of the Deaf and 2025 Ottawa Deaf Expo Committee wishes to acknowledge the unceded lands of the Algonquin Anishinaabe Nation. We recognize the Algonquins as the customary keepers and defenders of the Ottawa River Watershed and its tributaries. To acknowledge the land we share with Indigenous Peoples, and to honour their valuable past and present contributions to this land and uphold and uplift the voice and values of Indigenous Peoples.

2. EVENT BACKGROUND

1. Organization Overview

The Ottawa Deaf Expo is a Steering Committee under the National Capital Association of the Deaf that aims to take an active interest in the social, educational and moral welfare of the community in the National Capital Region. Committed to our event, we aim to make a substantial difference in the communities we serve and to shine a light on the importance of sign languages and accessibility.

2. Event Description

The upcoming event, "Ottawa Deaf Expo 2025", is scheduled to take place on September 20, 2025, at the EY Centre. It aims to raise awareness of sign languages in our communities and join the World Federation of the Deaf's International Day of Sign Languages and International Week of the Deaf People.

With an expected attendance of over 800 guests, this event promises to be a memorable blend of networking, entertainment, exhibition, workshops that will enhance visibility of sign language communities in the National Capital Region.

3. Event Activities

Key activities planned for the event include:

- **Interactive Networking Opportunities:** is designed to facilitate networking among professionals, businesses, or individuals to connect, learn, and explore potential collaborations, partnerships, or career opportunities. It includes booths, entertainment, workshops, and other activities aimed at fostering meaningful interactions in our sign languages communities.
- **Deaf Night Out:** is an evening event where individuals can connect, relax, and celebrate their Deaf culture and sign languages. It also creates inclusivity and accessibility that is open to both Deaf and hearing people, promoting understanding and bridging the gap between the two communities.

3. SPONSORSHIP OPPORTUNITIES

3.1 Tiered Sponsorship Packages

We offer a comprehensive range of sponsorship packages that can be tailored to meet the specific needs of potential sponsors:

Sponsorship Level	Contribution	Benefits
Platinum Sponsor	\$10,000	<ul style="list-style-type: none">• Exclusive logo placement and recognition on our event materials• Opportunity to be a branding logo of the specific program during the expo event• 10 complimentary tickets for Deaf Night Out• Podium recognition at the expo event• Promotional video featured at event (1-2 minutes looped video)• 2 complimentary exhibit booths with premium placement including 1 table and two chairs.
Gold Sponsor	\$5,000	<ul style="list-style-type: none">• Logo placement and recognition on our event materials• 5 complimentary tickets for Deaf Night Out• Podium recognition at the expo event• Promotional video featured at event (1-2 minutes looped video)• 1 complimentary exhibit booth with premium placement including 1 table and two chairs.
Silver Sponsor	\$2,500	<ul style="list-style-type: none">• Logo placement and recognition on our event materials• 2 complimentary tickets for Deaf Night Out• Promotional video featured at event (1-2 minutes looped video)• 1 complimentary exhibit booth with premium placement including 1 table and two chairs.
Bronze Sponsor	\$1,000	<ul style="list-style-type: none">• Logo placement and recognition on our event materials• 1 complimentary ticket for Deaf Night Out• Promotional video featured at event (1-2 minutes looped video)• 1 complimentary exhibit booth with premium placement including 1 table and two chairs.

3.2 Custom Sponsor Packages

We are open to customizing sponsorship packages to better align with your organization's goals and marketing strategies. Please contact us to discuss potential sponsorship arrangements.

3.3 Benefits of Partnership

Partnering with us as a sponsor provides numerous strategic benefits.

- **Brand Visibility:** Gain access to a wide audience through comprehensive marketing efforts, including but not limited to digital advertising and print media.
- **Customer Engagement:** Strengthen connections with sign language communities through interactive events and exclusive sponsorship spaces.
- **Networking Opportunities:** Connect with community leaders, key stakeholders, and exhibitors attending the event.

4. MARKETING AND BRANDING OPPORTUNITIES

4.1 Pre-Event Promotion

Pre-event promotion is critical to maximizing the exposure of your sponsorship. As a sponsor, your company will be featured in various pre-event marketing efforts that will ensure your brand is top-of-mind for expo attendees. Key promotional activities include:

- **Website Recognition:** Your company's logo will be prominently displayed on the official conference website, offering valuable online visibility.
- **Social Media Exposure:** [Your Company Name] will promote its sponsors across its social media platforms, including Instagram, and Facebook, ensuring that your company gains maximum exposure prior to the event.

4.2 On-Site Branding

Once the event begins, your company will enjoy a high level of visibility through on-site branding. This includes:

- **Event Signage:** Your company's logo will be displayed on prominent signage throughout the event venue, including near the stage, in registration areas, and at networking hubs.
- **Printed Materials:** Sponsors will be included in event materials such as schedule and others, ensuring visibility during the event.

5. POST-EVENT RECOGNITION

The exposure and branding benefits extend beyond the event itself:

- **Volunteer Appreciation Night:** Sponsor will be acknowledged at Volunteer Appreciation Night. It will be held to show gratitude and recognition for the time, efforts, and dedication of volunteers who contribute to our event. It includes celebrations, food refreshments, recognition of achievements, and opportunities for volunteers to connect and socialize.
- **Thank-You Emails:** After the event, sponsors will be acknowledged in a thank-you email sent to everyone. This ensures that your brand remains top-of-mind even after the expo has concluded.

6. CONCLUSION

We are enthusiastic about the prospect of partnering with you for the 2025 Ottawa Deaf Expo. Your support will be instrumental in creating a memorable and impactful experience for all attendees, fostering valuable connections and insights that will benefit your organization.

Together, we will make a lasting impact on sign language communities, driving innovation and fostering collaboration. Should you have any questions or require further information, please do not hesitate to reach out to us.

To secure your sponsorship or discuss further details to participate in 2025 Ottawa Deaf Expo, please contact us at: ottawadeafexpo@gmail.com.

We hope you take the opportunity to be part of this event.



CONTACT US FOR FURTHER INQUIRIES

2025 OTTAWA DEAF EXPO
SEPTEMBER 20, 2025 | OTTAWA, ONTARIO

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