



**The only event in Ottawa where good food meets  
a good time for a GREAT Cause**

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**Sponsorship & Partnership Opportunities at  
Ottawa's Premier East Coast Kitchen Party**  
Wednesday, May 1, 2024 | Westin Ottawa Hotel

*Updated September 13, 2023*

**ABLE2**

# About the Event

Evening in the Maritimes (EiTM23) is a fundraising event hosted annually by **ABLE2: Support for People with Disabilities**.

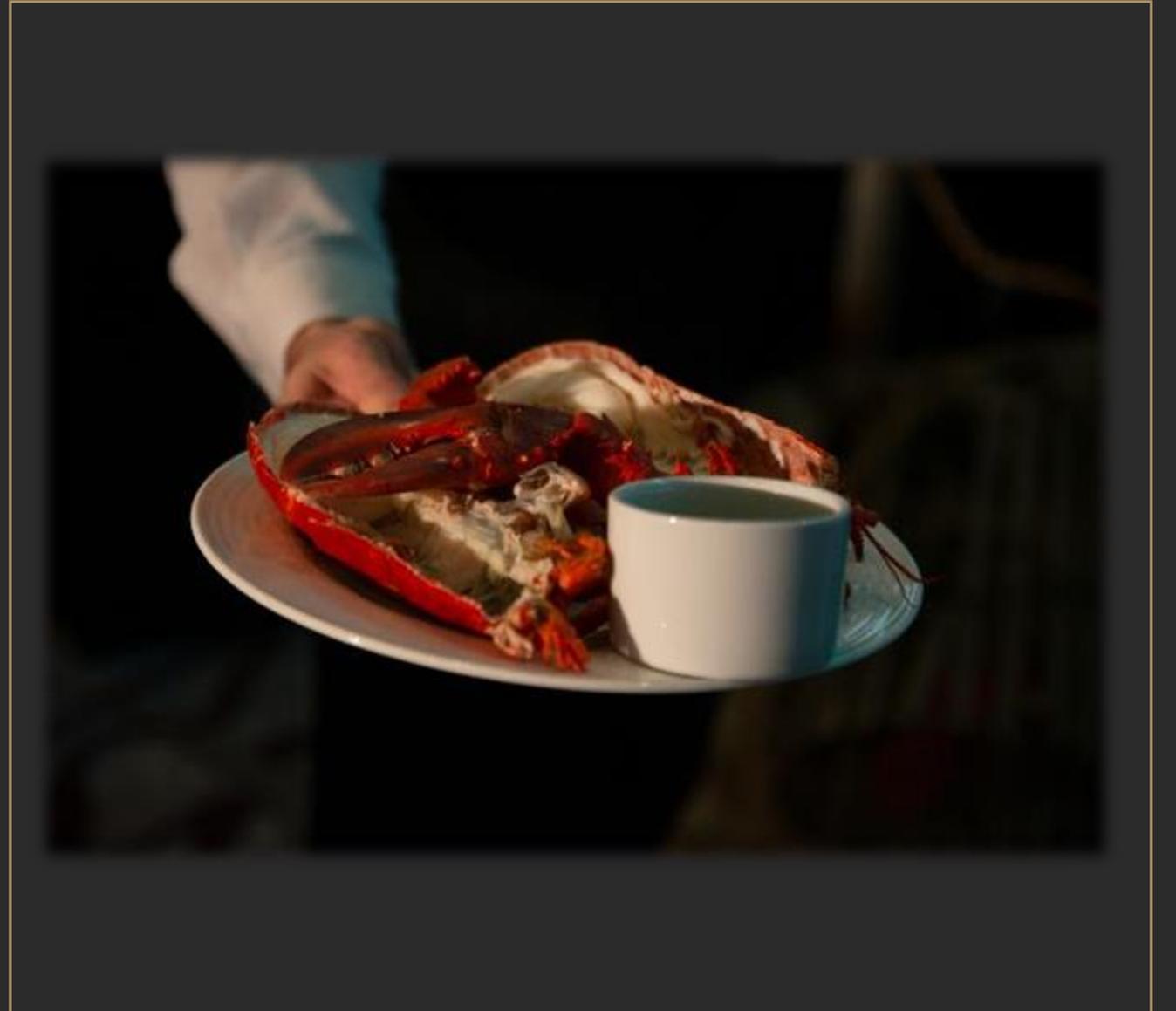
This event brings the Maritimes to Ottawa for one night filled with fresh Nova Scotia lobster and other tasty dishes, lively east coast music, a networking cocktail reception, compelling stories, and a chance for guests to bid on unique auction items.

The 2023 edition of EiTM raised \$341,000. Over the last 27 years, EiTM has welcomed over 20,000 guests to support ABLE2's programs and services. ABLE2 believes in an inclusive community where all people are seen as able, respected, and valued. The programs and services empower persons of all ages across the disability spectrum and their families to build lives of meaning and joy as valued members of our community.

Your support will remove barriers, reduce loneliness and isolation and improve mental and physical health for persons living with disabilities.



View the [EiTM23 Video](#)



# What Can Sponsors Expect at Evening in the Maritimes?

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Exclusive event perks  
at a professionally  
run, unique event



Priority access to  
other event &  
marketing initiatives  
hosted by ABLE2



Be positioned as a  
leader in the Ottawa  
business community



Meet your business  
objectives with brand  
recognition, lead  
generation, client  
hosting, networking



## Your company's visibility at this event will:

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- Make new **business connections**
- Increase your brand awareness**
- Position your company as **leader** in the Ottawa community
- Provide **support** for people with disabilities in your community.

# Evening in the Maritimes 2023 Sponsors

## Commanditaires Soirée dans les Maritimes 2023

### Media Sponsors / Commanditaires médias



**OTTAWA  
BUSINESS  
JOURNAL**



**Fisheries Council of Canada  
Conseil Canadien des Pêches**

# Here's what our partners have to say:

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*This event was one of the most inspiring and professionally well-run events I have attended. There was the right mix of cause, community and fundraising - a real sense of community and an approachable tone. It was our distinct pleasure to attend and support!*

*- Jacqueline Belsito, President, Senators Community Foundation*

*EiTM23 was a first-class event! We were thrilled that HostedBizz was a sponsor and can assure you that our table guests had a great time!*

*- Jim Stechyson, Co-Founder, HostedBizz*

# Here's what our sponsors have to say:

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*The big reason we decided to get involved with Evening in the Maritimes, is because, #1, it is one of the more unique events we have here in the Ottawa-Gatineau region, but more importantly, we have a core philosophy to reach out and give back to others and enhance the lives of those in our community who need a little helping hand.*

*I'd say to other businesses who haven't been a part of it yet, to come have some fun, put on a lobster bib, rip into some lobster with colleagues and friends, all in the name of supporting ABLE2. How much fun is that?*

*- Derek Noble, Huntington Properties & Stonemont Retirement Living, Presenting Sponsor at EiTM22*

# Get to Know the EiTM Audience

These are the people sponsors have an opportunity to reach and connect with at Evening in the Maritimes.

## Audience Spending Preferences

The #1 thing that attendees like to spend their disposable income on is travel (83% spend more than \$1000 on personal travel or vacation packages per year)



The second most popular way for attendees to spend their disposable income is on entertainment



## Connection to the Cause

# ABLE2

87% say supporting ABLE2 is a very important reason for attending the event

*Note: The majority of attendees love the stories that are shared during dinner about the impact ABLE2 has on people living with disabilities in Ottawa*

## Top 3 Reasons for Attending

1

The Cause

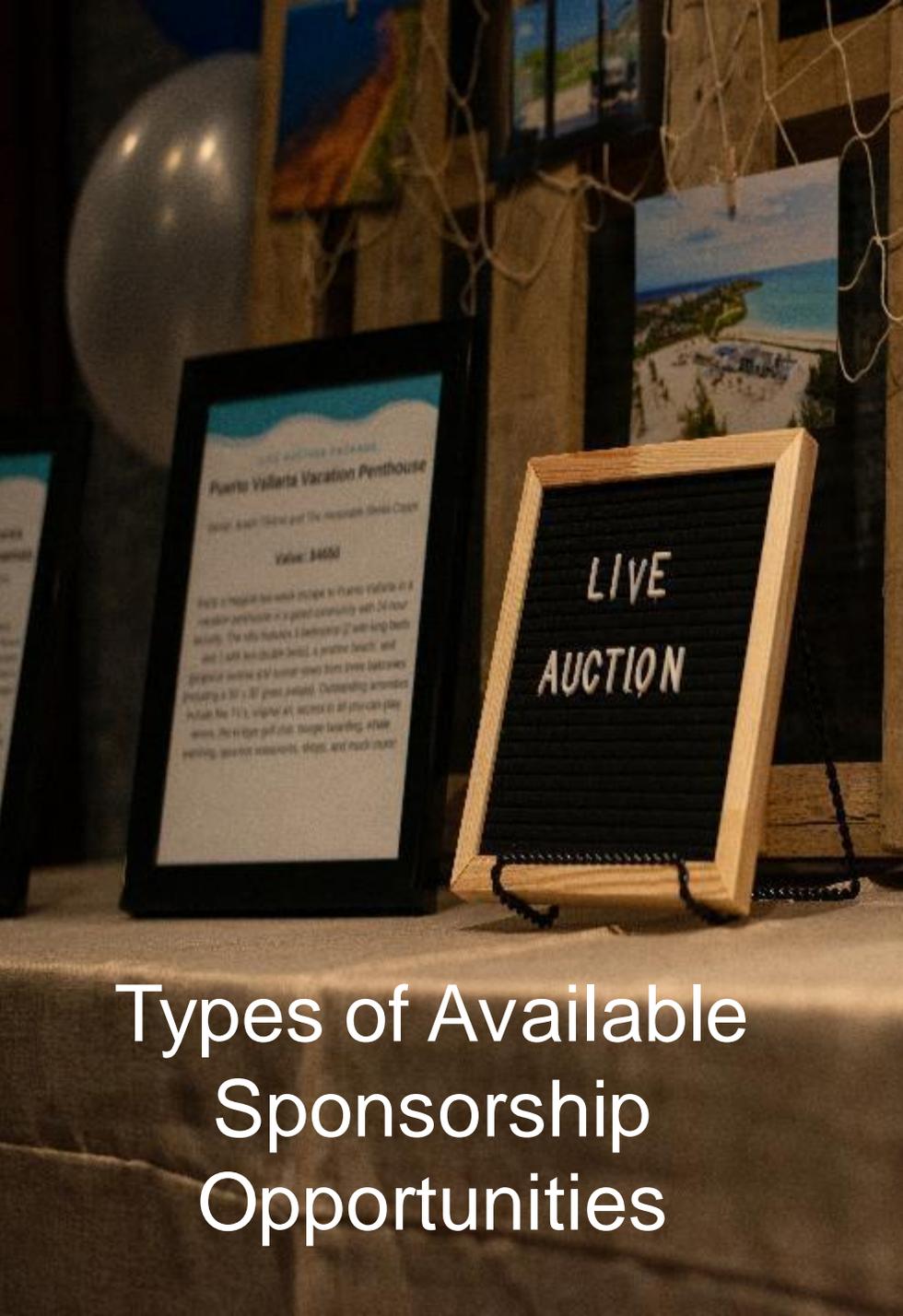
2

Fun Night Out with an East Coast Theme

3

Networking





## Types of Available Sponsorship Opportunities

### Networking

For brands who understand the importance of social connections and who want to create memorable experiences at EiTM.

### Brand Awareness

For brands who want to increase recognition of their brand within the Ottawa business community.

### Corporate Social Responsibility

For brands who are seeking opportunities to demonstrate the value of their products and services to the Ottawa community & have a positive social impact.



Customized sponsorship programs are available starting at \$4000 and offer customized features and benefits that are the best fit for each sponsor's objectives.

**If you like NETWORKING, you'll want to consider:**

Bar Sponsorship

Cocktail Reception Sponsor

**If you like BRAND AWARENESS, you'll want to consider:**

Gift Bag Sponsorship

Dessert Sponsor

Wine Sponsor

SHELL-fie

Lobster Bib Sponsor

**If you like CORPORATE SOCIAL RESPONSIBILITY you'll want to consider:**

Event Title Sponsor

Media Sponsor

Sea Creatures Sweepstakes Sponsor

Silent Auction Sponsor

Mindfulness Lounge Sponsor

Ticket Sponsor

# Title Sponsorship

Be the **EiTM24 Title Sponsor** with brand recognition for an event that attracts over 500 businesses and lobster lovers from the Ottawa area.

With your company name in the title, you will receive on site and social media brand recognition. Last year over 150,000 social media impressions were generated with a social media engagement rate of 2.5%.

This opportunity can meet your business objectives for brand recognition, lead generation, client hosting, networking and community engagement.

- Opportunity to **address the audience** at the event and **make the toast**.
- Receive **top-level positioning** as a sponsor partner in all marketing and signage that recognizes all event partners
- Opportunity for **lead generation** from event attendees
- Bring your clients to enjoy the lobster with **sixteen (16) complementary tickets (Two corporate tables)**

All features and benefits in this package will be customized and exclusive to the partner.



Investment: \$20,000

# Cocktail Reception

- As the **Cocktail Reception Sponsor**, your company will receive brand recognition as the title sponsor in all marketing and communications and onsite signage in the cocktail reception area, including the lounge space. Example: *'The Evening in the Maritimes Cocktail Reception is presented by Your Company Name'*.
- Your company will also **receive top-level positioning** as a sponsor partner in all marketing and signage that recognizes all event partners.
- This sponsorship includes **a minimum of three (3) pre-event social media posts** featuring your company name and promoting the cocktail reception.
- Bring your colleagues to enjoy the lobster with **eight (8) complimentary tickets (One corporate table)**



**Investment:**  
**\$10,000**



# Bar Sponsor and Cocktail Reception Drink

- As the **Bar and Cocktail Reception Drink Sponsor**, your company will receive name recognition for each of the themed bars in all marketing and communications and onsite signage during the event. Example: *'The Bubbly Bar is presented by Your Company Name'*.
- Your company name will be **co-branded on the reception drink coupons**.
- Your company will also **receive mid-level positioning** as a sponsor partner in all marketing and signage that recognizes all event partners.
- This sponsorship includes **a minimum of three (3) (pre-event) social media posts** featuring your company and promoting the sponsored bar and cocktail reception drink.
- Bring your colleagues to enjoy the lobster with **eight (8) complementary tickets (One corporate table)**.
- Exclusive supplier rights may be included.



Investment: \$7000



# SHELL-fie Station

- This is a great opportunity if you are looking to **build your brand and for social engagement**.
- As the **SHELL-fie Station Sponsor** your company will receive brand recognition as the title sponsor in all marketing and communications and onsite signage during the event. Example: *'The SHELL-fie Station is presented by Your Company Name'*
- **Onsite signage will feature the sponsor's brand with prompts to share photos and videos on social media channels tagging the sponsor and ABLE2.**
- Your company will also **receive mid-level positioning** as a sponsor partner in all marketing and signage that recognizes all event partners.
- This sponsorship includes **a minimum of two (2) pre-event dedicated and branded social media posts** featuring your company and promoting the SHELL-fie Station.



**Investment: \$7000**

# Wine Sponsor

- This is a great opportunity if you are looking to **build your brand and for social engagement.**
- As the Wine Sponsor your company will receive brand recognition in all marketing and communications and onsite signage during the event.
- **Your company will have its branding and messaging on a tag attached to the 50-60+ wine bottles provided to corporate tables at the event.(tag cost sponsor responsibility)**
- Your company will also receive top-level positioning as a sponsor partner in all marketing and signage that recognizes all event partners.
- Exclusive supplier rights may be included (if applicable).



**Investment:  
\$5000**



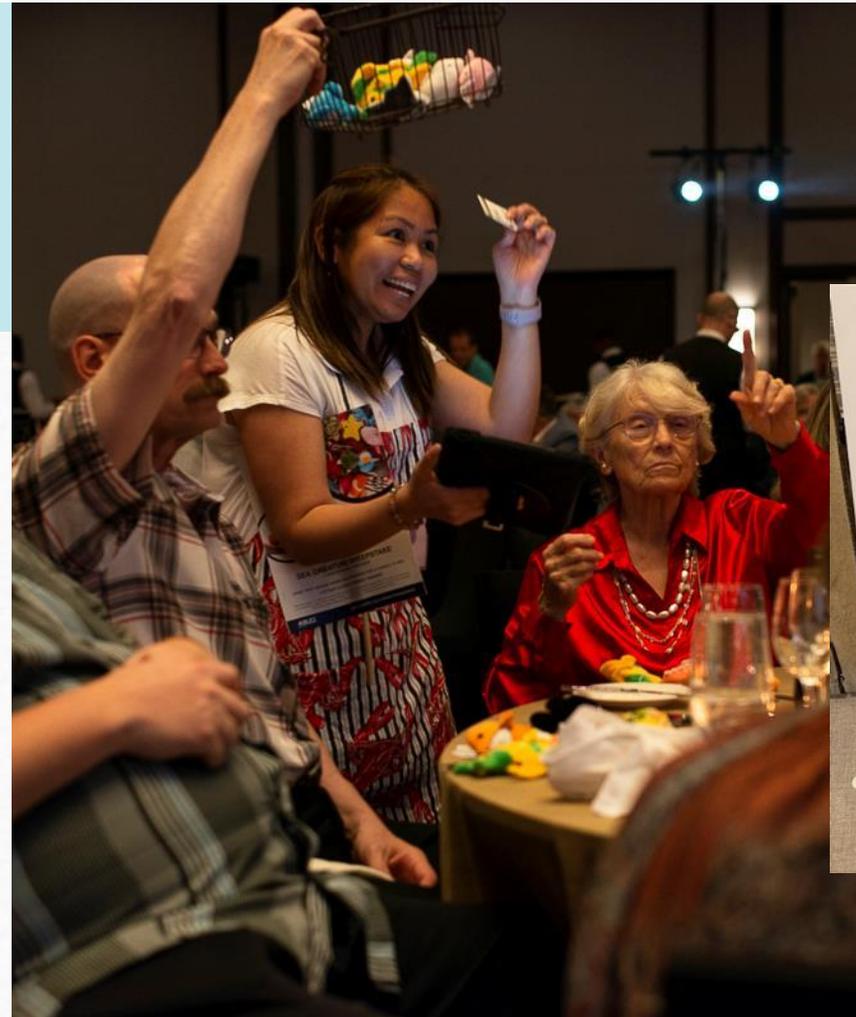
# Sea Creature Sweepstakes or Silent Auction

Your company could sponsor one of these popular fundraising activities that take place in conjunction with Evening in the Maritimes!

Features and benefits will be customized for each sponsor and may include:

- **Corporate branding**
- **Pre-event or post-event social media mentions**
- **Customized on-site signage**

**Investment:**  
**\$4000**



# Dessert, Gift Bags, Lobster Bibs & Mindfulness Lounge

This is a great opportunity if you are **looking to build your brand and for social engagement.**

Feature your corporate brand in front of the attendees through one of these opportunities: **The lobster bibs, VIP gift bags, Mindfulness Lounge, or Dessert platters!**

**Each Investment:  
\$2500**



# Corporate Donations

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If sponsorship marketing is not the right fit, consider making a corporate donation to the Evening in the Maritimes event.

Corporate donors are acknowledged on the [EiTM24 website](#) and 100% of the donation is directed to supporting ABLE2's programs and services.

To donate, send an e-transfer to [finance@able2.org](mailto:finance@able2.org) with a note that the funds are a corporate donation for EiTM23 and email [events@able2.org](mailto:events@able2.org) with a png copy of your logo.





## Ask Us About Sponsorship at EiTM24

We look forward to building a sponsorship program for you that is the best fit with your marketing goals and budget.

Your company will love the good time & good food for a GREAT cause, we want to see you meet our business objectives as a sponsor at EiTM.

### **MORE INFO**

ABLE2, Director of Development  
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