



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

Sponsorship & Partnership Opportunities at Ottawa's  
Premier East Coast Kitchen Party  
Thursday, May 29, 2025 | Westin Ottawa Hotel

Updated October 17, 2024

**ABLE2**





# ABLE2

## Celebrating 50 Years

is a charitable, non-profit organization with programs and services that 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 provide growth and development, facilitate independence, reduce barriers and vulnerability, and improve mental and physical health of persons living with disabilities in your community.

***Thank you for believing  
inclusivity matters!***

**OVER  
2,000**

people with disabilities  
and families served  
annually in the  
Ottawa region

**MORE  
THAN  
500**

dedicated  
volunteers  
annually

**72%**

of Canadians  
experience some  
type of barrier to  
accessibility  
because of their  
condition

**50  
YEARS**

of empowering  
people with  
disabilities to build  
lives of meaning  
and joy



# About EiTM

Evening in the Maritimes (EiTM) 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 2024 edition of EiTM raised over \$375,000. Over the last 28 years, EiTM has welcomed more than 20,000 guests to support ABLE2's programs and services.



[Watch the EiTM24 video here!](#)



*"It is a great evening serving a great cause...  
it doesn't get much better than that!"*



# What can sponsors expect at Evening in the Maritimes?



Be positioned as a **leader** in the Ottawa business community



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



Make **new business connections**



**Exclusive event perks** at a professionally run, unique event





In addition,  
your company will be  
helping **provide support  
and empower people  
with disabilities** in your  
community to create  
lives of meaning and joy

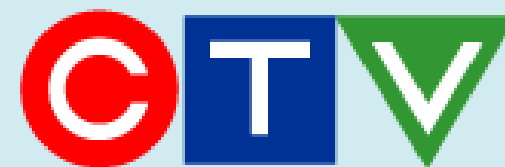




## 2024 Sponsors

Commanditaires 2024

### Media Sponsors Commanditaires médias



### Cocktail Reception Sponsor Commanditaire de la réception



Wealth Management  
Dominion Securities

Ottawa Preston Branch

### Bar & Cocktail/Mocktail Drink Sponsor Commanditaires de bar et de cocktails/mocktails



### Event Décor Sponsor Commanditaire de la décoration de l'événement



### Wine Sponsor Commanditaire du vin



### Sea Creature Sweepstakes Sponsor Commanditaire du concours de créatures de mer



### Live Auction Prize Donation Don du prix de l'encan en direct



### Silent Auction Sponsor Commanditaire de la vente aux enchères silencieuse



### Dessert Sponsor Commanditaire des desserts



### Accessible Services Sponsor Commanditaire des services accessibles







**“B MEDIA SHOP has been a major sponsor for the Evenings in the Maritimes event for ABLE2 for many years! It is such a great event on so many fronts.**


**It is great to see through the event the tremendous work that ABLE2 does day in and day out for the people that benefit from their support.**

**As a business owner in the Ottawa community it makes me feel good helping out ABLE2. It is my mantra that as a responsible corporate citizen of the Ottawa community we have an obligation to give back!”**

*- John Bishop, President, Sequence Marketing*

*Testimonials from our sponsors*






**“We are so proud to be a sponsor of the Evening in the Maritimes in support of ABLE2. Such a worthy cause in our community and such a well organized, well attended and fun event.”**

*- Mila Starodoub, Branch Director,  
& Danielle Demark, Investment Advisor,  
RBC Wealth Management Dominion Securities*

*Testimonials from our sponsors*






**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*

*Testimonials from our partners*





**“What a great night supporting ABLE2 here in Ottawa - with a side of lobster. I’ve always said folks from the Maritimes are the nicest, most welcoming people on the planet. “Evening in the Maritimes” certainly lived up to this reputation”**

*- Jeff Todd, Vice President of Marketing & Communications,  
Wealth Creation Preservation & Donation (WCPD) Inc.*

*Testimonials from our partners*



# Top 3 reasons for attending



1

**THE CAUSE:** to raise money for ABLE2 to help support people with disabilities in the community



2

**A FUN NIGHT OUT** with an east coast theme & lobster!



3

**NETWORKING**

*Get to know our EiTM audience*





# EiTM Attendees...



**83%** have completed post-secondary education



**70%** are decision-makers in their job



**40%** earn more than \$110k



**76%** own their homes

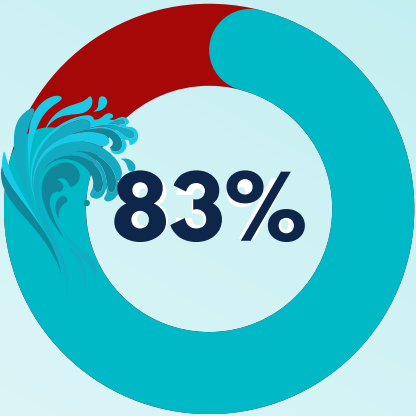
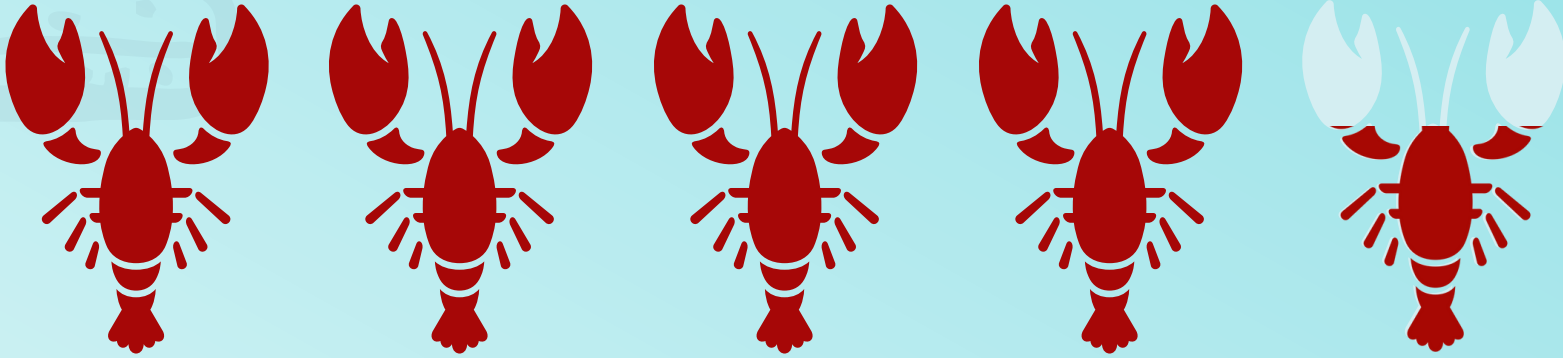


**98%** are likely to consider the products and services of a company that supports ABLE2

*Get to know our EiTM audience*



# ATTENDEES GAVE EITM24 4.6 LOB-STARS!



**will attend and/or support EiTM next year**



**44% heard about EiTM through advertising and social media**



*Get to know our EiTM audience*





# Sponsorship Opportunities Available



## 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:

- Cocktail Reception Sponsor



If you like **Brand Awareness**, you'll want to consider:

- SHELL-fie Station
- Mocktail/Cocktail Sponsor
- Wine Sponsor
- Lobster Bib Sponsor
- Device Charging Station



If you like **Corporate Social Responsibility**, you'll want to consider:

- Event Title Sponsor
- Media Sponsor
- Silent Auction Sponsor
- Sea Creatures Sweepstakes Sponsor



# Event Title Sponsorship Partnership

The EiTM25 Events Title Sponsor will have the opportunity to associate its brand with one of Ottawa's premier fundraising event. The features and benefits in this package will be customized and exclusive to the partner to align with the partner's marketing objectives and strategies.

This partnership requires a 2-year commitment to ensure it meets your business objectives for brand recognition, lead generation, client hosting, networking and community engagement.

As part of the partnership, the event title sponsor will have the 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, and of course, you'll enjoy networking with clients, team building with your staff, and a fun night of hospitality with two corporate tables (16 event tickets), wine, and more!

Ask us about how we can develop a customized program for your brand as the premier partner at EiTM25 and 26!



**Investment: \$20,000 per year**



# Cocktail Reception Sponsorship Program

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

As the Cocktail Reception Sponsor, your company will receive brand recognition as the reception presenting 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) + more features and benefits to be discussed!





# Mocktail/Cocktail Sponsor Activation

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

As the Mocktail/Cocktail Sponsor, your brand will be associated with one of the most unique and fun elements of the event! A themed speciality bar will feature your corporate branding and the drink offerings will align with the East Coast theme of 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 six (6) complimentary tickets!

Exclusive supplier rights may be included (if applicable and available subject to local liquor licensing regulations).



**Investment: \$7,000**



# SHELL-fie Station Activation

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

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.

Bring your colleagues to enjoy the lobster with six (6) complimentary tickets!



**Investment: \$7,000**



# Wine Sponsor

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

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.

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 and available subject to local liquor licensing regulations).

Bring your colleagues to enjoy the lobster with four (4) complimentary tickets!



**Investment: \$5,000**





# Sea Creature Sweepstakes or Silent Auction Sponsorship Programs

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

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

Bring your colleagues to enjoy the lobster with four (4) complimentary tickets!



**Investment: \$5,000 each**





# Small Sponsorship Opportunities

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

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 an opportunity such as:

- Lobster bibs
- Device Charging Stations
- And many more!

Bring your colleagues to enjoy the lobster with two (2) complimentary tickets!



**Investment: \$4,000 each**



# Corporate Donations

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 [ABLE2 EiTM 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 EiTM25 and email [events@able2.org](mailto:events@able2.org) with a png copy of your logo.







**Ask us about sponsorship at EiTM25!**

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

**Your brand will love the good time, good food and great cause associated with EiTM25. Contact us to discuss how we can help you meet your business objectives through a partnership with ABLE2 at Evening in the Maritimes.**

For more information, contact  
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