

Introduction

OLG is proud to support events in communities across Ontario through our Sponsorship Program.

We give consideration to requests that involve the community at large, generate business and interest in the town or city and are seen as benefiting the residents.

In particular, we concentrate on events that provide opportunities to support our two areas of focus:

- Community events and festivals
- Community, civic and business-related events in communities with OLG operations.

We provide support only to events that occur in Ontario and that primarily engage adults (aged 19+).

Please visit OLG.ca for more details on OLG's Sponsorship Program.

How to Apply

Tell us about your event in detail, taking into consideration OLG's Sponsorship Policy.

Complete an application form and attach a written proposal (including any supporting documentation) a minimum of 3 to 6 months prior to the event.

Send to:

OLG

Corporate Events & Community Relations

70 Foster Drive, Suite 800

Sault Ste. Marie, ON, P6A 6V2

Please note that meeting these criteria does not in itself guarantee sponsorship approval.

Requirements are subject to change based on business needs and high demand for sponsorship funds. These changes can influence the selection process.

Section A: Type of Application

This an application for: (choose one)

Sponsorship

Sponsorship Level:

Sponsorship Fee:

\$

Please complete Sections A to I

Table/Group Tickets

Table Cost:

\$

Cost For 1 Ticket:

\$

Please complete Sections A to E

OLG Merchandise

Provide Details:

Please complete Sections A to E

Section B: Contact Information

Organization Name:	<input type="text"/>
Main Contact:	<input type="text"/>
Title:	<input type="text"/>
Phone:	<input type="text"/> - <input type="text"/> - <input type="text"/> ext. <input type="text"/> E.g., 416-123-4567 ext. 890
Fax:	<input type="text"/> - <input type="text"/> - <input type="text"/> E.g., 416-123-4567
Email:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
Province:	<input type="text"/>
Postal Code:	<input type="text"/>
Website:	<input type="text"/>
HST or Registered Charitable/Business # (if applicable):	<input type="text"/>
Sponsorship Payable to (if applicable):	<input type="text"/>

Section C: Event Details

Event Name:

Date(s):

Time:

Venue:

City:

Event Description

Please provide a short description of the event:

If OLG merchandise is requested, describe how it will be used:

Will it be provided to anyone under the age 19?

Yes No

Is it a ticketed event?

Yes No

What is the cost of the ticket, provide detail:

Section C: Event Details (continued)

Is there a charitable cause associated with the event?

- Yes
- No

If yes, please identify:

Attendance & Audience Profile

What is the total event attendance?

- This year (estimated)
- Last year
- 2 years ago

Indicate the ages of participants (totaling 100%):

Under 19:	<input type="text"/>	%
19 - 24:	<input type="text"/>	%
25 - 34	<input type="text"/>	%
35 - 44	<input type="text"/>	%
45 - 54	<input type="text"/>	%
55 - 64	<input type="text"/>	%
65+	<input type="text"/>	%

Describe the profile of attendees (i.e. demographics):

Female:	<input type="text"/>	%
Male:	<input type="text"/>	%

Section D: Event History & Management

How many years has the event been running?

Have you applied for or received funding from the Ontario Trillium Foundation this year?

Yes No

Do you carry event insurance?

Yes No

Do you have an emergency safety plan?

Yes No

What kind of systems do you have to manage sponsor needs and logo approvals?
(e.g. meetings, reports, dedicated contact person or sponsorship team)

Section E: Sponsorship Rights & Benefits

What rights and benefits are included as part of the sponsorship investment requested?
Provide details including quantities and proposed logo placement.

Rights

Is OLG logo approval provided? Yes No

Is category exclusivity offered? Yes No

Is first right of refusal offered? Yes No

On-site

Event Signage

OLG Specific Signage

Exhibit/Display

Sampling

Event Program

Speaking Opportunities

Hospitality

Tickets

VIP Area

Corporate Evening

"Meet & Greets" with Entertainment

Section E: Sponsorship Rights & Benefits (continued)

Other

OLG Employee Involvement

Niche Program

Is there a specific program area/niche that is included to differentiate OLG? Please provide details.

Section F: Marketing & Advertising Plan

How do you plan to market and advertise your event? Provide details including quantities and sponsor placement, where possible.

<input type="radio"/> Posters	<input type="text"/>
<input type="radio"/> Brochures	<input type="text"/>
<input type="radio"/> Street Banners	<input type="text"/>
<input type="radio"/> Direct Mail	<input type="text"/>
<input type="radio"/> Newsletters	<input type="text"/>
<input type="radio"/> Web site	<input type="text"/>
<input type="radio"/> Newspaper Ads	<input type="text"/>
<input type="radio"/> Print Ads	<input type="text"/>
<input type="radio"/> Radio Ads	<input type="text"/>
<input type="radio"/> TV Ads	<input type="text"/>
<input type="radio"/> Internet	<input type="text"/>
<input type="radio"/> PR	<input type="text"/>
<input type="radio"/> Other	<input type="text"/>
<input type="radio"/> Post Event	<input type="text"/>

Section G: Reach

How many people will directly or indirectly be reached through your marketing and advertising efforts?

What is the geographic reach (totaling 100%)?

Local:

 %

Regional:

 %

Provincial:

 %

In the past, what type of media coverage has your event received?
Please provide details.

Section H: Sponsorship Program Overview

What is the sponsorship hierarchy? Please list other sponsorship levels available with corresponding benefits and fees.

Who are confirmed sponsors? Please list and include level/fees:

Title

Presenting

Gold

Silver

Bronze

Sponsor

Other

Media

Section I: Event Entertainment

Please describe the planned musical entertainment for the event, if applicable.

Will there be any special Speakers or VIPs at the event?
Please provide details.

Will OLG have the opportunity to customize our involvement?
Please provide details.