



2021 Sponsorship Package



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What We Do

CASCO Charity Organization is the Telfer School of Management's student-run charity organization. CASCO produces an annual gala showcasing the talents of our student philanthropists.

Through the shared vision of Telfer alumni Alexandre St-Jean and Tuan Nguyen, CASCO was founded in September 1998 in honour of their dearly departed friend Eric Danis, who passed away from leukaemia.

Over the past 21 years, CASCO has touched and inspired over 1,000 students to give back, and has raised over \$740,000 for the Children's Hospital of Eastern Ontario (CHEO). This could not have been achieved without the support and generosity of our sponsors. While the Gala is the capstone event of the year, CASCO also organizes and participates in other community events.





Mission

CASCO's mission is to contribute to the well-being of our community by ensuring that the future of business is socially responsible through the collaboration of business professionals, university students, and members of the community.



Children's Hospital of Eastern Ontario (CHEO)

Did you know that government funding is used to cover the operational costs of hospitals, but falls short when it comes to anything beyond that? Your money will be used to purchase a multitude of different sizes of equipment that will help children of all ages. Your donation will continue to support projects such as Project Stitch Day Surgery Ward, and the Ottawa Children's Treatment Centre. Not only will it be used to purchase hospital equipment, it will also ensure that a child who has lived at CHEO for the first years of their life has the ability to learn how to read. Your contribution will purchase teddy bears with central lines so that a little girl with a chronic illness doesn't need to be overwhelmed by the tubes attached to her body. Your contribution will literally change lives, in every aspect of the word.

Message from our President

CASCO: Noun; abbreviation for Commerce and Administration Student Charity Organization.

This may seem like five simple words to the regular eye, but to us, these can mean so much more. To me, CASCO means change. What started as 2 guys with a dream in 1998 has transformed into thousands of students raising hundreds of thousands of dollars for the Children's Hospital of Eastern Ontario (CHEO). This tangible change is what makes our organization so special. Over the past 21 years, we've been able to change the lives of countless children at the hospital, and with your support, we can continue to be #Heroes4CHEO for many more years to come.

This year, I encourage you to discover what CASCO means to you. Join us as we embark on our 22nd year of making a change #ForTheKids.

Patricia Felthman
2021 President



2021 CASCO Events

AUGUST 2021

Annual Golf Tournament

Our Annual Golf Tournament is our first key event of each year. Held at the Upper Canada Golf Course, our Golf Tournament brings together business professionals and students to enjoy a great day of golf and to raise money for CHEO.



SEPTEMBER 2021

CASCO'S First Drive-In Event

To showcase CASCO's resilience, we are hosting the first ever drive-in concert featuring local talent and musicians. This event will allow for in-person experiences all while being COVID friendly!



NOVEMBER 2021

Cheers to CHEO

Cheers for CHEO is our annual launch party! Cheers for CHEO brings out Telfer's top students and recent graduates, VIPs, sponsors, and business professionals to celebrate CHEO.



NOVEMBER 2021

CASCO'S 22nd Annual Gala

Each year, CASCO hosts a gala in which our students showcase their talents through a performance of song, dance, and fashion. We place emphasis on students, businesses, and the community to come together in a common goal to support CHEO.



About Our Sponsors

Community Support

For the past twenty-two years, CASCO has gone above and beyond to cultivate and maintain relationships with our partners in the community. Our sponsors are one of the most important contributing factors to our final donation to CHEO. We take pride in ensuring that our relationships with sponsors are transformational, not transactional. Our sponsorship team understands the need for transparency in communication and can guarantee that all of your company's needs will be met. Previous donors have come from a diverse array of sectors, and all of them have benefited immensely from the opportunities that CASCO provides.

We are proud to have partnered with small-sized and large-sized companies across Eastern Ontario. Some of our past sponsors include RBC, IBM, Panago Pizza and Microsoft Canada. Other notable CASCO supporters include the Ottawa Senators, Alex Trebek, Chris Hatfield, and Trevor Noah. CASCO has the utmost gratitude towards our sponsors, and we cherish all of the help they provide in aiding our cause.

Some Past Sponsors



BMO King Edward & Rideau Branch
303 Rideau Street Ottawa, ON K1N 5Y4
613-244-5885



Benefits of CASCO Networking



Every year, CASCO invites a select handful of companies to set up a networking opportunity at our annual Cheers to CHEO theme reveal event. This event is a unique experience that will provide opportunities for exposure for your company.




Additionally, with hundreds of students in attendance of our events, your company will gain unprecedented levels of student talent — you will have a chance to get your name out to the best, brightest, and most involved students not just at Telfer, but from many other faculties at the University of Ottawa as well. Students who attend these events seek to network and have the potential to end up being future employees at your company.

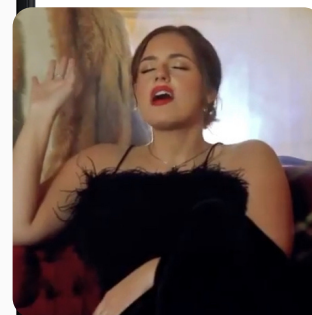
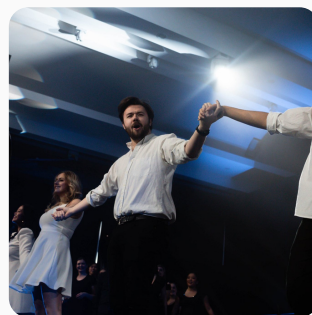
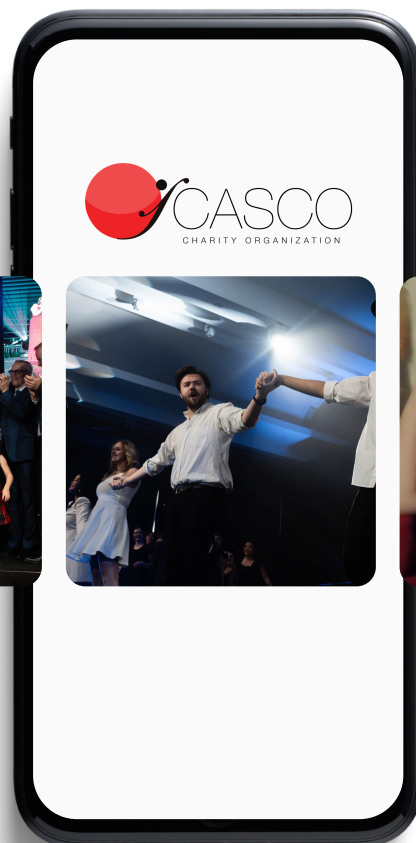
Furthermore, these are opportunities for your company to promote its products and services to potential clients, helping your company build meaningful connections that could manifest future opportunities. Being present at our events will not only increase your company's level of community involvement and engagement, but will also bring about long term corporate growth and success.



Social Media Exposure

CASCO is present on various social media platforms and has a follower base of students, and professionals. As a sponsor, your company will have the opportunity to be exposed to our follower base and grow your company's brand awareness.

	ON INSTAGRAM	ON FACEBOOK	ON LINKEDIN
 Followers	1,100	1,948	525
 Monthly Engagement	330	208	66
 People Reached in 2020	15,912	33,264	33,792



Overview of Sponsorship Levels

	RESILIENCE	HOPE	GOLD	DIAMOND	PLATINUM	TITLE
CONTRIBUTION	\$500	\$1,250	\$2,000	\$3,750	\$6,250	\$8,500
TICKETS TO THE GALA	2	4	6	8	10	12
TICKETS TO CHEERS TO CHEO	2	2	2	4	6	∞
WINE & CHEESE BASKET ON GALA NIGHT	✓	✓	✓	✓	✓	✓
LOGO EXPOSURE ON CASCO WEBSITE	✓	✓	✓	✓	✓	✓
LOGO EXPOSURE ON GALA PROGRAM	✓	✓	✓	✓	✓	✓
LOGO DISPLAYED THROUGHOUT GALA		✓	✓	✓	✓	✓
FEATURE IN SPONSOR PROMO VIDEO			✓	✓	✓	✓

Sponsorship Opportunities

Title Sponsor

"Your Company" Presents CASCO's 22nd Annual Gala

- 12 complimentary tickets to the gala
- Unlimited invitations to Cheers To CHEO + networking opportunities
- Speech from a company representative at the gala
- Your company representatives featured in the CASCO 2021 sponsors promotional video
- Logo on the cheque reveal
- Complimentary wine & cheese basket delivered on gala night
- Photobooth prop featuring company name at the gala
- "Your Company" presents the first Developing Young Leaders Workshop, where Ottawa's best and brightest students learn and grasp the fundamentals of business school
- Prominent social media recognition throughout the year
- Free foursome at CASCO's Annual Golf Tournament in June
- Logo exposure on casco-telfer.ca
- Full-page advertisement in the program at the gala
- Logo displayed throughout the gala

\$8,500

Platinum Sponsor

- 10 complimentary tickets to the gala
- 6 complimentary tickets to Cheers To CHEO + networking opportunities
- Feature in the 2021 sponsor promotional video at the gala
- Complimentary wine & cheese basket delivered on gala night
- Company focused social media recognition throughout the month of the gala
- Logo exposure on casco-telfer.ca
- ½ page ad in the gala program
- Logo displayed throughout the gala content

\$6,250



Sponsorship **Opportunities**

Diamond Level

- 8 complimentary tickets to the gala
- 4 complimentary tickets to Cheers To CHEO (Launch Party)
- Feature in the 2021 sponsor promotional video at the gala
- Complimentary wine & cheese basket delivered on gala night
- Logo exposure on casco-telfer.ca
- 1/2 page ad in the gala program
- Logo displayed throughout gala content

3 Diamond Sponsors available

Diamond Sponsors receive the following types of exclusive logo recognition...

Silent Auction Sponsor

"Your Company" presents CASCO's Silent Auction

Wine Sponsor

Bottles of wine delivered on Gala Night with your company's logo.

Teddy Bear Sponsor

CHEO Teddy Bears with your company's logo sold at all our events.

Diamond Levels: **\$3,750**

Sponsorship Opportunities

Gold Sponsor

- 6 complimentary tickets to the gala
- 2 complimentary tickets to Cheers To CHEO + networking opportunity
- Feature in the 2021 sponsor promotional video at the gala
- Complimentary wine & cheese basket delivered on gala night
- Logo exposure on casco-telfer.ca
- Logo exposure in gala program
- Logo displayed throughout the gala content

\$2,000

Hope Sponsor

- 4 complimentary tickets to the gala
- 2 complimentary tickets to Cheers To CHEO + networking opportunity
- Complimentary wine & cheese basket delivered on gala night
- Logo exposure on casco-telfer.ca
- Logo exposure in gala program
- Logo displayed throughout the gala content

\$1,250

Resilience Sponsor

- 2 complimentary tickets to the gala
- 2 complimentary tickets to Cheers To CHEO + networking opportunity
- Complimentary wine & cheese basket delivered on gala night
- Logo exposure on casco-telfer.ca
- Logo exposure in gala program

\$500

Other Sponsorship Opportunities

Golf Tournament Sponsor

- 2 complimentary tickets to the gala
- 2 complimentary tickets to Cheers To CHEO + networking opportunity
- Sign at a hole of your choice
- Logo displayed at registration throughout the tournament
- Logo exposure on all golfer lunch boxes
- Complimentary foursome at the golf tournament

\$3,000

Hole In One Sponsor

- 2 complimentary tickets to the gala
- Logo displayed at registration throughout the tournament
- Sign at a hole of your choice

\$500

Cheers to CHEO

"Your Company" Presents CASCO's 4th Annual Cheers to CHEO Celebration

- 4 complimentary tickets to the gala
- Social media recognition before the event
- Logo on display throughout the gala
- 1/2 page ad in the gala program
- A company feature in the CASCO 2021 Sponsors promotional video
- Business exposure during Cheers To CHEO
- Exclusive speech opportunity by a company representative at Cheers to CHEO

\$3,000

Drive-In Title Sponsor

"Your Company" Presents CASCO's 1st ever Drive-In

- Speech from a company representative at the event
- 4 complimentary tickets to the event
- 4 complimentary tickets to the gala
- Social media recognition before the event
- Logo on display throughout the event
- Full-page advertisement in the drive-in program
- A company feature in the CASCO 2021 Sponsors promotional video
- Logo recognition on food and beverages sold at the concession stands

\$4,500

Other Ways to **Contribute**



Live and Silent Auction

Our auction segments, held at the Golf Tournament and the Gala, are unique opportunities for you to present your products or services to a diverse audience. Should you wish to make a contribution towards our auction, please contact a silent auction coordinator.



Purchase a Vehicle Slot at CASCO'S Drive-In Event

Purchase a vehicle slot for your company or family at our first drive-in event. This is a great way to represent your company all while enjoying a great night filled with music on a breezy fall night.



Participate in CASCO's 6th Annual Golf Tournament

This tournament will help contribute to our end of year cheque CHEO and expand our involvement within the community. Not only are there opportunities to become a sponsor, you can participate as golfers as well.

Contact our Team!

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About the Sponsorship Team

CASCO's Sponsorship Team is composed of skilled and experienced Telfer School of Management students. The ultimate success of our organization cannot continue without the support of individuals and companies like yours.

As a Sponsorship Team, we hope that we can grow with your organization by creating a durable partnership in promoting corporate social responsibility. Maintaining a two-way relationship with our sponsors is very important to us so we are open for suggestions and are here to keep our promises to you.

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