



Ottawa Architecture Week

Sep 30 – Oct 6, 2019

Sponsorship kit



We invite you to be a part of Ottawa’s fastest growing architecture, urbanism & design festival.

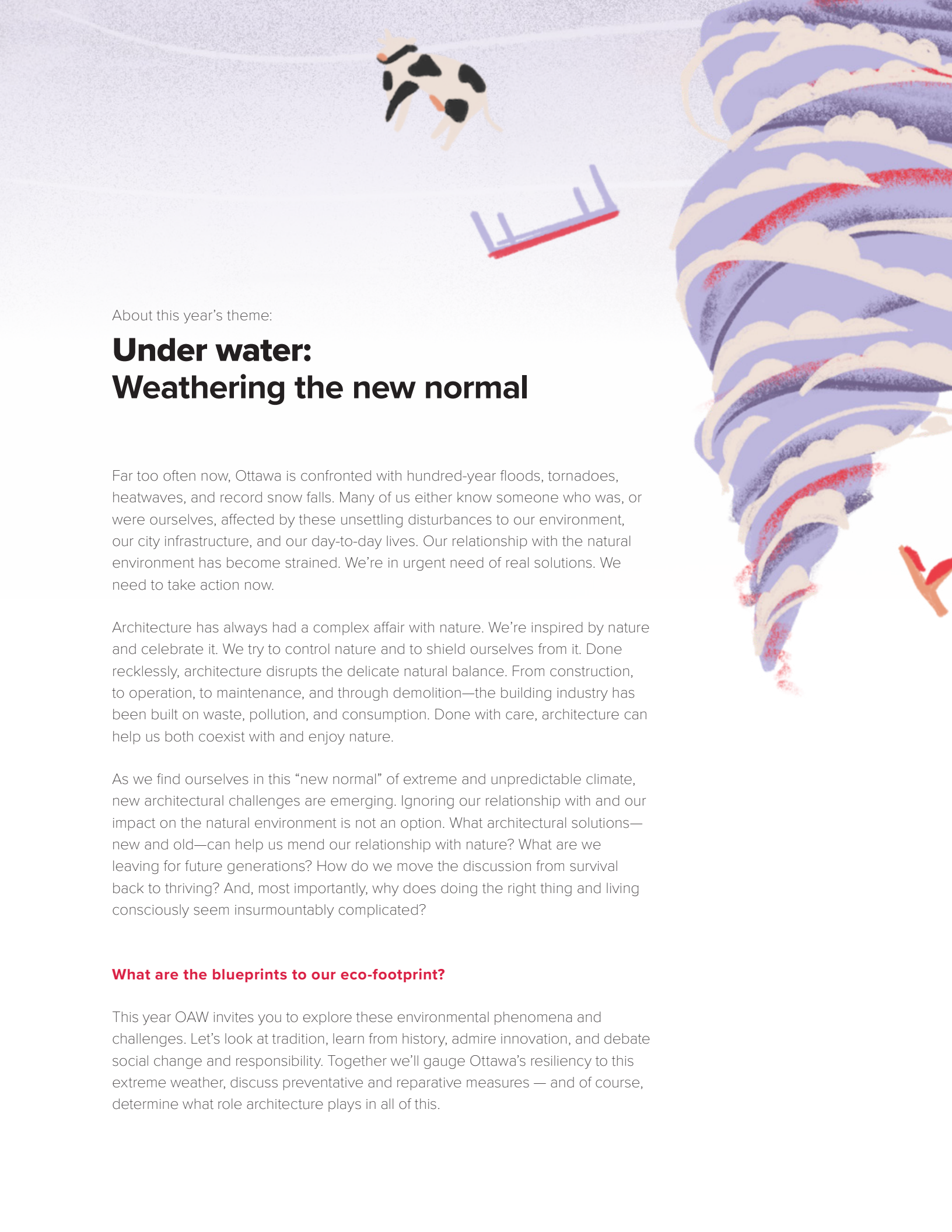
Ottawa Architecture Week is a public forum that explores the ways in which architecture and urban design affect our daily lives. Throughout the week, we celebrate the role of architecture and the related trades in a way that is fun and engaging. We strive to bridge the gap between the architectural community and the public, in order to facilitate a constructive dialogue on the relationship between the built environment and Ottawa’s people. Each annual edition is curated around a trending theme relevant to the architectural profession and the Ottawa–Gatineau community as a whole. The program features a variety of public events that include talks, exhibitions, installations, workshops, film screenings, tours, and panel discussions.

Ottawa Regional Society of Architects is a non-profit volunteer organization that represents the Ontario Association of Architects (OAA) within the community. ORSA works to raise the profile of the architectural industry and has given voice to the local architectural profession for over 100 years. ORSA is committed to presenting an informed opinion on issues affecting architecture in the National Capital Region, as well as to increase public awareness of the social importance of architectural design.

OAW 2019 is scheduled for Monday, September 30th — Saturday, October 6th.

For more information visit:

OAWfest.com

An illustration on the right side of the page depicts a black and white cow floating in the air, a blue boat with a red hull also floating, and a large, swirling tornado with purple, blue, and red bands descending from the top right. The background is a light, textured grey.

About this year's theme:

Under water: Weathering the new normal

Far too often now, Ottawa is confronted with hundred-year floods, tornadoes, heatwaves, and record snow falls. Many of us either know someone who was, or were ourselves, affected by these unsettling disturbances to our environment, our city infrastructure, and our day-to-day lives. Our relationship with the natural environment has become strained. We're in urgent need of real solutions. We need to take action now.

Architecture has always had a complex affair with nature. We're inspired by nature and celebrate it. We try to control nature and to shield ourselves from it. Done recklessly, architecture disrupts the delicate natural balance. From construction, to operation, to maintenance, and through demolition—the building industry has been built on waste, pollution, and consumption. Done with care, architecture can help us both coexist with and enjoy nature.

As we find ourselves in this “new normal” of extreme and unpredictable climate, new architectural challenges are emerging. Ignoring our relationship with and our impact on the natural environment is not an option. What architectural solutions—new and old—can help us mend our relationship with nature? What are we leaving for future generations? How do we move the discussion from survival back to thriving? And, most importantly, why does doing the right thing and living consciously seem insurmountably complicated?

What are the blueprints to our eco-footprint?

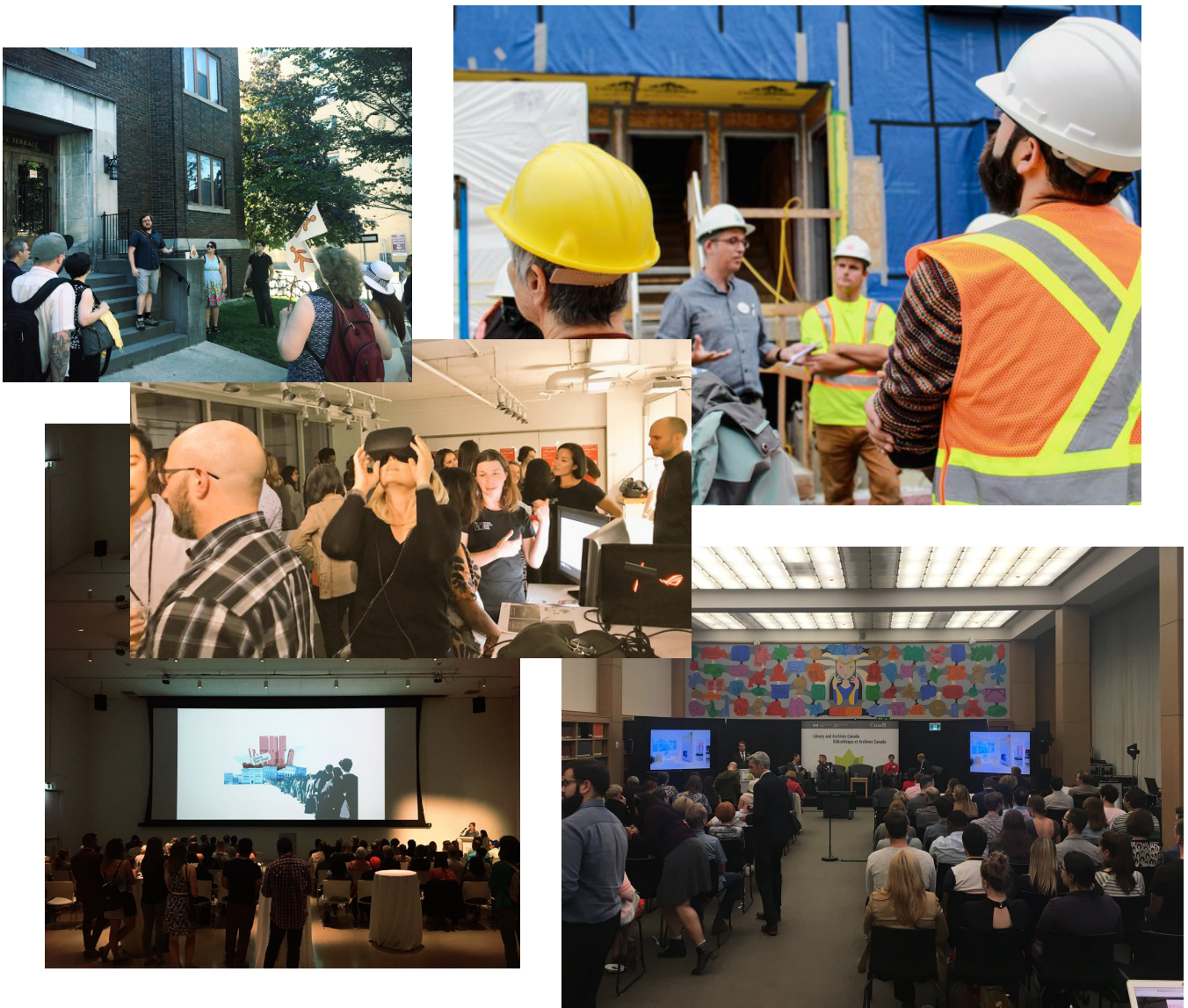
This year OAW invites you to explore these environmental phenomena and challenges. Let's look at tradition, learn from history, admire innovation, and debate social change and responsibility. Together we'll gauge Ottawa's resiliency to this extreme weather, discuss preventative and reparative measures — and of course, determine what role architecture plays in all of this.

Be a part of OAW 2019

OAW is one-of-a-kind; few cities in Canada host such a diversely programmed event dedicated to raising awareness of architecture, design and the built environment in the Ottawa region.

We are very proud to be one of few cities worldwide to put on a festival of this kind — and we want you to be a part of it!

Sponsoring OAW is an opportunity for companies to support this festival, to develop and market their area of business, and to connect with architects and the design industry - all of whom are your direct link to the decision-makers and specifiers of building products and services for construction projects in the Ottawa region.



Sponsorship

As a volunteer organization, we rely largely on sponsorship to make the event a success. Sponsorship packages range from \$250 to \$5,000. As a public-facing festival, OAW also offers a platform for public outreach and image-building. This is a great opportunity to support and participate in one of the most attended design events in Ottawa.

Sponsorship Entitlements

OAW offers several Sponsorship Levels and entitlement packages. In addition to the benefits outlined in the Sponsorship Levels on the next page, all sponsors receive the following:

Pre-Festival

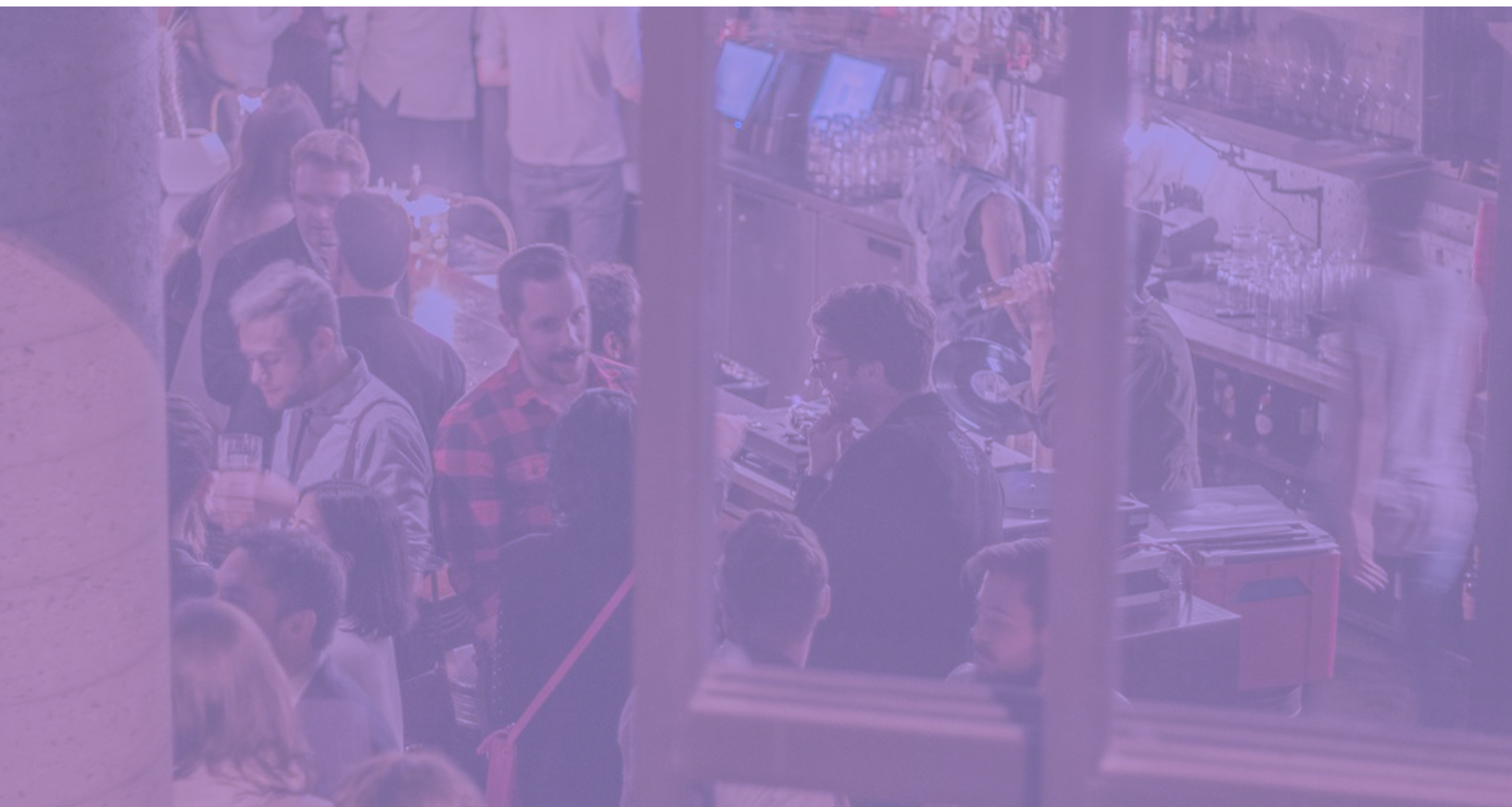
- Recognition on the OAW website;
- Recognition in one edition of the ORSA newsletter issued to our 600+ members

During the Festival

- All benefits listed under Sponsorship Levels

Post-Festival

- Recognition in one future edition of the ORSA newsletter issued to our 600+ members
- Recognition in OAW 2020 Sponsorship Kit as a 'Past Sponsor / Past Supporter'



Sponsorship Levels

	Friends of OAW	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
	\$250	\$500	\$1000	\$2500	\$5000+
Acknowledgement on the OAW website with link to company website	•	•	•	•	•
Logo recognizing contribution level on the OAW website		S	M	L	XL
Company profile on the OAW website		•	•	•	•
Exposure on print and digital marketing material			S	M	L
Name recognition and thank you at the introduction of each event			•	•	•
Featured post on OAW Social Media				•	•
Company logo included on OAW Swag					•
Recognition as event sponsor at event of choice					•
Company signage and networking table					•
Short presentation/introduction at the beginning of the event					•

In-kind contributions are welcome, and will be honoured at the commensurate level.

Appendix

Audience

With a full-week of programming, OAW attracts hundreds of visitors every year. Visitors include members of the public, professionals, students, politicians, and media from the Ottawa region and abroad. Over the past few years, we have grown our social media profile, and expect to reach over two-thousand followers in 2019.

Target Market

As a subgroup of ORSA, OAW has strong ties to the professional industry of Architecture. While we offer great events that interest our own folks, we have made it our goal in the past years to reach out the general public. We are on a mission to be heard throughout the Ottawa region!

Marketing & Advertising

OAW has been promoted by the following media partners:

CBC "All in a Day", CBC "Ottawa Morning", Ottawa Citizen, Centretown Buzz, Royal Architectural Institute of Canada (RAIC), Ontario Association of Architects (OAA), Ottawa Regional Society of Architects (ORSA), Canada Green Building Council (CaGBC), Illuminating Engineering Society (IES), Apt613, Spacing Ottawa, Herd Magazine.

Sponsorship Target

OAW's target sponsorship achievement for 2019 is \$35,000.

2018 Sponsors

Sincere thanks to our sponsors from 2018! We could not have done it without your support

Gold

Ontario Association of Architects
Ottawa Regional Society of Architects

Silver

FLUX
Astley Gilbert Limited

Bronze

Olympia Tile & Stone
EVOQ Architecture
Mumby Insurance Brokers

Sponsorship Agreement

We thank you for your support of the 2019 Ottawa Architecture Week (OAW)! In exchange for your financial contribution we agree to the terms outlined and commensurate on the sponsorship level page that is commensurate with your level of contribution. Please take a moment to review the package and fill and sign this form:

Level of Sponsorship

CHECK ONE

<input type="radio"/>	Friend of OAW \$250
<input type="radio"/>	Bronze Sponsor \$500
<input type="radio"/>	Silver Sponsor \$1,000
<input type="radio"/>	Gold Sponsor \$2,500
<input type="radio"/>	Platinum Sponsor \$5,000+

Firm Name

Firm Address

Phone Number

Email Address

Printed Name and Title of Signing Authority

Signature

Date

Sponsorship checks can be made out to the **Ottawa Regional Society of Architects** and can be delivered to:

Attention: OAW
Ottawa Regional Society of Architects
P.O. Box 56117
Ottawa, Ontario



OAW

OAWfest.com