

# SPONSORSHIP Opportunities



ON THE ROAD TO SAFETY  
SUR LA ROUTE DE LA SÉCURITÉ



# ABOUT the OSC

Founded in 1957, the **Ottawa Safety Council (“the OSC”)** is a not-for-profit organization and registered charity operating in Ottawa, Brockville, and Toronto (West/Etobicoke). **Our mission is to create safer roads for all, no matter how one travels** by delivering best-in-class road safety services such as our School Crossing Guard programs, pedestrian, cycling and passenger safety education, motorcycle training and licensing programs, and road safety awareness campaigns throughout our communities across Ontario. **We are 100% focused on road safety** and are a local leader in road safety education, services, and programming.



ON THE ROAD TO SAFETY  
SUR LA ROUTE DE LA SÉCURITÉ

**THE**

**OSC**

**by the numbers**

**HUNDREDS**

OF SCHOOLS

**4**

SCHOOL BOARDS

**15,000-25,000**

STUDENTS REACHED

WITH WALKSAFE  
& CYCLESAFE

**600**

**CROSSING GUARDS**

IN OTTAWA, TORONTO  
& BROCKVILLE

**TENS OF  
THOUSANDS**

OF STUDENTS  
REACHED  
WITH RS4K  
NATIONALLY

SCHOOL SAFETY  
BULLETIN REACHES

**200**

SCHOOLS  
PER QUARTER

**40** VOLUNTEERS

**800+** STUDENTS

MTP COURSES

OSC MONTHLY  
NEWSLETTER REACHES

**5,000**

SUBSCRIBERS

OSC WEBSITE SEES

**4,000**

USERS  
PER MONTH

**6,700**

TOTAL  
SOCIAL MEDIA  
FOLLOWERS



ON THE ROAD TO SAFETY  
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# THE

# OSC's

## Media Relationships

The OSC is a leading voice in the Ottawa area on issues of road safety and we are regularly approached for expert comment, with strong relationships with the local media.

Be recognized as a community champion of road safety.

Premium opportunities to connect with local organizations and municipal contacts.

Build business connections.

Meet your marketing goals.





# CROSSING



## Guard Program

### Crossing Guard Appreciation Day & Mayoral Proclamation

**Crossing Guard Appreciation Day** is held annually, where we announce Ottawa's Crossing Guard of the Year Award recipient, the winner of the "Ottawa's Favourite Crossing Guard" contest.

Over the Spring months, schools across Ottawa are encouraged to nominate their Guard via the OSC's website. The guard with the most nominations receives \$500 and is acknowledged at a special school assembly, attended by the Mayor, City Councillors, School Board officials and local media.

The Mayor also makes the official proclamation for Crossing Guard Appreciation Day in Ottawa.



### Appreciation Awards/Acknowledgements

We present awards to our Guards throughout the school year to show how they are appreciated by the community. School faculty, Trustees and City Councillors often join us for the presentation of these awards.

**Crossing Guard Milestones:** Every year, we celebrate guards that have served as OSC Crossing Guards for 5 years, 10 years, 15 years, and 20 years.

**Ambassador Awards:** The Ambassador Awards are provided to Crossing Guards who have demonstrated exemplary support with the OSC's Crossing Guard Programs community outreach efforts.

**Above and Beyond Awards:** These awards are given out monthly to Crossing Guards that have gone "Above and Beyond", demonstrating extraordinary commitment to children's safety in school zones.

**'Thank you' Coffee Socials:** The OSC hosts coffee socials with guards across the city as an opportunity for them to network with the OSC staff and with each other.

**Employee of the Month Awards:** Each month, the OSC acknowledges a Crossing Guard that has demonstrated exemplary dedication, based on feedback from the school and parent community.



### Annual Guard Meeting

Up to **350 guards attend** our Annual Guard meeting to enjoy food, receive special awards (Ottawa's Bravest Crossing Guard, Most Shifts Covered, etc.) and listen to special guest speakers (i.e., Ottawa Police Services, Councillors, municipal staff). All attendees are given a gift bag at the end of the meeting.



# CROSSING



## Guard Program

### SPONSORSHIP BENEFITS

	WALK \$500	ROLL \$1,000	RIDE \$2,500	CRUISE \$5,000
<b>Crossing Guard Appreciation Day &amp; Mayoral Proclamation</b>				
Acknowledgement of sponsorship on OSC website	▼	▼	▼	▼
Acknowledgement of sponsorship on OSC social channels (Facebook, Instagram, Twitter, LinkedIn)	▼	▼	▼	▼
Company name and logo incorporated into all marketing materials (including social content, posters, e-blasts, ads, etc.)		▼	▼	▼
Company name/logo on all materials for event (invitation, program, nomination forms, certificates, etc.)			▼	▼
Speaker opportunity at event				▼
Mention of sponsorship on all media ads/segments in relation to the event				▼
<b>Appreciation Awards/Acknowledgements</b>				
Logo on award/certificate	▼	▼	▼	▼
Acknowledgement on OSC social media channels		▼	▼	▼
Acknowledgement in newsletters (internal & external)		▼	▼	▼
Acknowledgement on OSC website			▼	▼
Invitation to present award(s)				▼
<b>Annual Guard Meeting</b>				
Logo on awards/certificates	▼	▼	▼	▼
Acknowledgement in newsletters (internal & external)		▼	▼	▼
Opportunity to provide promotional material for gift/swag bags			▼	▼
Invitation to present awards				▼
Speaker opportunity at event				▼

*The OSC will work with you to create a sponsorship package that meets your marketing goals.*



# MOTORCYCLE



# Training Program

## Motorcycle Charity Ride

The OSC's **Motorcycle Training Program**, in partnership with the City of Ottawa's Safer Roads Program, hosts an annual **Motorcycle Charity Ride** every fall.

This event connects us with our community and helps raise money for the program. It's attended by veteran, experienced, and new motorcycle riders, their friends and families, as well as local media and municipal representatives.

There is fantastic food, amazing live music, and an impressive silent auction for all to bid on!



## Motorcycle Training Program

The Motorcycle Training Program is looking to procure new riding equipment for our accredited team of dedicated motorcycle training volunteer instructors and/or students. A sponsorship of this kind would provide brand exposure to riders in the Ottawa-region – these riders are potential customers for your company as they go on to become lifelong motorcycle riders.



# MOTORCYCLE



## Training Program

### SPONSORSHIP BENEFITS

	WALK \$250	ROLL \$500	RIDE \$1,500	CRUISE \$2,500
<b>Motorcycle Charity Ride</b>				
Acknowledgement of sponsorship on OSC website	▼	▼	▼	▼
Acknowledgement of sponsorship on OSC social channels (Facebook, Instagram, Twitter, LinkedIn)	▼	▼	▼	▼
Opportunity to provide promotional material for gift/swag bags	▼	▼	▼	▼
Company name and logo incorporated into all marketing materials (including social content, posters, e-blasts, ads, media release, etc.)		▼	▼	▼
Booth/table at event			▼	▼
Company name and logo incorporated into all event collateral materials (including event programs, invitations, posters) and prominently recognized on-site at event with signage			▼	▼
Speaker opportunity at event				▼
Mention of sponsorship on all media ads/segments in relation to the event				▼
<b>Motorcycle Training Program Gear</b>				
Acknowledgement of sponsorship on OSC website	▼	▼	▼	▼
Acknowledgement of sponsorship on OSC social channels (Facebook, Instagram, Twitter, LinkedIn)		▼	▼	▼
Acknowledgement in OSC newsletter			▼	▼
Opportunity to provide swag bags with promotional material for past students (800+), instructors, and volunteers				▼
Company name and logo incorporated into all marketing materials for MTP (including social content, posters, e-blasts, ads, media release, etc.)				▼

The OSC will work with you to create a sponsorship package that meets your marketing goals.



# ROAD SAFETY

## Education Programs



### "Are you Canada's Most Road SMART School?" Contest

Our **RoadSMARTS4Kids (RS4K)** library of resources offers activities, challenges, downloadable lesson plans, presentations, videos and our RoadSMARTS E-cademy virtual courses, that make learning important road safety concepts, skills and awareness fun and engaging to elementary age children.

RS4K has reached over 10,000 elementary students since its inception. To promote the use of the RS4K program in schools across the country, the campaign, **"Are you Canada's Most Road SMART School?"** will run from Fall 2024 till Spring 2025 and include a nationwide media and ad campaign with CTV.

The schools that enroll the most students will be named Canada's Most Road SMART school and receive a \$15,000 prize (plus \$7,500/\$2,500 for second/third place schools). These prizes will be presented to schools at award ceremonies attended by local Councillors, Trustees, school board officials and media.



### WalkSafe Program

Our **WalkSafe Program** teaches elementary aged children how to keep themselves safe while walking, biking, skateboarding or scootering to school.

WalkSafe is delivered by trained presenters, who visit all elementary schools (both English and French boards) across Ottawa every two years.



**HUNDREDS** of presentations  
**60-100** schools  
**4** school boards  
**15,000-25,000** students  
**PER YEAR**

### Road SMARTS 4 Kids!

**ROAD SAFETY EDUCATION**  
for Elementary Age Students (JK-Grade 6)

The RoadSMARTS4Kids (RS4K) library of resources provides digital, "fun-learn" educational resources for use by teachers, educators and parents. RS4K makes learning important road safety concepts, skills and awareness fun and engaging for elementary age children, while meeting curriculum requirements.

These resources are free, easy to use and cover a variety of age-appropriate road safety teachings.

**THE RS4K LIBRARY OFFERS**

- ☑ The RoadSMARTS E-cademy – A suite of 8 fun, educational, interactive and "gamified" e-learning courses and quizzes
- ☑ Downloadable Lesson Plans & Presentations
- ☑ Videos
- ☑ Worksheets, Activities & Challenges

WalkALONE  
BestFit BOOSTER  
WalkSafe  
CycleSafe

**FREE TO EDUCATORS AND PARENTS!**

**LEARNING TO BE SAFE ON OUR ROADS STARTS AT A YOUNG AGE. RS4K GROWS WITH YOUR STUDENTS.**

- **JK to Grade 2:** RS4K lessons lay the foundation of basic road safety concepts.
- **Grades 3-4:** RS4K road safety concepts advance, as children's critical thinking and awareness of other road users perspectives grow.
- **Grade 5 and 6:** RS4K lessons propose children to be alert and use safe and good judgement as they start using the road more independently.

**TOPICS COVERED INCLUDE:**

- **Pedestrian safety:** Where & how to cross the street, visual barriers, see and be seen, stopping distances, the dangers of distraction and much more!
- **Cycling Safety:** Helmet safety, communicating with other road users, being predictable, riding, stopping & falling safely, target fixation, hazard scanning, shoulder checks and much more!
- **Walking places independently:** Readiness, judgement, safe route planning, people smart, emergency planning and more!
- **Booster Seat Safety:** Why boosters are important, proper seatbelt fit & use, when are you ready to transition and more!

VISIT [OTTAWASAFETYCOUNCIL.CA/RS4K](http://OTTAWASAFETYCOUNCIL.CA/RS4K) TO START USING ROADSMARTS4KIDS!

# ROAD

# SAFETY



## Education Programs

### SPONSORSHIP BENEFITS

	WALK \$500	ROLL \$1,000	RIDE \$2,500	CRUISE \$5,000
<b>"Are you Canada's Most Road SMART School?" Contest</b>				
Acknowledgement of sponsorship on RS4K webpage	▼	▼	▼	▼
Acknowledgement of sponsorship on OSC homepage	▼	▼	▼	▼
Acknowledgement of sponsorship on OSC social channels (Facebook, Instagram, Twitter, LinkedIn)	▼	▼	▼	▼
Company name and logo on all RS4K campaign marketing materials (including posters, event e-blasts, ads, media release, etc.)		▼	▼	▼
Company name and logo on all RS4K resource materials (teacher modules and E-cademy Powerpoints and handouts)			▼	▼
Mention of sponsorship on all media ads/segments in relations to RS4K				▼
Opportunity to attend event & present award				▼
<b>WalkSafe Program</b>				
Acknowledgement of sponsorship on OSC website	▼	▼	▼	▼
Acknowledgement of sponsorship on OSC social channels (Facebook, Instagram, Twitter, LinkedIn)		▼	▼	▼
Acknowledgement of sponsorship in quarterly School Safety Bulletin			▼	▼
Company name and logo on all resource material for in-school WalkSafe presentations				▼

The OSC will work with you to create a sponsorship package that meets your marketing goals.

# ROAD SAFETY



## Awareness Campaigns

### Multi-media Awareness Campaigns

Throughout the year, the OSC runs various road safety awareness campaigns – Motorcycle Safety, School Zone Safety, Pedestrian Safety, etc. These campaigns include TV, radio and digital components.

As a 'Cruise' sponsor for one of our programs in this booklet, you may be featured/mentioned in one of our Road Safety Awareness Campaigns.

If you would like to sponsor a Road Safety Awareness Campaign specifically, the OSC can work with your company to develop a budget and plan for promotion.



### SPONSORSHIP BENEFITS

	WALK \$500	ROLL \$1,000	RIDE \$2,500	CRUISE \$5,000
<b>Multi-media Awareness Campaigns</b>				
Acknowledgement of campaign sponsorship on OSC website	▼	▼	▼	▼
Acknowledgement of sponsorship on OSC social channels (Facebook, Instagram, Twitter, LinkedIn)		▼	▼	▼
Acknowledgement of campaign sponsorship in OSC newsletter			▼	▼
Company name and logo incorporated into all marketing materials for campaign (including social content, posters, e-blasts, ads, media release, etc.)				▼
Mention of sponsorship on all media ads/segments in relations to campaign				▼

The OSC will work with you to create a sponsorship package that meets your marketing goals.

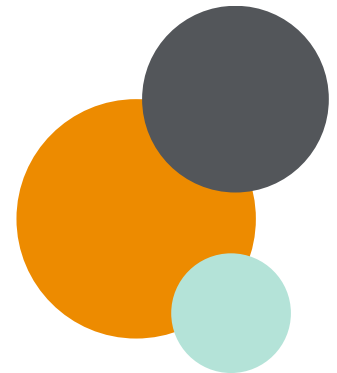


# SPECIAL

# Projects

## OSC VAN

A dedicated OSC van is needed for student driving assessments in our Motorcycle Training Programs. It would also assist us in attending community events, local workshops, job fairs, etc. We are seeking either an in-kind donation of a van or monetary donation to go towards purchasing a van.



## MTP LOCATION

We are looking for a permanent home for our Motorcycle Training Program courses. This would be a large paved lot (ideally 5,000-7,500 sq/m), available most weekends over the summer months where we can host our various courses and programs.

We are seeking an in-kind donation of space or a money donation towards a discounted leasing price.



### What the OSC can provide in return:

- Acknowledgement of sponsorship on OSC website
- Acknowledgement of sponsorship on OSC social channels (Facebook, Instagram, Twitter, LinkedIn)
- Acknowledgement of sponsorship in OSC newsletter

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# SPONSORSHIP



## Guidelines

As a not-for-profit and registered charity, sponsors play an integral role in all of the OSC's road safety programming and services. Any support from our business community is greatly appreciated. To be consistent and fair with all our partners, we have devised the below criteria to ensure all sponsors have the opportunity to become involved in the OSC's events.

1. All partners will be provided the information for upcoming sponsorship opportunities.
2. All past sponsors will have first right of refusal for the subsequent event/program/campaign in the following year at the same level. Past sponsors will have a maximum of 2 weeks to confirm participation. Confirmation is through writing and the payment of a 25% non-refundable deposit of the sponsorship. Promotion will begin once a deposit is received. Following which the opportunity is open to the public.
3. The full sponsorship must be paid prior to the event (if applicable) or project/initiative.
4. HST is applicable to all sponsorships.
5. Direct donations are eligible for tax receipts, however, if you are receiving promotion for your sponsorship, tax receipts cannot be issued.
6. There is a \$100.00 administration fee for any cancellations.
7. Once promotion has commenced, refunds are not applicable.

# CONTACT

## Information



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SUR LA **ROUTE DE LA SÉCURITÉ**

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