



PRESENTED BY
PRÉSENTÉ PAR



SEPTEMBER 30, 2020

IN SUPPORT OF



UNIVERSITY OF OTTAWA
HEART INSTITUTE
INSTITUT DE CARDIOLOGIE
DE L'UNIVERSITÉ D'OTTAWA

FOUNDATION
FONDATION

Join us on September 30th for the
6th Annual Capital Oktoberfest
presented by CHG Meridian
in support of the University of
Ottawa Heart Institute!

Capital Oktoberfest is a one of a kind event in our Nation's Capital and captures the spirit and authenticity of the ultimate Oktoberfest Experience. With live entertainment, authentic Bavarian cuisine, German wine and Oktoberfest beer, the Bier Markt on Sparks Street will be tapped into a world of good times and cheer!

This is a unique fundraising event which welcomes over 250 of Ottawa's most influential business leaders.

2019 Capital Oktoberfest Committee

Steve Gallant, Co-Chair

First Vice President,

CIBC Wood Gundy - Gallant MacDonald

Tony Rhodes, Co-Chair

President's Elite,

Coldwell Banker Rhodes

Chris Vivone

Senior Vice President,

Edelman

Chris Dubois

Director Regional Sales,

CIBC Asset Management

Peter G. Chase

Operating Partner,

Bier Markt Ottawa - Recipe Unlimited

Ken Merkley

Merkley Supply Inc.

Together, This is What We Do

There is something special at the Heart Institute that doesn't exist in other places – a passion that we are using to build a great future. Together, hand in hand with the Heart Institute Foundation donors, event sponsors and participants we have achieved a cardiac care centre that is both world-class and world-renowned, a place in Ottawa that shines beyond our borders.

The new state-of-the-art Critical Care Tower opened in April 2018, bringing the next frontier of cardiac care excellence to Ottawa. Renovations to the original building on Ruskin Street are complete, patients are welcomed at a brand new Central Registration area, and our diagnostic equipment is together in one place in the newly renovated Cardiac Imaging Centre.

Looking forward, we will be at the forefront of assessing trends and preparing to provide the best in patient care and treatment. Valve disease, cardiac arrhythmias and heart failure will all increase exponentially within the next 30 years. Together we will find solutions. Thank you for being with us on this journey.



2020 CAPITAL OKTOBERFEST

SPONSORSHIP
OPPORTUNITIES

SEP 30
2020

SUPPORTING THE UNIVERSITY OF OTTAWA HEART INSTITUTE FOUNDATION

Festmeister Sponsor

(Festival Master)

\$12,000

SOLD OUT

- Includes eight complimentary tickets to the event
- Placement of company name/logo on all event communications
- Logo on all event signage
- Logo on all pre and post event advertisement
- Prominent placement on event website and social media vehicles

Matching Partner

\$10,000

Availability: 1 / 1

Includes eight complimentary tickets to the event

- Placement of company name/logo on all event communications
- Placement of company logo on raffle ticket
- Logo on all event signage
- Logo on bracelet – given to all guests who purchase a raffle ticket
- Logo on all pre and post event advertisement
- Prominent placement on event website and social media vehicles

B I E R M A R K T®

FOOD | LIVE MUSIC | SPORTS | BIER



2020 CAPITAL OKTOBERFEST

SPONSORSHIP
OPPORTUNITIES

SEP 20
2020

SUPPORTING THE UNIVERSITY OF OTTAWA HEART INSTITUTE FOUNDATION

Bavarian Sponsor

(Presenting)

\$7,500

SOLD OUT

- Official presenting sponsor of Capital Oktoberfest
"Capital Oktoberfest presented by XXX"
- Includes eight complimentary tickets to the event
- Placement of company name/logo on all event communications
- Logo on all event signage .
- Tent cards on all tables bearing company name/logo
- Logo on all pre and post event advertisement
- Prominent placement on event website and social media vehicles



Willkommen Sponsor

(Welcome)



\$5,000

Availability: 5 / 5

- Includes four complimentary tickets to the event
- Logo on all welcome signage at the event (shared with other sponsors at this level)
- Logo on all pre and post event advertisement
- Logo placement on event website and social media vehicles

Oompah Sponsor

2020 CAPITAL OKTOBERFEST

SPONSORSHIP
OPPORTUNITIES

SEP 30
2020

SUPPORTING THE UNIVERSITY OF OTTAWA HEART INSTITUTE FOUNDATION

(Music)

\$3,000

Availability: 1 / 1

- Includes two complimentary tickets to the event
- Recognition in pre and post event advertising
- Signage at entertainment stage - banner
- Logo placement on event signage

(Food)

\$1,500

Availability: 1 / 1

- Includes two complimentary tickets
- Recognition in all pre event advertising
- Signage at food station - napkins (shared with other sponsors at this level)
- Logo placement on event signage

Essen Station Sponsor



2020 CAPITAL OKTOBERFEST

SPONSORSHIP
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SEP 30
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SUPPORTING THE UNIVERSITY OF OTTAWA HEART INSTITUTE FOUNDATION

Tinken Sponsor

(Beer)

\$1,500

Availability: 2 / 2

- Includes two complimentary tickets to the event
- Recognition in all pre event advertising
- Signage at beer station – coasters (shared with other sponsors at this level)
- Logo placement on event signage

Weinzelt Sponsor

(Wine)

\$1,500

Availability: 2 / 2

- Includes two complimentary tickets to the event
- Recognition in all pre event advertising
- Signage at wine station (coasters)
- Logo placement on event signage



2020 CAPITAL OKTOBERFEST

SPONSORSHIP AND REGISTRATION FORM

\$10,000 Matching Sponsor	\$1,500 Tinken (<i>Beer Station</i>) Sponsor
\$7,500 Bavarian (<i>Presenting</i>) Sponsor	\$1,500 Weinzelt (<i>Wine</i>) Sponsor
\$5,000 Willkommen (<i>Welcome</i>) Sponsor	\$250 Oktoberfest Ticket
\$3,000 Oompah (<i>Music</i>) Sponsor	\$_____ Friends of the University of Ottawa Heart Institute (<i>Receive a full tax receipt</i>)
\$1,500 Essen (<i>Food Station</i>) Sponsor	

_____ Oktoberfest Ticket(s) **\$250 each** (a tax receipt for \$125.00 will be issued per ticket)

Method of Payment

Sponsor Type: _____ \$ _____

Contact Name: _____ Company: _____

Address: _____ City: _____ Postal Code: _____

Tel (business): _____ Fax: _____ Email: _____

Cheque Enclosed in the amount of \$ _____ (*Payable to University of Ottawa Heart Institute.*)

Credit card: Master Card VISA Amex Card Number: _____

Name on card: _____ Expiry Date: _____ / _____ CVV: _____
Month Year

Please address all inquiries and communications to:
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