



**Kanata Seniors Council Inc.**  
**2500 Campeau Drive**  
**Kanata, ON K2K 2W3**  
**Telephone: 613-254-7164**  
**E mail: [sponsorship@kanataseniors.ca](mailto:sponsorship@kanataseniors.ca)**

Dear Potential Sponsor:

The Kanata Seniors Council Inc (The Council) is a not-for-profit corporation of volunteers incorporated under Part II of the Canada Corporation Act. Our Mandate is to serve the seniors in the West District of Ottawa

We are looking for sponsors to assist us in Helping Us to Help Seniors in the West District of Ottawa.

The advantages of sponsoring the Kanata Seniors Council Inc. (The Council) activities will position your company, organization or association in a growing market segment. At present there are 20,000 seniors in the West District of Ottawa. In the next 15 years one in five Ottawa citizens will be a senior and one of the fastest growth areas for seniors is West District of Ottawa

The material enclosed in this kit will tell you all about the Kanata Seniors Council Inc. (The Council) and provide you with the various opportunities in which you could provide sponsorship for our activities.

I would welcome the occasion to answer any questions you might have or to further discuss the enclosed material.

You can reach me at telephone number 613-254-7164 or by e mail at:  
[sponsorship@kanataseniors.ca](mailto:sponsorship@kanataseniors.ca)

Sincerely,

Director,  
Sponsorship

# **Kanata Seniors Council Inc. (The Council)**

## **Who We Are and What We Do**

### **Who We Are:**

The Kanata Seniors Council Inc (The Council) is a not-for-profit corporation of volunteers incorporated under Part II of the Canada Corporation Act. Our Mandate is to serve the seniors in the West District of Ottawa

### **Our Objectives are:**

- Advocate for seniors in Kanata and Western Ottawa
- Raise funds for the purpose of enhancing health and well being of seniors and older adults in Kanata and Western Ottawa
- Promote educational, cultural and recreational programs for seniors
- Advise and assist in the operation and programming at the Kanata Seniors' Centre
- Provide capital items when funds permit for the Kanata Seniors' Centre
- Work with like minded agencies to promote the welfare of seniors

### **Our recent and/ or ongoing Achievements include:**

- Assisted in co-funding the Western Ottawa Community Resource Centre Wednesday Diners' Club
- Conducting computer instruction for seniors
- Managing computers for public use
- Operating The Council Cafe service
- Funding speakers and member activity programs
- Advocating for better transportation and healthy services as well as other seniors' issues
- Publishing the Council's monthly newsletter "Seniors News"
- Maintaining Council's web site at [www.kanataseniors.ca](http://www.kanataseniors.ca)

### **Contact Address:**

**The Kanata Seniors Council Inc (The Council), 2500 Campeau Dr., Kanata, On., K2K 2W3**

**E Mail Address: [council@kanataseniors.ca](mailto:council@kanataseniors.ca)**

**"SENIORS HELPING SENIORS"**

**(Feb 2011)**

**Current Board of Directors of the  
Kanata Seniors Council Inc. (The Council)**

Ed Gurgurewicz (President), Kay Dubie (Vice President),  
Sarah Trant (Corporate Secretary), Liz Tucker (Treasurer),  
Judy Anderson, Ralph Boone, Colin Brooker, Steve Courtney, Jane  
Grant, Renate Harder, Gail Jones, John Kern, Joan Sibley and  
Charanjit (Jeet) Wadehra

**“SENIORS HELPING SENIORS”**

(Feb 2011)

## **Current Kanata Seniors Council Inc. (The Council) Activities**

- Advocates for seniors' issues in the West District of Ottawa
- Operates and maintains The Council Café at the Kanata Seniors' Centre
- Co-funds the Western Ottawa Community Resource Centre Wednesday Diners' Club
- Conducts computer instruction
- Maintains three computers for public use
- Publishes the Council monthly newsletter "Seniors News"
- Maintain web site at **www.kanataseniors.ca**
- Conducts Annual General Meeting
- Sponsors fund raising events
- Arranges day trips for Council members
- Plans and Coordinates Annual Retirement Living Fair
- Plans and organizes Far West Games Fest for West District of Ottawa

### **"SENIORS HELPING SENIORS"**

(Feb 2011)

## **Sponsorship Opportunities with the Kanata Seniors Council Inc. (The Council) Activities**

The advantage of sponsoring the Kanata Seniors Council Inc. (The Council) activities will position your company, organization or association in a growing market segment. At present there are 20, 000 seniors in the West District of Ottawa. In the next 15 years one in five Ottawa citizens will be a senior and one of the fastest growth areas for seniors is West District of Ottawa.

The following is a list of Council Activities that we hope your company, organization or association would consider for sponsorship:

- Council's Annual General Meeting**
- Pancake Breakfast (one in the Fall)**
- Retirement Living Fair**
- Computer Seminar Programs**
- The Council Café operations**

### **Vehicles and Reach to promote our Activities:**

- Website: has potential to reach 20,000 seniors in the West District**
- Newsletter: reaches over 1000 people each month**
- Council Café: has over 1000 customers each month**
- Activities: Depending on the activity listed above, the numbers could range from 100 to 500 multiplied by the number of activities you chose**
- Media recognition (Annual): EMC-32,000 & Kourier-32,000 (Kanata, Stittsville and Richmond)**

**Sponsorship Level and Benefits:**  
Cash Level: \$ 500.00

**Benefits:**

For your \$ 500.00 sponsorship you would choose up to 3 of the activities that were described above.

**Note:** Activities will be allocated by the Council as they are received. There will be a maximum of 4 sponsors per event.

For those three activities you chose you would receive:

- The name of your company listed in newsletter for 12 issues
- Your Logo on promotional card (which is provided by sponsor) for 3 months in Council Café
- Listing of your name in local annual print media recognition
- Annual Report provided to you as it relates to the activities you sponsored

We require you to provide your Sponsorship material in the following formats:  
Logo on Sponsorship Page on Website:

- File format appropriate to material eg. jpeg or similar for continuous tone and png or similar for line art
- Need in highest resolution possible
- Information to be sent to the Council Webmaster at:  
webmaster@kanataseniors.ca – Attn Bill Robertson
- Starting month is determined when agreement is signed

**Newsletter:**

- No special requirements. Name of your company listed in 12 issues
- Starting month is determined when agreement is signed

**Council Café Promotional Card:**

- Card stock and any approved artwork must be provided by the Sponsor. They cannot be more than 7 inches (wide) X 5 inches (high)
- Starting month is determined when agreement is signed

**Annual Media Recognition:**

- Your name and all other sponsors will be listed

**FOR INFORMATION ON HOW TO BECOME A SPONSOR  
OF ACTIVITIES  
OF THE KANATA SENIORS COUNCIL (THE COUNCIL) PLEASE CONTACT US AT:  
sponsorship@kanataseniors.ca or Telephone: 613-254-7164**

**“SENIORS HELPIING SENIORS”**

(Jun 2011)