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Test Message - Text Format: Participate in the 2017 Grey Cup Festival

1 message

Ottawa Festivals <Ottawa_Festivals@mail.vresp.com>
To: kayleneanna@gmail.com

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JOIN THE 2017 GREY CUP FESTIVAL!
SHOWCASE YOUR EVENT

Dear Members,

We recently met with the Ottawa Sports and Entertainment Group (OSEG) who are producing the 105th Grey Cup Festival - a pre-event celebration prior to the November 26th Grey Cup game.

OSEG is inviting OFN members to get involved in this exciting public event, which is expected to draw over 250,000 attendees.

This will be a great opportunity to highlight and promote your vibrant festival, fair and/or special event to residents and visitors.

This Festival is far more than just celebrating football! OSEG is looking to showcase our city's cultural diversity. They are looking for a variety of unique and outstanding community performers, information booths, programing activations and more to animate the Festival grounds and spaces at Lansdowne, on:

Friday, November 24 11AM - 10PM
Saturday, November 25 11AM -10PM

The venues/opportunities include: Performances on the Aberdeen Square Outdoor Stage Activations in an adjacent Family Fun Zone
What OSEG can provide:
OSEG will have stages, lighting and sound. They are open to having booths/setups brought in. Financial support for performers is available, dependent on the act/activation, and will be determined by OSEG's Program Committee.

More details regarding this activation/promotional opportunity is available below. If you are interested please contact Sho Sengupta (2017@ottawafestivals.ca or [613-233-1085x116](tel:613-233-1085)) by September 15, 2017.

For those members who express interest, an information session will be held with OSEG near the end of September.

Regards,
The OFN & OSEG teams

105th Grey Cup Festival Partnership Opportunities for Ottawa Festival Network Members

The 105th Grey Cup Festival kicks off on Tuesday, November 21, 2017 and runs through Sunday, November 26, 2017 at Lansdowne. The Festival will include a number of free and ticketed events that reflect Canada's rich and diverse traditions for fans from coast to coast to coast to enjoy. The Festival will showcase Ottawa across the nation and around the world with events, performances, live music and

activities that build a sense of pride and unity amongst Canadians. We are sending this information to see if you might have an idea of various elements of your festival that could be incorporated into our programming.

Festival Vision: The theme of the festival is RNation welcomes Our Nation. As hosts, RNation is looking forward to bringing together die-hard football fanatics from across the country with a new generation of up-and-coming passionate patrons. The 105th Grey Cup Festival plans to be the youngest ever and to create a generation of new fans by planning a variety of different entertainment options to engage the entire city; not just sports fans. In order to attract a younger crowd, we have officially deemed Friday, November 24 to be Family Day at Lansdowne and we will feature live entertainment geared specifically towards children. Our vision for Family Day is to draw families out to Lansdowne to experience the Grey Cup Festival and engage the future generation of CFL fans.

Audience: The 105th Grey Cup Festival will attract visitors nationally and locally; both for the love of the game and for the love of the country. The events will invite visitors of all ages and socioeconomic statuses, will focus on youth, families and will touch diverse communities such as LGBTQ+, veterans, women and Indigenous groups.

Approximately 36,000 fans will be in attendance at the Grey Cup game and 250,000 people will attend the Grey Cup Festival. It is projected to attract over 50,000 out-of-town guests to the National Capital Region and generate \$105 million in economic activity.

Signature Events:

Grey Cup Festival HQ: RNation is welcoming Our Nation. The Grey Cup Festival Headquarters at Lansdowne will feature a flurry of activity in the days leading up to the 105th Grey Cup game. We will be celebrating all nine of Canada's teams through cultural programming, live music, community events, an outdoor family fun zone, concerts, a silent disco and much more.

Nissan Titan Street Festival: The Nissan Street Festival will take place in Aberdeen Square and will feature family entertainment, live music on the Street Festival Stage presented by Bumper to Bumper, giveaways, player appearances, autograph sessions, CFL pin trading, and more. Throughout the week, we will be showcasing Canadian culture and talent from coast to coast to coast and the best part is that all programming is FREE!

Family Fun Zone: The Family Fun Zone is a great place for families looking to participate in fun, interactive, outdoor activities. Live and love your favourite game by taking part in a variety of football themed stations. The Family Fun Zone will be the go-to Festival experience for obstacle courses, getting your face painted, running into your favourite player, meeting mascots and catching various cheer team members performances throughout the week.

In closing, we believe that the inclusion of elements of your festival will add to our diverse programming and enrich the experience for Canadians who are attending the Grey Cup Festival. We are specifically looking for performance and visual elements to amplify the dark periods on our stages and interactive, fun activations to include in our Street Festival and Family Fun Zone. If you have an idea of something you'd like to offer, we would be happy to discuss details. (Please contact Sho Sengupta at 2017@ottawafestivals.ca or 613-233-1085 x116)

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