



**ESS-AÉG**

Engineering Students' Society  
Association des Étudiant(e)s en Génie

# Charity Gala

2024 - 2025

**Prepared for**  
Potential Sponsors

**Presented by**  
Engineering  
Student Society

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# Letter to Prospective Sponsors



This is an opportune event to promote your organization to future engineers from multiple disciplines including and not limited to Mechanical, Civil, Electrical, Chemical, and Software Engineering.

To whom it may concern,

I am writing to you on behalf of the Engineering Student's Society of the University of Ottawa (ESS). On March 8, 2025 we are hosting our annual Engineering Charity Ball at the Preston Centre, with about 400 attendees, primarily engineering students and recent alumni.

This year we have chosen to support Operation Come Home. This is an organization trying to prevent homeless youths from becoming homeless adults.

During the ball, we will be hosting a raffle, as well as live and silent auctions to raise funds. We are currently seeking donations of products or monetary contributions and would greatly appreciate your generosity.

If you are interest in donating, sponsoring, or have any questions, please contact me at [philanthropic@uottawaess.ca](mailto:philanthropic@uottawaess.ca) or call 514-549-2202

Thank you for your support,

*Gabrielle Graceffa*

Gabrielle Graceffa  
Vice President of Philanthropy  
Engineering Student Society  
University of Ottawa



# Engineering Charity Ball

*The Engineering Charity Ball is an annual event hosted by the Engineering Students' Society (ESS) to raise funds for a dedicated cause and thank companies for their generosity towards ESS. The formal event often hosts a large number of attendees including professors, students and sponsoring companies to raise as much as possible for our charity of choice. In order to organize an event of this scale, a committee of devoted student volunteers spend months preparing. The planning of the Ball offers engineering students a unique and an extremely impactful way to get involved within engineering at uOttawa.*

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*To make the Ball successful, we graciously are looking to accept gift or monetary donations for our cause. Gift donations will be put up for silent auction, for which all funds received will go to our charity. Monetary donations will help tremendously to offset the cost of hosting and minimize the deficit incurred. Both types of sponsorships allow every dollar raised from the event to go Operation Come Home.*

# Sponsorship tiers - Monetary

Silver \$ 500 +	Gold \$ 1 500 +	Platinum \$ 5 000 +
Logo at the reception table	Logo at the reception table	Logo at the reception table
Logo shared in social media post	Logo shared in social media post	Logo shared in social media post
Table named after organization	Table named after organization	Table named after organization
	Two tickets for representatives	Two tickets for representatives
	Thanked by MC during speech	Thanked by MC during speech
		Event presented by organization

All tiers can be modified, and specialized on a case to case basis. Please contact [philanthropic@uottawaess.ca](mailto:philanthropic@uottawaess.ca) for custom packages



# Sponsorship tiers - Product donations

Silver	Gold	Platinum
Facility Tours	Gift Bags	Jewelry
Gift certificates	Photobooth	Technology
Items worth \$500+	Items worth \$1 500	Items worth \$5 000+

Please refer to page 3.1 to note all the benefits of selecting a tier.

Please note that all tiers can be modified, and specialized on a case to case basis. Please contact [philanthropic@uottawaess.ca](mailto:philanthropic@uottawaess.ca) for custom packages

# Funding Plan

## Budget Plan

The goal of this year's committee is to make a donation of \$3 000. Your sponsorship of this event is vital to our success of meeting that goal

Description	Value
Venue Rental	\$ 5 000
Catering	\$ 22 500
Cleaning	\$ 250
A/V	\$ 500
Bar Fee	\$ 500
Coat Check	\$ 200
Damages	\$ 500
Security	\$ 300
Ball Services (photographs, photoboosts, DJ, Music licensing)	\$ 1 500
Raffle, Auctions (silent)	\$ 200
<b>Total</b>	<b>\$ 31 450</b>

# Our Marketing Strategy



Create visually appealing content, including images and videos, that showcase the importance of attending the Gala



Collaborate with individuals within the Engineering industry to promote the event



Send targeted and personalized emails to potential attendees and highlighting the unique aspects of the event



Collaborate with engineering companies to sponsor the event and offer their products and services to attendees





# Closing message

To Our Prospective Sponsors:

I hope that through reading this guide, you have seen the importance of this event, our belief in this cause, and our dedication to making this a spectacular event.

If this package piqued your interest in sponsoring the charity ball or the other charitable events we host, please do not hesitate to contact me for more information.

I look forward to hearing from you.

*Gabrielle Graceffa*

Gabrielle Graceffa  
Vice President of Philanthropy  
Engineering Student Society  
University of Ottawa





## Sponsorship Form

Name:			
Title:			
Company:			
Mailing Address:			
City, Province:		Postal Code:	
Phone Number:			
E-mail:			

I would like to sponsor The Engineering Charity Ball at the:

- ☐ Platinum: \$5 000+
- ☐ Gold: \$1 500 +
- ☐ Silver : \$500 +
- ☐ Other Amount: \$\_\_\_\_\_
- ☐ Product and/or Service Donation

Please email us at  
philanthropic@uottawaess.ca with your  
completed form. E-transfers can be  
made payable to  
finance@uottawaess.ca. A cheque  
option is also available upon request.

Engineering Students' Society Colonel By  
Building – Room CBY A05 University of  
Ottawa 161 Louis Pasteur Private Ottawa,  
ON K1N 6N5

Product and/or Service Donation	Price Value

Thank you for your generous donation!