



OCA Sponsorship Opportunities

Attending camp has been a rite of passage for generations of Ontarians. Camp teaches leadership, outdoor skills, cooperation and physical fitness, while providing children with the opportunity to develop friendships, experience new challenges and create memories that last a lifetime.

The Ontario Camping Association (OCA) is at the forefront of the province's camp community. As a voluntary, not-for-profit organization of camp professionals involved in operating children's summer camps, the OCA draws its membership from camps, individuals, and like-minded organizations and agencies. Each of these members is devoted to developing and maintaining high standards, for camps and to sharing information and ideas that maintain these standards.

For parents, the most important aspect of the OCA is the operation of our camp accreditation program that helps ensure that the camps they send their children to meet the highest of operating standards. Parents also turn to the OCA, specifically its online camp directory, to help in their selection of a camp that best suits their children's needs.

Why affiliate with the OCA?

- Only the very best camps in Ontario are able to meet our standards.
- Member camps meet our standards and gain the trust and approval of parents, over 325,000 children will attend OCA camps each year.
- Our 321 member camps represent a billion dollar industry.
- Our revamped website offers you even greater opportunities to liaise with a unique customer base.
- Our member camps believe in patronizing businesses that support their organization.
- We are a trusted leader when it comes to all things camps.



Every summer our camps will:

- Feed over 300,000 hungry campers and 25,000 staff members
- Need medical supplies to tend to sunburns and the myriad of scrapes and bruises that are part and parcel of children running free and having fun
- Rent buses and other means of transportation to get their campers to and from camp and also for day trips and other fun excursions
- Our member camps will spend approximately \$10,000,000 building docks and cabins, renovating buildings and upgrading their camp facilities and activities
- Make a commitment to save our environment for future generations of campers. More and more of our camps are replacing their water and sewage systems with ones that are eco- and solar friendly

In addition:

The OCA and its members will be in contact with over 500,000 parents who send their children to our camps. Most of these parents are high-income earners, with the buying potential and interest to ensure that their children have the time of their lives at camp. Many of these parents will spend time on our website as they seek the assistance of the OCA in choosing the camp that best meets their child's needs.

We invite your organization to partner with the OCA and work with us to make your product(s) available to our member camps and to reach the more than 500,000 parents who will choose an OCA camp for their children. Please find below information on how your company can become affiliated with the OCA, while at the same time gain exposure to hundreds of thousands of Ontarians who send their children to OCA-accredited camps.

October 1, 2008 - September 30, 2009

Here are sponsorship packages that we have designed for your consideration. The OCA reserves the right to limit the number of sponsorship opportunities available. For the Kawartha and Algonquin level sponsors, we will be limiting sponsorship to one corporation per industry.

The OCA is committed to ensuring that the needs of our sponsors are met, as such we will be happy to design a specialized sponsorship package that best meets your needs. Aruna Ogale will be pleased to work with you in designing a sponsorship package that provides you with the best exposure amongst our stakeholders. For more information on OCA sponsorship opportunities, please contact Aruna Ogale: 416-485-0425 or aruna@ontariocamps.ca

Package One **Kawarthas** **\$15,000**



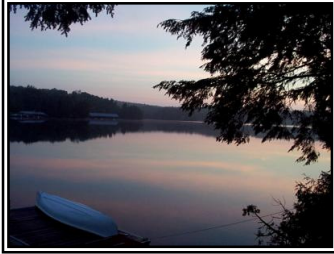
- ❖ Recognized as the official sponsor of all 2008-09 OCA functions/educational events and the May 28th, 2009 Golf Tournament
- ❖ Booth at the OCA Annual Conference and Main Exhibit Hall Sponsor
- ❖ Sponsor of January 30th Luncheon of the OCA 2009 Annual Conference featuring Michael "Pinball" Clemens as Keynote Speaker
- ❖ Main sponsor signage at the "Camp Classic" Golf Tournament
- ❖ Sponsor at OCA Directors' Banquet on January 29th, 2009
- ❖ Tickets for four to the OCA Banquet and Post Banquet entertainment
- ❖ Foursome at the "Camp Classic" Golf Tournament
- ❖ Hole sponsor at Golf Tournament (holes 1 and 18)
- ❖ 1/2 page ad in every issue of OCA's newsletter (8 times/year to all OCA members)
- ❖ Commercial Membership Status in the OCA
- ❖ Contact information for every OCA member camp
- ❖ Web site link and "Thank You" banner with your logo on main page of the OCA website
- ❖ Specialized company information or promotional materials provided by sponsor sent to all member camps for disbursement to campers and/or their parents (350,000 potential distribution)

Package Two **Algonquin** **\$10,000**



- ❖ Booth at OCA Exhibit Hall and signage at the Camp Classic Golf Tournament at hole 18
- ❖ Foursome at the OCA "Camp Classic" May 28, 2009 Golf Tournament
- ❖ Sponsor of the Michael Brandwein keynote address
- ❖ Sponsor at OCA Directors' lunch on January 27th, 2009
- ❖ Sponsor of the OCA Post Banquet Entertainment on January 29th, 2009
- ❖ Tickets for two at the OCA Banquet and post banquet entertainment
- ❖ 1/3 page ad in every issue of OCA's newsletter (8 times/year to all OCA members)
- ❖ Commercial Membership Status in the OCA
- ❖ Contact information for every OCA member camp
- ❖ Web site link and "Thank You" banner with your logo on the OCA website
- ❖ Specialized company information or promotional materials provided by sponsor sent to all member camps for disbursement to campers and/or their parents (350,000 potential distribution)

Package Three
Muskoka
\$7,500



- ❖ Booth at OCA Annual Conference
- ❖ Breakfast Sponsor, January 29, 2009
- ❖ Dessert Sponsor, at the OCA Post Banquet Entertainment on January 29th, 2009
- ❖ Dinner for two to the OCA Banquet and post banquet entertainment
- ❖ 1/4 page ad in every issue of OCA's newsletter (8 times/year to all OCA members)
- ❖ Twosome at the OCA "Camp Classic" Golf Tournament May 28, 2009
- ❖ Hole Sponsor at the Camp Classic Golf Tournament (choice of hole excluding 1 and 18)
- ❖ Commercial Membership Status in the OCA
- ❖ Contact information for every OCA member camp
- ❖ Web site link and 'Thank You' banner with your logo on the Main page of the OCA website

Package Four
Georgian Bay
\$5,000



- ❖ Booth at 2009 OCA Annual Conference
- ❖ Sponsor of the Honorary Life Members' Reception on January 29, 2009
- ❖ Dinner for two at the OCA Banquet and Post Banquet entertainment
- ❖ 1/8 page ad in every issue of OCA's newsletter (8 times/year to all OCA members)
- ❖ Hole Sponsor at the Camp Classic Golf Tournament (choice of hole excluding 1 and 18)
- ❖ Commercial Membership Status in the OCA
- ❖ Contact information for every OCA member camp
- ❖ Web site link and 'Thank You' banner with your logo on the OCA website

Package Five
Haliburton
Highlands
\$2,500



- ❖ Booth at 2009 OCA Annual Conference
- ❖ 1/8 page ad in every issue of OCA's newsletter (8 times/year to all OCA members)
- ❖ Tickets for two to the OCA Post Banquet entertainment on January 29th, 2009
- ❖ Hole Sponsor at the May 28, 2009 Camp Classic Golf Tournament
- ❖ Commercial Membership Status in the OCA
- ❖ Contact information for every OCA member camp