



TASTE OF OTTAWA FESTIVAL OF FLAVOURS

TASTE OF OTTAWA 2026

Sponsor & Partnership Invitation Package

August 29–30, 2026 | EY Centre

About the Event

The first-ever Taste of Ottawa 2026 is a two-day food and culture festival celebrating global cuisine, art, and community in the Nation's Capital.

This vibrant outdoor event will feature:

- ✓ International Food Vendors representing diverse culinary traditions
- ✓ Live Music & Cultural Performances showcasing global talent
- ✓ Artisan & Business Exhibitors
- ✓ Family Activities and Community Engagement Zones

With an expected attendance of 8,000–10,000 visitors, Taste of Ottawa aims to become a premier annual multicultural festival, drawing residents, tourists, and families to experience the world through food, art, and entertainment.

Why Partner with Taste of Ottawa

As a **sponsor or community partner**, your organization will:

- ✓ Gain exposure to thousands of attendees and online followers
- ✓ Connect directly with Ottawa's growing multicultural market
- ✓ Showcase your brand as a leader in community and cultural engagement
- ✓ Support a landmark event that promotes unity, inclusivity, and tourism in the Nation's Capital

Marketing & Media Exposure

Your brand will benefit from a comprehensive multi-platform marketing campaign, including:

- ✓ Social media promotions across Facebook, Instagram, and local community pages
- ✓ Media features and interviews on local radio, newspapers, and online platforms
- ✓ Cross-promotion through participating vendors, performers, and partner organizations
- ✓ Website visibility and event-day branding

Join Us in Making History

Be part of the **first-ever Taste of Ottawa 2026** — a cultural and culinary celebration that unites our community and attracts visitors from across the region.

Your partnership will help launch a new Ottawa tradition, highlighting the diversity, creativity, and spirit of our city.

We look forward to partnering with you to make **Taste of Ottawa 2026** a signature festival for the Nation's Capital.

Sponsorship / Presenter Opportunities

Title Sponsor – \$8,000 (Exclusive Naming Rights)

“Taste of Ottawa 2026 – Festival of Flavours presented by [Sponsor Name]”

- Primary logo on all event branding, banners, posters, digital assets
- Top logo placement on main stage backdrop, step-and-repeat, program
- Largest premium booth/activation space (10'x20' or larger)
- Opening & closing on-stage recognition
- Featured in press releases & media interviews
- Prominent feature across social campaigns (pre/during/post)
- Homepage logo with backlink on website
- Co-host a main stage segment or branded activation
- Branded giveaways/sampling to attendees
- Category exclusivity
- First right of refusal for next year's Title Sponsorship

Presenting Sponsor – \$5,000

Maximum brand visibility & premier partnership status

- Logo on all major event banners, posters, and marketing materials
- Top-tier logo placement on main stage backdrop and event program
- Premium booth space (10' x 20') in a high-traffic location
- On-stage mentions throughout the festival
- Featured recognition in press releases, media outreach, and PR materials
- Highlighted sponsor feature on social media campaigns (pre-, during, and post-event)
- Logo placement with backlink on the official Taste of Ottawa website
- Opportunity to present a segment or activity on the main stage
- Option to include branded giveaways or promotional materials to attendees
- Exclusive category placement (no competing brands in the same category)

Major Sponsor – \$3,000

Strong visibility & high-value audience engagement

- Logo featured on event materials and digital promotions
- Booth space (10' x 20') in a prime location
- Recognition on website and social media platforms
- Verbal acknowledgment during main stage programming
- Logo inclusion in email marketing campaigns
- Opportunity to display branded signage at your booth area
- Inclusion in post-event thank-you posts and recap content

Minor Sponsor – \$2,000

Brand presence & community connection

- Logo featured on select event signage and website
- Booth space (10' x 10')
- Recognition in event program and social media mentions
- Verbal acknowledgment during the event program
- Logo inclusion in select digital promotions
- Opportunity to distribute promotional items at your booth

Taste the World. Celebrate Diversity. Experience Ottawa.

