

eSAX.ca

The Entrepreneur Social Advantage Experience



SPONSORSHIP PACKAGES



#eSAX Makes Networking Work!

eSAX Sponsorship Packages

Thank you for your interest in supporting Ottawa's entrepreneurial ecosystem!

[eSAX](#) is Ottawa's premier entrepreneurial networking and tradeshow experience, purpose-built to help entrepreneurs form meaningful, high-value connections, relationships and collaboration across the ecosystem.

Since 2012, eSAX has been the only event of its kind in Ottawa to successfully convene entrepreneurs, small business owners, post-secondary institutions, non-profits, and organizations offering mentorship, funding, and business support - all within a single, interactive community experience. The event blends curated networking, exhibitor engagement, and experiential elements to ensure attendees actively connect rather than passively exchange business cards.

As an eSAX sponsor, your organization benefits from extended brand exposure in the months leading up to each event, as well as prominent visibility on-site. Sponsorship includes targeted promotion across eSAX marketing channels, with social media reach in the tens of thousands and a demographic focused on Ottawa-area entrepreneurs and business decision-makers. Sponsors are positioned as champions of entrepreneurship, innovation, and community-building.

Please check out the last [event recap](#) by the Ottawa Business Journal, a [short overview video](#), [promo](#), [event review](#) and the epic [#MannequinChallenge video](#) to see how eSAX really makes networking work.

Partnering with eSAX associates your organization with one of Ottawa's most respected entrepreneur networking experiences and underscores your commitment to advancing the region's business and innovation community.

Sincerely

[Jarrod Goldsmith](#) – Founder



#eSAX Makes Networking Work!



🌟 Why Sponsor an eSAX Event?

Sponsoring eSAX is more than just event-day visibility. It's a meaningful investment in the growth, collaboration, and future of Ottawa's business community and will enhance your brand exposure.

Organizations of all sizes can find a package that aligns with their goals and resources. Whether you're a startup looking to gain exposure or an established company aiming to reinforce your presence and community involvement, eSAX offers customizable opportunities to help you build your brand and credibility within the local Ottawa business community. From in-person visibility to digital promotion, there's a solution to suit every need.

🔥 Top Reasons to Sponsor eSAX

1. 🌟 Long-Term Brand Exposure - Before, During & After the Event

Your business will be promoted for months leading up to the event through:

- Social media shout-outs and sponsored posts (10,000+ followers)
- Newsletter features and email blasts to our entrepreneur network
- Logo placement on the website, event registration pages, and other marketing means
- Blog spotlights and pre-event interviews, podcast etc

This ongoing exposure ensures your brand is seen early, often, and everywhere

2. 🍷 Direct Access to Ottawa's Business Community

eSAX attracts hundreds of engaged attendees including:

- Startups, small businesses, and growing companies
- Founders, co-founders, and decision-makers
- Mentors, investors, and economic development leaders

As a sponsor, you will be front and center with people who value partnerships, referrals, and authentic connections.



eSAX Sponsorship Packages

3. **Be Seen as a Community Leader**

By sponsoring eSAX, you publicly position your organization as a supporter of local entrepreneurship - a move that speaks volumes to customers, clients, and partners.

- Align your brand with innovation, growth, community and entrepreneurship
- Build trust and goodwill throughout Ottawa's business ecosystem
- Show your support to local businesses to strengthen the small business economy
- Build trust and credibility as a brand that gives back
- Be recognized as a champion of small business success

4. **Amplify Your Reach with Digital & On-Site Media**

- Appear in videos, photos, livestreams, and both pre- and post-event content
- Get included in sponsor recognition posts and interviews
- Provide branded swag, special offers, or giveaways to attendees

5. **Exclusive Perks for Sponsors**

- Complimentary VIP tickets for your team or clients
- Reserved booths or promotional displays
- First-access to future eSAX opportunities and VIP experiences

Investing in eSAX = Investing in the Community

Sponsoring eSAX shows that you care about more than profits. It demonstrates you are committed to:

- Building a more connected, collaborative entrepreneurial small business environment
- Supporting new entrepreneurs and small business owners
- Fostering economic development in the Ottawa region
- Creating a statement that resonates with today's conscious consumers and strengthens your community presence and reputation

Get Involved Early & Maximize Your Impact

Sponsorship spots are limited.
The earlier you sign up, the more time we have to promote your business!

Because sponsoring eSAX makes networking work!



BRONZE Sponsorship (\$3,000)

Provides exposure for your business leading-up to each event and promotion at eSAX

Includes:

- A six (6) foot booth (\$500 value). Table and black table cloth with gold trim provided
- 3 event tickets (\$297 value)
- 3 drink tickets (\$24 value)
- 2 underground parking passes @Lansdowne Park (\$50 value)
- Logo on the eSAX webpage with hyperlink
- Social media recognition
- Company acknowledgement by Master of Ceremony
- Video testimonial during an event for future marketing
- Company logo featured in Power Point presentation circulating all night during event
- Option to provide material for swag bags (if received two weeks prior to each event)
- Option to provide a door prize (if received two weeks prior to each event)
- Invitation to attend an invite-only stakeholder reception (pre-event)



DRINK Sponsorship (\$5,000) x-2 1 LEFT

Provides great exposure leading-up to each event and much promotion at eSAX

Includes:

- Signage displayed at bar area at eSAX and VIP stakeholder reception (pre-event)
- Option to provide samples of your product at bar area (if applicable)
- A six (6) foot booth (\$500 value). Table and black table cloth with gold trim provided
- 6 event tickets (\$594 value)
- 6 drink tickets (\$48 value)
- 3 underground parking passes @Lansdowne Park (\$75 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Company acknowledgements by Master of Ceremony
- Video testimonial during an event for future marketing
- Logo on the eSAX webpage with hyperlink
- Enhanced social media recognition
- Logo in multiple slides on the Power Point presentation circulating during the event
- Option to provide material for swag bags (if received two weeks prior to event)
- Option to provide a door prize (if received two weeks prior to event)
- Access to participant survey results (if applicable)
- Customized branded promo code for people to save 15% per ticket
- Invitation to attend an invite-only stakeholder reception (pre-event)
- First right of refusal

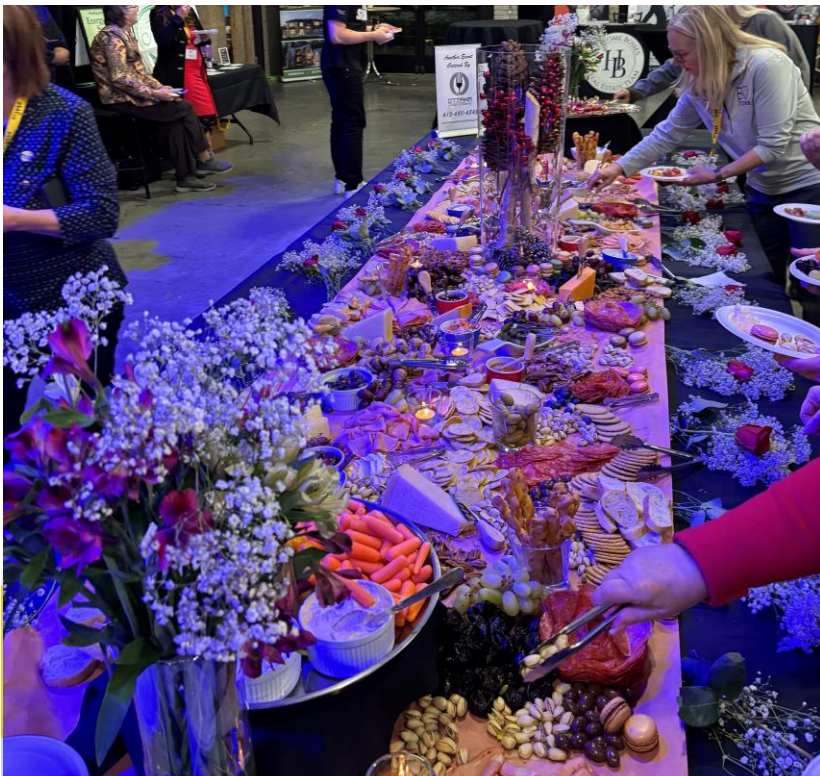


FOOD Sponsorship (\$5,000) *2 1 LEFT

Provides great exposure leading-up to each event and much promotion at eSAX

Includes:

- Signage prominently displayed at food stations (roving and/or stationary) at eSAX and VIP reception stakeholder reception (pre-event)
- Option to provide samples of your product at food stations (if applicable)
- A six (6) foot booth (\$500 value). Table and black table cloth with gold trim provided
- 6 event tickets (\$594 value)
- 6 drink tickets (\$48 value)
- 3 underground parking passes @Lansdowne Park (\$75 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Company acknowledgements by Master of Ceremony
- Video testimonial during an event for future marketing
- Logo on the eSAX webpage with hyperlink
- Enhanced social media recognition
- Logo in multiple slides on the Power Point presentation circulating during event
- Option to provide material for swag bags (if received two weeks prior to event)
- Option to provide a door prize (if received two weeks prior to event)
- Access to participant survey results (if applicable)
- Customized branded promo code for people to save 15% per ticket
- Invitation to attend an invite-only stakeholder reception (pre-event)
- First right of refusal



#eSAX Makes Networking Work!

ENTERTAINMENT Sponsorship (\$5,000) x 1

Provides great exposure leading-up to each event and much promotion at eSAX

Includes:

- Signage prominently displayed at eSAX entertainment area and VIP reception stakeholder reception (pre-event)
- A six (6) foot booth (\$500 value). Table and black table cloth with gold trim provided
- 6 event tickets (\$594 value)
- 6 drink tickets (\$48 value)
- 3 underground parking passes @Lansdowne Park (\$75 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Company acknowledgements by Master of Ceremony
- Video testimonial during an event for future marketing
- Logo on the eSAX webpage with hyperlink
- Enhanced social media recognition
- Logo in multiple slides on the Power Point presentation circulating during event
- Option to provide material for swag bags (if received prior to event)
- Option to provide a door prize (if received prior to event)
- Access to participant survey results (if applicable)
- Customized branded promo code for people to save 15% per ticket
- Invitation to attend an invite-only stakeholder reception (pre-event)
- First right of refusal



VENUE Sponsorship (\$5,000) x1 **SOLD OUT**

Provides great exposure leading-up to each event and much promotion at eSAX

Includes:

- Signage prominently displayed at main entrance and throughout venue
- A six (6) foot booth (\$500 value). Table and black table cloth with gold trim provided
- 6 event tickets (\$594 value)
- 6 drink tickets (\$48 value)
- 3 underground parking passes @Lansdowne Park (\$75 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Company acknowledgements by Master of Ceremony
- Video testimonial during an event for future marketing
- Logo on the eSAX webpage with hyperlink
- Enhanced social media recognition
- Logo in multiple slides on the Power Point presentation circulating during event
- Option to provide material for swag bags (if received two weeks prior to event)
- Option to provide a door prize (if received two weeks prior to event)
- Access to participant survey results (if applicable)
- Customized branded promo code for people to save 15% per ticket
- Invitation to attend an invite-only stakeholder reception (pre-event)
- First right of refusal



MEDIA Sponsorship (\$5,000) x1

Provides great exposure leading-up to each event and much promotion at eSAX

Includes:

- Signage prominently displayed during event
- A six (6) foot booth (\$500 value). Table and black table cloth with gold trim provided
- 6 event tickets (\$594 value)
- 6 drink tickets (\$48 value)
- 3 underground parking passes @Lansdowne Park (\$75 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Company acknowledgements by Master of Ceremony
- Video testimonial during an event for future marketing
- Logo on the eSAX webpage with hyperlink
- Enhanced social media recognition
- Logo in multiple slides on the Power Point presentation circulating during event
- Option to provide material for swag bags (if received two weeks prior to event)
- Option to provide a door prize (if received two weeks prior to event)
- Access to participant survey results (if applicable)
- Customized branded promo code for people to save 15% per ticket
- Invitation to attend an invite-only stakeholder reception (pre-event)
- First right of refusal



eSAX Sponsorship Packages



SILVER Sponsorship (\$5,000)

Provides great exposure leading-up to each event and much promotion at eSAX

Includes:

- A six (6) foot booth (\$500 value). Table and black table cloth with gold trim provided
- 6 event tickets (\$594 value)
- 6 drink tickets (\$48 value)
- 3 underground parking passes @Lansdowne Park (\$75 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Company acknowledgements by Master of Ceremony
- Video testimonial during an event for future marketing
- Logo on the eSAX webpage with hyperlink
- Enhanced social media recognition
- Logo in multiple slides on the Power Point presentation circulating during event
- Option to provide material for swag bags (if received two weeks prior to event)
- Option to provide a door prize (if received two weeks prior to event)
- Access to participant survey results (if applicable)
- Invitation to attend an invite-only stakeholder reception (pre-event)
- Customized branded promo code for people to save 15% per ticket



GOLD Sponsorship (\$15,000)

Provides greatly enhanced exposure and prominent promotion at eSAX

Includes:

- Industry exclusivity
- Signage displayed on main stage and around venue
- Preferential placement of logo on all promotional material
- 3-minute speaking opportunity on stage
- Multiple acknowledgements by Master of Ceremony
- Two six (6) foot booths (\$1000 value). Black table cloth with gold trim provided
- 15 event tickets (\$1485 value)
- 15 drink tickets (\$120 value)
- 8 underground parking passes @Lansdowne Park (\$200 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Video testimonial from eSAX founder Jarrod Goldsmith (pre-event)
- Video testimonial during an event for future marketing
- Enhanced logo recognition on the eSAX webpage with hyperlink
- Enhanced social media recognition. Your organization would be promoted on a regular basis across all eSAX social media channels
- Logo in multiple slides on the Power Point presentation circulating during event
- Customized branded promo code for people to save 15% per ticket
- Option to provide material for swag bags (if received two weeks prior to event)
- Option to provide a door prize (if received two weeks prior to event)
- Access to participant survey results (if applicable)
- First right of refusal



PRESENTING Sponsorship (\$30,000) x 1

Provides the *most* amount of recognition eSAX can offer!

Includes:

- Exclusive naming rights as 'Presenting Sponsor', or 'Powered By' with preferential placement of company logo on all promotional material everywhere
- Industry exclusivity
- Logo recognition on each swag bag
- Company logo on eSAX media wall [as per this video](#)
- Company signage prominently displayed on main stage
- 5-minute welcome address speaking opportunity
- 2-minute promotional video (provided by you) at event
- Three six (6) foot booths (\$1500 value). Black table cloth with gold trim provided
- 20 event tickets (\$1980 value)
- 20 drink tickets (\$160 value)
- 10 underground parking passes @Lansdowne Park (\$250 value)
- Invitation to be featured on a podcast with eSAX founder Jarrod Goldsmith (pre-event)
- Video testimonial from eSAX founder Jarrod Goldsmith (pre-event)
- Many acknowledgements by Master of Ceremony
- Video testimonial during an event for future marketing
- Fully edited video of your speaking presentation as filmed by our eSAX videographer
- Enhanced logo recognition on the eSAX webpage with hyperlink
- Mass social media recognition. Your organization would be promoted on a regular basis across all eSAX social media channels
- Logo prominently featured in multiple slides on the Power Point presentation circulating during event
- Option to provide material for swag bags (if received two weeks prior to event)
- Option to provide a door prize (if received two weeks prior to event)
- Access to participant survey results (if applicable)
- Customized branded promo code for people to save 15% per ticket
- Invitation to *host* an invite-only stakeholder reception (pre-event)
- First right of refusal



eSAX Sponsorship Packages





The Entrepreneur Social Advantage Experience

eSAX Sponsorship Packages

Thank you for your participation with sponsoring @eSAX as we continue to re-shape the entrepreneurial landscape in Ottawa!

Welcome to the eSAX community!!

#eSAX Makes Networking Work!



Sincerely
[Jarrod Goldsmith](#) – Founder



#eSAX Makes Networking Work!
Learn Networking Tips via [Ask The Fedora](#)



#eSAX Makes Networking Work!