

# BUSINESS AFTER

5  
p.m.

## 2026 SPONSORSHIP OPPORTUNITIES



Build Your Business  
Promote Your Brand  
Support Your Community

OTTAWA  
BOARD  
OF TRADE

# AN OPPORTUNITY TO CONNECT WITH LOCAL BUSINESSES

Business After 5 is one of the Ottawa Board of Trade's most trusted networking experiences, bringing together professionals, entrepreneurs, and decision makers from across Ottawa's business community. These events create space for genuine connection, relationship building, and business growth in a relaxed, after work setting.

Sponsoring the Business After 5 series positions your organization at the centre of Ottawa's business conversations. Your brand is aligned with connection, leadership, and community impact while gaining direct exposure to an engaged, in person audience. This is a high touch sponsorship where visibility translates into real interaction.

## Frequency

Quarterly

## Target Audience:

Business leaders at all stages of their careers. Events are hosted at various locations across Ottawa, allowing for a more diverse group of attendees.

## Attendance:

100 to 150 attendees, with guests varying month to month based on location.

## 2025 BY THE NUMBERS



### Impact

Total Impressions: **25,700+**

Total Event Page Views: **11,200+**

Total Post Engagements: **9,000+**

Total Reactions: **590**

### People

Registrations: **613**

Unique Participants: **251**

Representing professional services, high-tech innovation, entrepreneurial leaders, creative industries, and more

### Places

**Seven** events across **five** regions of Ottawa

- Ottawa South
- Orléans
- Nepean
- Central
- Ottawa West

# SPONSOR BENEFITS

Sponsorship benefits cover the entire series.

Benefit	Champion Sponsor	Impact Sponsor	Community Sponsor
<b>Investment level</b>	\$7,500	\$4,000	\$2,000
<b>Category Exclusivity</b>	Yes	No	No
<b>Logo Placement on Series Marketing Materials</b> (website, registration pages, email campaigns)	Prominent Logo Placement	Logo placement	Logo placement
<b>Social Media Recognition (pre- and post-event, per quarter)</b>	Dedicated mentions per event	Shared mentions before events	Series-level thank you post
<b>Inclusion in Email Promotions</b> (min. 4 dedicated series emails plus reminders)	Yes	Yes	Yes
<b>Post-Series Recognition and Impact Blog Summary</b>	Yes, with featured recap	Yes	Yes
<b>Estimated Digital Reach (annual)</b>	Up to 40,000 website views and 15,000 email impressions	Included	Included
<b>Speaking Opportunity</b>	Up to 4 minutes per event	Up to 2 minutes per event	Not Included
<b>Verbal and On-Screen Acknowledgement at Each Event</b>	Prominent	Standard	Standard
<b>On-Site Logo Signage at Each Event</b>	Prominent Placement	Standard Placement	Standard Placement
<b>Opportunity to Provide Branded Collateral or Giveaway</b>	Yes	Yes	Not Included
<b>Pop-Up Banner or Branded Display at Events</b>	Yes	Yes	Not Included
<b>Opportunity to Provide Event Volunteers or Brand Ambassadors</b>	Yes	Optional	Not Included

For questions about our current program or to discuss additional opportunities, please reach out!

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