



October 17th, 2022

Dear Mayor John Woodbury and Council,

The first-ever Hawks' Nest competition a 'Dragon's Den' inspired event was held in 2016, and the second in 2018, presented by Saugeen Economic Development Corporation (SEDC) and Bruce Community Futures Development Corporation (Bruce CFDC). The Hawks' Nest covers the areas of Grey, Bruce, Wellington North, Minto and the City of Owen Sound.

The intention of the Hawks' Nest is to create local economic development through supporting new and existing businesses and entrepreneurs with training, coaching, mentorship, and financial assistance. Interested businesses and entrepreneurs participate in one of five full-day business plan training sessions, and create and submit their business plan. Personal interviews are held to present their business plan, discuss details, and gather valuable feedback from the General Managers from SEDC and Bruce CFDC. It is forecast that this investment will assist with the creation and/or maintenance of 160 jobs in the two catchment areas of SEDC and Bruce CFDC.

We are encouraged by the response of these two events and look forward to the third event on May 17th in Owen Sound. At the event, seven finalists will pitch their business ideas to the Hawks; six high-profile business leaders in the local area who have committed to invest a minimum of \$5,000 in one or more of the finalists that evening. Not only is there a minimum of \$30,000 up for grabs; the finalists will come away with valuable feedback, coaching, mentorship and immeasurable exposure to kick start their business idea.

The Hawks' Nest project is partially funded by the two partners, but the balance of the costs must be raised by the community. As I am sure you agree, economic development is critical in keeping our communities alive and vibrant. We would like to see Southgate become a partner-level sponsor with Hawks Nest. We hope you will consider supporting this, please view the sponsorship packages as outlined in the attached.

More information on the Hawks' Nest is available at www.sbdc.ca or www.bruce.on.ca. Additionally, tickets will go on sale in April (\$30 each with \$5 of each ticket sale going towards the People's Choice Award).

We thank you for your consideration and support!

***Proudly
Presented by:***

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A DRAGONS' DEN INSPIRED EVENT

Bruce Community Futures & the Saugeen EDC invite to join the Hawks' Nest!

Hawks' Nest

creates local economic development to support **new and existing small businesses and entrepreneurs** with *training, coaching, mentorship and financial assistance.*

A biennial event

Hawks' Nest

2016 & 2018 saw over 90 individuals participate in **FREE business plan training** workshops.

More than 50 applicants submitted proposals to

Hawks' Nest

for the **opportunity to pitch their ideas** to the Hawks.

Hawks' Nest

raised over **\$104,000 in investments** for entrepreneurs in **grants, loans and partnership** opportunities.

Hawks' Nest

investments leveraged **over \$3.2M** and helped create & maintain **160 jobs** all within

your **Hawks' Nest** area

Bruce, Grey, Owen Sound, Minto and North Wellington

Hawks' Nest event is May 17th at the Roxy Theatre, Owen Sound
Sponsors contact hawksnest@sbdc.ca. For details and rules for Hawks' Nest see sbdc.ca or bruce.on.ca

CORPORATE SPONSOR (7 spots available)

\$2,500

Receive maximum exposure with 6 other esteemed Corporate Sponsors. Showcase your business as an integral part of this event to support the Hawks' Nest area communities as a major supporter. Business benefits include:

- 3 complimentary tickets to the event—May 17th, 2023 at the Roxy Theatre in Owen Sound
- Corporate logo on the SEDC, Bruce CFDC websites and social media sites with hyperlink
- Customized 30 second video presentation of business played during event (included in broadcast & DVD)
- Recognition by MC during event (within script)
- Full page, print ready (you supply) advertisement in the event program
- Promoted during radio and newspaper advertising and media releases
- Acknowledgement by logo on event posters, program, welcome banner and People's Choice ballot
- Featured on event TV broadcast & event DVD
- Mounted certificate to display to customers

PARTNER LEVEL (for municipalities & counties)

\$2,000

Show your community's support of entrepreneurship and enterprise by partnering on the program. Benefit through:

- 2 Complimentary tickets to the event—May 17th, 2023 at the Roxy Theatre in Owen Sound
- Community logo on the SEDC, Bruce CFDC Hawks' Nest website
- Press release acknowledging partnership
- Logo on welcome banner prominently displayed at event
- Recognized by MC during the event—featured on event TV broadcast & DVD
- Logo featured in rotation with other sponsors during breaks at the event
- Recognition in the event program on the partner logo page
- Quarter (1/4) page, print ready (you supply) advertisement in the event program

PLATINUM SPONSOR

\$1,000

This prestigious sponsorship package will put your business in the spotlight. As well, you will receive:

- 2 Complimentary tickets to the event—May 17th, 2023 at the Roxy Theatre in Owen Sound
- Logo in event program (logo page) and on welcome banner prominently displayed at event
- Half (1/2) page, print ready (you supply) advertisement in the event program
- Logo featured in rotation with other sponsors during breaks at the event
- Featured on the evening TV broadcast and the event DVD

GOLD SPONSOR

\$500

Receive excellent exposure for your business with this new mid-range sponsorship. As a gold sponsor you receive:

- 1 Complimentary ticket to the event—May 17th, 2023 at the Roxy Theatre in Owen Sound
- Quarter (1/4) page, print ready (you supply) advertisement in the event program
- Logo featured in rotation with other sponsors during breaks at the event
- Featured on the event TV broadcast and the event DVD

SILVER SPONSOR

\$250

Been seen throughout the evening by attendees at the event—May 17th, 2023 at the Roxy Theatre in Owen Sound by:

- Company name featured in rotation with other sponsors during event intermission
- Eighth (1/8) page, print ready logo (you supply) advertisement in the event program

BRONZE SPONSOR

\$150

Show support to entrepreneurs and enterprises at the event May 17th, 2023 at the Roxy Theatre in Owen Sound with:

- Company name featured in rotation with other sponsors during event intermission
- Business name included in event program thank you listing



PARTNERSHIP BENEFITS

- ✓ 2 COMPLIMENTARY TICKETS TO THE EVENT - MAY 17TH
- ✓ COMPANY LOGO ON THE SEDC, BRUCE CFDC HAWKS' NEST WEBSITE
- ✓ PRESS RELEASES ACKNOWLEDGING THE PARTNERS
- ✓ LOGO ON WELCOME BANNER PROMINENTLY DISPLAYED AT THE EVENT
- ✓ RECOGNIZED BY THE MC DURING THE EVENT
- ✓ LOGO FEATURED IN ROTATION WITH OTHER PARTNERS DURING
- ✓ BREAKS RECOGNITION AS A PARTNER IN THE EVENT PROGRAM
 - PARTNER LOGO PAGE
 - 1/4 PAGE AD
- ✓ FEATURED ON EVENT TV BROADCAST & DVD

Hawks' Nest 2023 isn't possible without our esteemed partners and sponsors. If you have questions and or concerns please contact one of the members of the Hawks' Nest Team.

Hawks' Nest Project Coordinator

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Please submit payment by March 1st, 2023

Saugeen Economic Development Corporation

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