

The 'Pitch 2021' logo is positioned vertically on the left side of the page. The word 'Pitch' is written in a large, bold, teal-to-white gradient font. The year '2021' is written in a smaller, teal font, rotated 90 degrees counter-clockwise and placed between the 'T' and 'C' of 'Pitch'.

THE VIRTUAL EXPERIENCE

A faint, dark silhouette of a man in a suit and glasses is visible in the background, facing right. He appears to be speaking or presenting.

Sudbury PITCH 2021

When: May 13th, 2021

A Virtual Experience
Broadcasted to the World

Tune in to see Sudbury's
emerging tech startup's
hit the virtual stage to
pitch for capital

SPONSORSHIP PACKAGE

**Our portfolio of startup
tech clients have raised
over **\$15,000,000**
of investment capital over
the past five years
This community rocks!**

In 2021 NORCAT Innovation will be hosting our seventh annual PITCH competition, virtually.

For 7 years now, PITCH has engaged the community, thought leaders, and potential investors to support tech startups being developed right here in the City of Greater Sudbury.

This year, we are doing things differently. On May 13th, 2021, four startups will be hitting the virtual stage to pitch their venture in hopes of engaging local and pan-provincial angel investors to invest in their company.

The previous PITCH events have seen some amazing startups grace the stage, many of whom have gone on to generate meaningful jobs and wealth successfully, not only for their companies but also our community. This year, we are bringing you a virtual experience, as we'd like to continue that tradition and continue to build the City of Greater Sudbury as a vibrant and thriving tech hub.

The goal of PITCH, while entertaining and exciting, is to ultimately get business done. That is why we are bringing in a panel of "tried and true" investors to ask challenging questions in order to validate the venture's idea and the market opportunity.

To ensure PITCH remains a success, we are looking to leading, community-minded organizations to help us bring this one of a kind event to fruition. By sponsoring, you are playing a crucial role in supporting our startup community and helping to build and sustain continued economic and social prosperity for our region.

Included in this package is a detailed breakdown of sponsorship opportunities for your consideration. We look forward to hearing from you and answering any questions you may have.

Thank you for your time.



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NORCAT
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+1000 Mentorship Hours Provided in the Last 12 Months



Over **\$15M** of Equity Capital Raised in the Last Five Years

WHEN:

May 13th, 2021

WHERE:

A Virtual Experience Broadcasted to the World

WHO:

Tune in to see Sudbury's emerging tech startup's hit the virtual stage to pitch for capital

YOUR IMPACT

A selection of our portfolio that has presented at PITCH



"From prototyping to formal fundraising, the NORCAT Innovation team provided the experience, know how, and credibility we needed to develop a world-class start-up in the North"

Since PITCH, Flosonics has obtained 11 patents, created 20 jobs and secured over \$5 million in investment.



"PITCH was a fun experience that I'm glad we participated in. Today we are in the final process of a large scale clinical trial at 40 centers across NA and Europe.

It isn't easy to bring an invention to market, but we had a lot of help from the Sudbury community"



"NORCAT pushes the envelope for local startups and entrepreneurs. They help us think big and want to see us succeed. Sudbury should be very excited to have an organization that does this."

Since PITCH, PLAN A has opened 27 franchises and grew their team by 20 people!



IRegained won PITCH 2019's Judge's Choice Award, generating interest from Sudbury's private investor community.

Since then, IRegained has secured close to \$1 million in investment.



"Since PITCH 2019, we have been able to create relationships and access funding, which allowed us to make big moves in product development and beta testing. We are now at full scale and have the product in use"



We took part in the inaugural PITCH in 2014. The assistance in preparation for this was so helpful and that experience has been utilized constantly over the last few years in our numerous pitches - many successful.



SPONSOR PITCH 2021

NORCAT's flagship event PITCH is making a real difference in not only the lives of local entrepreneurs and innovators, but also our community and beyond. This is a result of the hard work and passion from all involved. These innovators are already industry disruptor's and are solving some of your biggest pain-points in medicine to mining, and everything in between. However, partner support is key to the success of PITCH, as it enables NORCAT to have a deeper and more sustained impact.

The success of PITCH & NORCAT Innovation over the past decade is unparalleled. Our portfolio of startupshave raised **over \$15M** in equity capital over the past five years and benefited from over **1000 hours** in the last 12 months. This has allowed the startups to move forward and create **100's of sustainable jobs**, all due to your contributions and trust in our organization and community.

Help NORCAT continue to build momentum and establish the City of Greater Sudbury as a vibrant tech hub in Northern Ontario – this is our marquee event that highlights and supports some of the top tech startups in our community. By helping us, you are providing an opportunity for emerging startups to grow, generate jobs and wealth, and contribute to our community's well-being.

ADDITIONAL PERKS

Be seen by our over +2000 social media followers and show that you are a supporter of Sudbury's startup tech community!

































Each of our previous PITCH events has seen over +200 people attend, many of whom come from Sudbury's business community. But this year is even better. As we are going virtual, this opens the door to a much larger audience from all over Ontario. This is a great opportunity to be recognized for your support of the tech community by your peers and more!

As this is a virtual event, we have exclusive space for the on-screen advertisement of your logo or even a guest appearance to talk about you and your company. See our complete sponsorship breakdown on the next page for more information.



HOW CAN YOU HELP?

Simply put, we need your support more than ever. The positive impact we have goes beyond our team and us. We are giving a hand up, not a handout. We are helping to keep our local tech industry alive and prosper through COVID.

	People's Choice \$10,000+	Judge's Choice \$10,000+	Accelerator \$2,000+	Elevate \$1,000+	Startup \$500+
Title Sponsor for People's Choice Award*					
Title Sponsor of the Judge's Choice Award*					
Appear live on-air to talk about your company, and Greater Sudbury innovation ¹					
Your logo and website link prominently displayed on PITCH webpage					
Included in communications, marketing materials, and media releases.					
6 Social media mentions - 3 pre-event & 3 post-event					
Logo included on lower thirds during event					
3 social media mentions					
2 social media mentions					
1 social media post					
Verbal recognition during event					
Logo Prominently Displayed in a variety of ways ²					

*A portion of the People's Choice and Judge's Choice sponsorship money will go towards production costs.

LOGO PLACEMENTS

Judge's Choice Award or People's Choice Award

- Logo displayed on desk & background screen
- Option to sit at desk to announce winner
- Option to speak about your company & innovation¹



Highly Customizable

- Display picture, video animations, etc..
- Our tech team will work with you to create an innovative banner²



Lower Thirds

- Logo displayed on lower thirds scrolling throughout the event
- Logo used in certain transitions



