

# Partnership Opportunities

## Sponsorship Guide 2024

## Partnership Opportunities

### Venture13 Innovation & Entrepreneurship Centre

Venture13 is a community of partners, mentors, and makers here to help entrepreneurs and companies connect, launch, and grow their businesses.

We do this through a strategic partnership between the Town of Cobourg's Economic Development Office, Northumberland Community Futures Development Corporation (NCFDC), and Cobourg Police Services (CPS). Our partners—with additional contributions from key users Northumberland Manufacturing Association (NMA) and the Northumberland Makers (Makers)—work collaboratively to generate relevant programming and create financial, mentorship, and networking opportunities to the benefit of the regional innovation and entrepreneurship community and beyond.

Your support will enrich the culture of Venture13 as a destination for innovation, entrepreneurship, business growth, professional development, and continued learning.

The sponsorship benefits outlined in this document are just the tip of the iceberg. If you or your organization have an idea for an alternative form of support, please let us know. We want to ensure that we can create a sponsorship pack that best fits your organization's objectives.

### Why Support the Innovation Community?

The Town of Cobourg is growing; our businesses are evolving—and Innovation and Entrepreneurship are leading the charge.

Innovation plays an essential role in business growth and sustainability by creating opportunities for businesses to utilize new ideas and technologies to improve efficiency, boost productivity, assert a competitive edge, reduce costs, and ultimately increase revenue.

By supporting the Innovation Community, you are:

- Sending a clear message that you are a forward-thinking, results-driven organization
- Investing in the growth and future of the Cobourg business sector
- Aligning yourself with progress
- Supporting a blossoming network of engineers, coders, makers, and creative thinkers

### About Venture13

Venture13 brings together early-stage entrepreneurs with our innovation partners to connect, empower and accelerate new ventures. It is a place and a pathway for business growth synchronized with

economic development and diversification. Our goal is to partner with many to help build the industries of the future.

Our facilities include:

- The Innovation Commons (Lecture Hall, Seminar Rooms, Boardroom and Community Kitchen)
- *The VentureZone* co-working space
- MakerLab

As a hub for innovation, our flexible co-working space – *The VentureZone*—is a collaborative environment where tech startups, independent consultants, and telecommuters can work and evolve. This all-inclusive space gives companies a professional, polished, and contemporary environment as well as access to extensive programming and mentorship opportunities.

**Current VentureZone Members**

*(January 1, 2024)*

Company	Industry/Specialization	Company	Industry/Specialization
<a href="#">Wittaya Aqua</a>	Aquaculture Data and Software Specialists	<a href="#">Cence Power</a>	DC Power Distribution Systems
<a href="#">Endring Group</a>	Workplace Innovation Consultants	<a href="#">Team Eagle Ltd.</a>	Airfield Safety Equipment, Devices and Software
<a href="#">Piovan Group</a>	Automation Systems for Food and Plastic Manufacturing	<a href="#">Microfactory Co-op</a>	Prototyping, Design, and Custom Manufacturing
<a href="#">Recycleone</a>	Recycling Innovation	<a href="#">Bayer</a>	Pharmaceuticals
Insight Strategies	Corporate Communications Consultant	<a href="#">Walsh Financial Solutions</a>	Financial Advisory Services
<a href="#">Bentley Staffing</a>	Staffing Agency	<a href="#">NXG Inc.</a>	Social Media & Content Creation Platform (in development)
<a href="#">Helping Hands</a>	First Aid and Safety Training	<a href="#">The Mortgage Group</a>	Mortgage Brokerage

**Partnership Opportunities**

The next page outlines the various avenues for supporting the Venture13 Innovation & Entrepreneurship Centre. As well, we have outlined the various benefits available to you included in your support. Consider these a starting point—if you envision your organization supporting Venture13 beyond what we’ve suggested, let’s talk!

<b>Partnership Includes:</b>	<b>Lecture Hall</b> Available: 1 \$10,000/year (2 Years)	<b>Seminar Rooms</b> Available: 2 \$5,000/year (2 Years)	<b>Commons Kitchen</b> Available: 1 \$1,000/year (2 Years)	<b>Boardroom</b> Available: 1 \$1,000/year (2 Years)
Prominent Room Naming Signage and Branding	✓	✓	✓	✓
Recognition on website, social media, newsletter, and TVs	✓	✓	✓	✓
Presentation Opportunities/ Audience Access (where applicable)	✓	✓	N/A	N/A
VentureZone Co-Working Space Access	12 Drop-Ins Annually	Six Drop-Ins Annually	Four Free Drop-Ins Annually	Four Free Drop-Ins Annually
Venture13 (Town of Cobourg) Press Release	✓	✓	✓	✓
Use of Lecture Hall for Professional Events	Two Uses Annually	One Use Annually	N/A	N/A
Use of Seminar Rooms for Professional Events	Four Uses Annually	Two Uses Annually	One Use Annually	One Use Annually
Advance Invitations to Programs, Workshops & Speakers	✓	✓	✓	✓
First right of refusal to renew at end of two-year term	✓	✓	✓	✓
		<b>SOLD!</b>	<b>SOLD!</b>	

## Additional Partnership Opportunities

Programming sponsorship:

Program or Series	Description	
Workforce Development Summit Series (May 2024)	This half-day summit will explore new ways of thinking and doing as you continue to develop workforce solutions across Cobourg's sectors.	\$1,000
Revenue Growth Series (Fall - monthly)	The Revenue Growth series is a practical sales talks series that features local businesspeople who have driven new revenue growth into their company.	\$1,250
Growth, Development and Sustainability Summit (October 2024)	This summit will inform attendees about the new development projects and directions the Town is taking to be a thriving and sustainable community. Sustainable municipal practices will also be explored at this summit.	\$1,000
Fireside Chats – Innovation Panel Discussions	Venture13 regularly curates panel discussions connected to topics in innovation and business. Topics are selected based on identified needs and emerging trends and subjects.	\$1,000
Other relevant innovation and entrepreneurial topics		\$500-\$1,000

### Benefits of Program Sponsorship

- Sponsor acknowledgement at event during open and closing remarks
- Recognition on website, social media, newsletter, and TVs
- Recognition on written copy, ie. press releases, program registration pages, and social media posts
- 1x use of Seminar Rooms for Professional Event
- Presentation Opportunities/ Audience Access (where applicable)

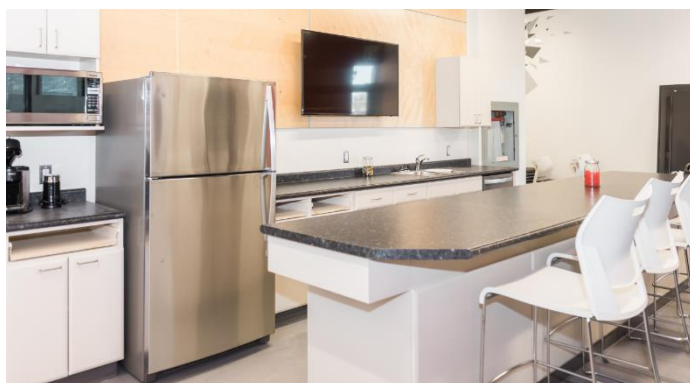
## Venture13 Facility Images



**Innovation Commons – Lecture Hall**



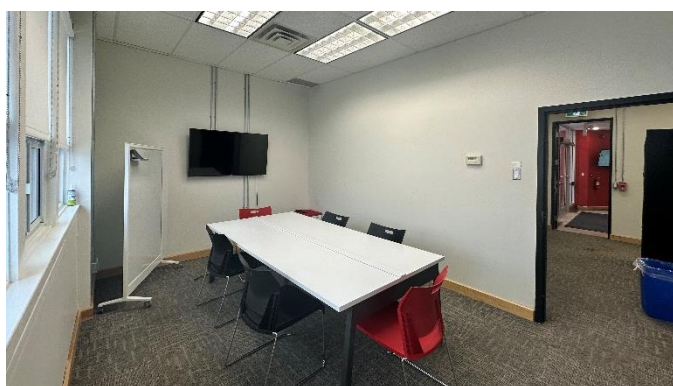
**Innovation Commons – Seminar Rooms**



**Innovation Commons – Community Kitchen**



**The VentureZone Co-Working Space**



**Boardroom**



**MakerLab**



**Thank you for your consideration!**

**If you wish to discuss further, please contact:**

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