



Small Business  
enterprise  
centre

*Your Business is Our Business*

D.1

105 Hurontario Street  
Collingwood, ON  
L9Y 2L9  
705-446-3355  
[www.enterprisecentre.ca](http://www.enterprisecentre.ca)

Mayor Anderson and Council  
Town of The Blue Mountains  
26 Bridge Street, P.O. Box 310  
Thornbury, ON N0H 2P0

RE: Sponsorship request for SPARC Entrepreneur Challenge – Start-up Idea Regional Competition

Dear Mayor Anderson and Council:

The Small Business Enterprise Centre will be hosting a regional business idea competition called SPARC Entrepreneur Challenge on March 4, 2011. The competition will be similar in format to CBC's Dragons' Den© and will be open to all new and existing business based out of one of the following four regions:

- Town of Collingwood
- Town of the Blue Mountains
- Clearview Township
- Town of Wasaga Beach

SPARC is an exciting opportunity for local entrepreneurs to pitch their business ideas and compete for cash and prizes in an open and friendly competitive environment. The competition will encourage local business growth, foster entrepreneurship and create a greater awareness of business opportunities in the region. The event also represents an opportunity for regional collaboration on an initiative that encourages local business investment and innovation, and celebrates local entrepreneurship. Attached is a synopsis of the event for your reference.

The Small Business Enterprise Centre is requesting \$2000 in financial sponsorship support from each of the four communities. The sponsorship amounts will be provided directly to the competition winners to assist with starting their new business ventures. It is important that each community contribute equally to the event, and at the same time demonstrate a commitment to local business growth. We anticipate that there will be finalists representing each region depending on the quality of the submissions.

Entrepreneurism is a vital component of the local economy. The economic and social contributions of small business owners are significant, exciting and growing. It is important to demonstrate that there are opportunities and support for business investment in this area. We value your participation and look forward to your support.

Sincerely,

Gillian Fairley  
Business Consultant  
Small Business Enterprise Centre  
cc: Ron Emo

## Event Overview

### Steering Committee Representatives:

Lisa Kidd, Town of The Blue Mountains  
Marg Fairley, President - Blue Mountains Chamber of Commerce  
Jim Farnillo, Vice-President – Blue Mountains Chamber of Commerce  
Martin Oosterveld, Board – Centre for Business and Economic Development  
Catherine Durrant, Economic Development Officer - Town of Collingwood  
Gillian Fairley, SBEC – Town of Collingwood  
Cindy Griffiths, SBEC - Town of Collingwood  
Mary Gibson, TD Canada Trust - Town of Collingwood  
Kelly McKenna, Switch Marketing - Town of Collingwood  
Kai Hulshof, Canopy Media - Town of Collingwood  
Joann Bowden, Board – Centre for Business and Economic Development  
Peter Mantrop, Board – Centre for Business and Economic Development  
Bill Wall, Economic Development - Clearview Township  
Doug Measures, Councillor - Clearview Township  
Paul Van Stavern, Stayner Rental - Clearview Township  
George Watson, Councillor - Town of Wasaga Beach, Advisory Committee – SBEC  
Jenny Legget – Town of Wasaga Beach

### Sponsorship:

Funding for the event has been provided by the Bridges for Better Business – a Provincial initiative of the Ministry of Economic Development and Trade. Over \$20,000 in community sponsorship (financial and in-kind) has been received to date from local businesses to go toward event prizing.

### Critical Dates:

We will be accepting applications during the month of January. Entries must be received by 4:30 p.m. January 31, 2011. Contestants can submit online or via paper to the Small Business Enterprise Centre.

6 finalists will be selected. We anticipate that finalists will be selected from each region depending on the quality of the submissions. Finalists will be notified by February 18<sup>th</sup> at the latest. These finalists will deliver a 4 minute pitch on their business idea on March 4<sup>th</sup>.

### Event Format:

Judges representing each region will review the 4 minute presentations from the finalists, pose questions during a 5 minute Q&A session, and select the competition winner. The judges function as venture capital investors deciding on which business venture they would most likely fund. The quality of the idea and the clarity and persuasiveness of the presentation all influence the judges' decisions.

The audience will also be invited to select a "People's Choice" for the competition via ballot during the event intermission.

Other event applicants (outside of finalists selected) from each region may be invited to set up booths at the event to showcase their business idea.

C.1

**Corrina Giles**

---

**From:** Lisa Kidd  
**Sent:** December 17, 2010 2:49 PM  
**To:** Corrina Giles  
**Cc:** Gillian Fairley  
**Subject:** FW: Sponsorship request  
**Attachments:** Blue Mountains Sponsorship Letter.pdf

Hi Corrina:

Could you please include this in the next agenda of council?

Thanks!

Lisa

---

**From:** Gillian Fairley [mailto:gfairley@collingwood.ca]  
**Sent:** December 17, 2010 12:33 PM  
**To:** Lisa Kidd  
**Subject:** Sponsorship request

Hi Lisa,

Please find attached the letter requesting sponsorship for SPARC.

Let me know if you have any questions or need any additional information.

Thanks,

Gillian Fairley  
Business Consultant  
Small Business Enterprise Centre  
105 Hurontario Street  
Collingwood, ON L9Y 2L9  
(705) 446-3355  
[sbec@collingwood.ca](mailto:sbec@collingwood.ca)  
[www.enterprisecentre.ca](http://www.enterprisecentre.ca)