



THE PITCH SPONSORSHIP

ABOUT THE PITCH

The Pitch is an annual Dragons' Den-Style business plan competition and exciting event in which 5 local St. Thomas and Elgin County businesses or aspiring entrepreneurs compete for a chance to win a prize package of cash and in-kind prizes to support their venture – made possible entirely by sponsors like you. **Learn more at elgincfdc.ca/event/the-pitch**



OUR IMPACT

97,118

Total Reach Across Social Media

\$50,000

Last Year's Cash & In-Kind Prize Package

250

Attendees at the Grand Finale

WHAT SPONSORSHIP MEANS

Direct community impact – As event costs continue to rise, your support helps us deliver the same high-quality Pitch experience while keeping the event free for our sold-out audience.

High visibility – tagged in event promotions, featured on stage, and seen by a wide community audience.

WHY SUPPORT US

Sponsoring The Pitch puts your business in front of thousands while fueling the growth of St. Thomas and Elgin County's entrepreneurs. Last year alone, our social media reached over 97,118 viewers, we raised \$50,000 in cash and in-kind prizes, and every dollar went directly to local business owners like our 2026 winner, Burkes Produce Market.

Thank you for your support!



ELGIN

BUSINESS RESOURCE CENTRE

A Community Futures Development Corporation

**For more information, contact Felicia Brice
519-633-7597 x324 or fbrice@elgincfdc.ca**



SPONSORSHIP LEVELS

NOV 2, 2026

Business Plan
Submissions Due

NOV 24, 2026

Finalists
are Notified

FEB 3, 2027

The Pitch Finale
Live & In-Person

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$7,500+

- In-event recognition
- Newsletter recognition
- Social media recognition
- Radio ad mention
- Large logo representation
- Social media video recognition
- Print-ad mention
- Special mention with logo on our website
- Prominent recognition on all advertising

ADVOCATE

\$5,000+

- In-event recognition
- Newsletter recognition
- Social media recognition
- Radio ad mention
- Medium logo recognition
- Print-ad mention
- Social media video recognition

PARTNER

\$2,500+

- In-event recognition
- Newsletter recognition
- Social media recognition
- Radio ad mention
- Small logo recognition
- Print-ad mention

SUPPORTER

\$1,000+

- In-event recognition
- Newsletter recognition
- Social media recognition

FRIEND

Up to \$1000

- In-event recognition



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PAST WINNERS

2015



2016

Century
Chocolates

2017



2018



2019



2020

*Pandemic

2021

*Pandemic

2022



2023



2024



2025



2026



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