

SSUP Norfolk

Student Start Up Norfolk

Sponsorship Opportunities

In 2016, “SSUP Norfolk” was launched providing the opportunity for Norfolk students in grades 6-12 the opportunity to try self-employment during their summer holidays, July and August, as a viable way of employment and does not interfere with their studies throughout the school year.

This program received the award for best Public Private Partnership 2016 at the Economic Development of Ontario Council awards held in Toronto February 8th 2017. The program competed with close to 60 communities and 110 submissions across Ontario. It was also a finalist in the prestigious Lieutenant Governor's Award for best achievement in province. Way to Go Norfolk Sponsors, County and Partners!

The program is very student friendly. In 2013, 86 Students submitted a business plan template to increase their chances of being a successful applicant on their venture. The template covered the basic components of a business plan and highlighted the importance of putting ideas into action, see attached form and last year's sponsors.

Each school with students in the appropriate grades were contacted and offered a presentation to assist the students to understand the program requirements, opportunity and their value as students of the area. Arrangements were made to accommodate the students and teacher respectfully. During the presentations previous student ventures were highlighted along with the opportunities that awaited them if they are willing to try. Applications were reviewed and successful applicants were notified prior to the end of June and awarded the \$200 to get them started.

Funding for this program last year came in the form of seed money from the Tourism & Economic Development Division of \$1000 leveraged to attract additional dollars and resources from other agencies that are business related encompassing private, nonprofit, government and other youth focused organization. Last years \$10,000 was awarded to 40 different student businesses helping 52 students.

Throughout the summer students were encouraged to use the support of the sponsors to enhance their business and maximize their experience. Half way through the summer a meet and greet was held at Long Point Eco Adventures to provide interaction between sponsors and students to interact and be mutually encouraged. This also provided the opportunity to highlight the value of learning and reminding the students of the report due that would earn them a year-end bonus. The students were to submit a report providing the best business analysis of their business through the summer break accompanied with a photo of them engaged in business. Those students were awarded a \$100 bonus for a job well done.

The program provided real experience in actual business and exposed the youth to an alternative of being an employee and the ability to offset part time work. They had the opportunity to follow their creativity and dreams. All involved identified with the youth as entrepreneurs and recognizing the true value of students in Norfolk County. “Entrepreneurs Grow Here”

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Deadline for Sponsorships: June 1, 2017

Norfolk County Tourism and Economic Development is looking for sponsorship to fuel the creativity and business skills of Norfolk Students for 2017. Entrepreneurs grow in Norfolk and we want to continue to support students Grade 6-12. We have committed time, resources, and cash to spark this program and are now looking for companies and organizations to invest in Norfolk's future. Please choose your level of commitment to our youth as listed below.

Contribution Levels:

5 Star Sponsor (\$1,695 = \$1,500 sponsorship plus \$195 HST)

- Sponsorship of 5 Student Businesses – recognition as a five star sponsor
- Logo on all promotional material and mention in press releases/marketing initiatives
- Opportunity to speak/address students at luncheon in August

3 Star Sponsor (\$1,017 = \$900 sponsorship plus \$117 HST)

- Sponsorship of 3 Student Businesses – recognition as a three star sponsor
- Logo on all promotions and mention in press releases/marketing initiatives

1 Star Sponsor (\$339 = \$300 sponsorship plus \$39 HST)

- Sponsorship for 1 Student Business – recognition as a one star sponsor
- Listed on promotions and mention in marketing initiatives as space permits

Supporter with In-Kind component (\$169.50 = \$150 sponsorship plus \$19.50 HST)

- Listed on promotions and mention in marketing initiatives as space permits
- In-Kind can be complimentary services such as supplies, services, printing, advertising, etc.

Sponsorship Level (circle one)

\$1,695 Cash

\$1,017 Cash

\$339 Cash

\$169.50 Cash with In-Kind

Sponsor (Name Used in Promotions): _____

Authorized Person Agreeing to Sponsorship Cost: _____

Sponsor Signature: _____ Date: _____

Note: Supply logo in JPEG, GIF or PNG format ASAP

Cost to participate is sponsorship amount plus HST.

For more information, contact Jerry at Norfolk County, 519-426-5870 ext 1305.

**Email Your Completed Sponsorship to jerry.sucharyna@norfolkcounty.ca
or pay online at norfolkbusiness.ca/ssup-norfolk**