



Capital Connect

An event that offers up-to-date information regarding services that are available for the Sudbury East area entrepreneurs. The Capital Connect Event offers business owners access to information about loans, grants, and services designed to support their businesses.

Attendees benefit from presentations by expert guest speakers and a period following the presentations to interact with each speaker and other business owners.

This event is free for SECC members

Event Metrics:

Past Participation: Hosted successfully in 2022 and 2024

Audience Profile: 100% business owners, with 50% being non - chamber members

Geographic Reach: All attendees were from the Sudbury East area.

Promotion: Advertised locally through posters, via the Chamber's website and social media platforms.

The Audience:

The event is tailored for entrepreneurs and business owners across a wide spectrum of industries in the region. This includes individuals and businesses at various stages of their journey.



Capital Connect Event

Sponsorship opportunities for Capital Connect are intentionally designed to be affordable, making it easy for local businesses of all sizes to participate and gain visibility.

This approach allows more businesses in our community to get involved and be part of a growing event focused on supporting local economic development.

	Featured Sponsor - \$200	Community Sponsor - \$100
Recognition by MC	Yes	Yes - Group recognition
Hand out brochures/business cards	Yes	X
Social Media/News	Top tier logo placement on all social media posts and e-newsletters	Group logo placement in all event promotions and e-newsletters
Logo Placement at event	Priority logo placement included in digital display before event starts	Group logo placement on digital display shown before event starts
Post Event	Logo and link to website included in the thank you post after the event	Logo included in the thank you post after the event



Sponsorship Details

Featured Sponsor - \$200

Recognition:

Social Media, Website, Newsletters/E blast

- Priority logo placement on all event promotions (social media, website, newsletters)
- Logo included on event advertising materials
- Recognition as a Featured Sponsor in all communications

During Event

- Verbal recognition during the event as a featured sponsor
- Logo on digital display before event
- An opportunity to give out a brochure or business card

Post Event

- Featured mention in post-event recap and thank-you communications
- Priority logo placement and link to website in post-event marketing

Community Sponsor - \$100

Recognition:

Social Media, Website, Newsletters/E blast

- Logo included in social media, website, and newsletter promotions
- Logo featured on event materials

During Event

- Group recognition during the event
- Logo included in digital display before event

Post Event

- Mention in post-event releases and thank-you emails to attendees