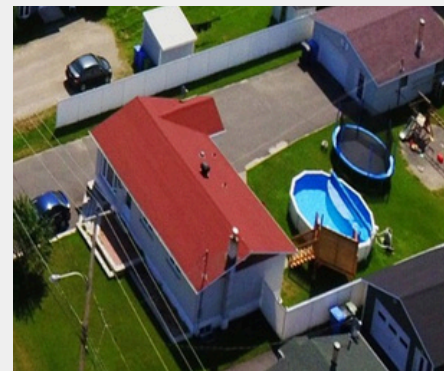
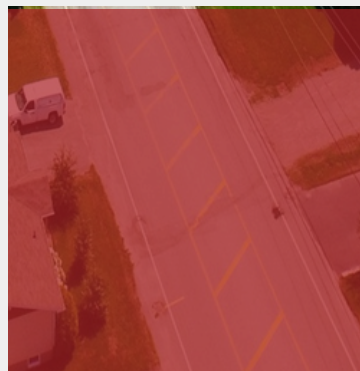
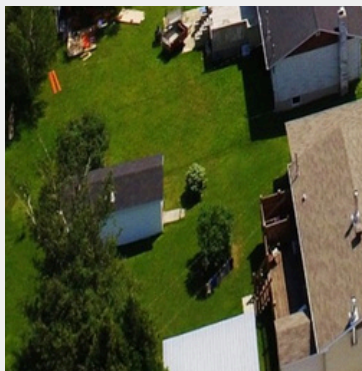
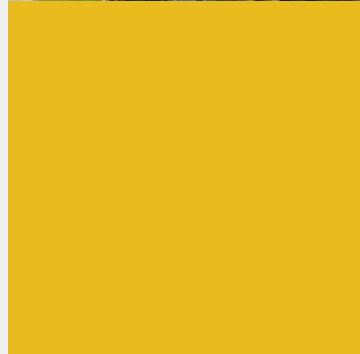


SPONSORSHIP OPPORTUNITIES

Positive Pathways to Rural and Small Town Prosperity

PHASE I: Community Builders Workshop Series May 5 to 9, 2025

5 RURAL COMMUNITIES
5 DAYS
5 WORKSHOPS



The Opportunity

International evidence drawn from positive rural and small-town reinvention initiatives in Australia, New Zealand, Canada and USA emphasizes the importance of seven locally driven development actions; namely:

1. Continually growing and diversifying local leadership and capacity.
2. Fostering a positive and can-do mindset.
3. Actively encouraging healthy community behaviours related to inclusion, conversation, engagement and collaboration.
4. Encouraging asset, idea and opportunity assessment.
5. Developing community wow-factor.
6. Enhancing lifestyle options related to housing, childcare, recreation, education, health, retail services and staying local.
7. Creating an environment that supports local-based employment, enterprise and economic development.

Phase I: Positive Pathways to Rural and Small Town Prosperity Workshop Series

SEDA will convene community leaders (formal and informal) in a full-day workshop focusing upon the above seven locally driven development actions. Workshops will provide community builders the necessary principles, frameworks and tools to drive community change. Workshops will be open to all rural and remote Saskatchewan residents, with marketing conducted locally and provincially.

The objective of the workshop is to encourage rural stakeholders to take steps to enact long-term change, while also implementing short-term initiatives to create a sense of enthusiasm and momentum. Ultimately, the result of community-driven efforts will be places with strong social cohesion and economic sustainability; they are places that support and sustain innovation; places where people of diverse perspectives and backgrounds come together to shape the future.

SEDA is seeking provincial sponsors to support the implementation of Phase I in the following communities.

May 5, 2025 Town of Gravelbourg

May 6, 2025 City of Melville

May 7, 2025 Town of Watrous

May 8, 2025 Town of Biggar

May 9, 2025 RM of Prince Albert

Subsequent to the workshop series, SEDA will conduct outreach to participants to support them in moving initiatives forward in their communities. Virtual coaching will be provided as required to assist in building local/regional capacity and momentum.

We forecast 50 to 100 participants at each workshop.

Phase II will encompass a series of two day Rural Development Bootcamps to be held in various regions across the province during April and May of 2026. These bootcamps will focus on the pillars of Leadership, Economic Vitality, Placemaking and Promotion. A published Field Guide for each of the four pillars will serve as an 'owners manual' for local volunteers, elected leaders and staff. As in Phase I, ongoing coaching will be provided by SEDA.

2025 Workshop Facilitator

Peter Kenyon OAM

Founder and Director, Bank of I.D.E.A.S, Perth Australia

Peter is motivated by the desire to help create caring, healthy, inclusive, connected and enterprising communities, where all residents feel ‘they matter, belong and can contribute’, and where communities discover and mobilize their strengths and transform themselves. Peter has had a background as a youth worker, teacher, tertiary lecturer, farmer, small business operator and senior public servant. His employment experiences have included Director of Employment in Western Australia, Manager of the Community Employment Development Unit in New Zealand, Coordinator of the Natal KwaZulu Job Creation and Enterprise Strategy in South Africa and international youth and employment adviser to 26 countries.



Through his organization, the Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Action and Strategies), Peter has had over 35 years of experience working in the field of community and economic transformation. He has designed, implemented, tested and refined a variety of change and renewal methodologies in a wide range of local economies in Australia, New Zealand, South Africa, Asia, Pacific, Middle East and North America. Project work has been undertaken in 59 countries. Peter is especially passionate about small rural town reinvention and has worked with over 2000 rural communities seeking to spark their own ideas and invest themselves in building sustainable economic futures.



Presenting Partner \$10,000

- Branded as “presented by” on all provincial and local marketing assets including the event webpage, registration confirmations to participants; social and digital marketing posts; and signage at the event. Logo embedded in the online registration confirmation sent to each participant.
- Logo embedded into facilitators’ slide deck at workshops.
- Branded pens(sole logo) and notebooks(co-branded) to be given to participants in all five workshops.
- Opportunity to provide informational materials on site or via email to the workshop participants.
- Opportunity to send representatives to the workshop.
- Speaking opportunity.

PLUS a 2025 GOLD-level partnership with the Saskatchewan Economic Development Alliance. Valued at \$5000, annual benefits include:

- Logo and hotlink on SEDA’s home page at www.seda.ca
- Brand Recognition in our annual report and placement of two online banner advertisements at www.seda.ca and www.ecdevonline.ca
- Sponsor of the 2025 Provincial Economic Development Summit October 21-22 in Saskatoon. A “Networking Sponsorship” will provide corporate visibility via social media; promotional material; and visual recognition at the event.
- Inclusion in the public access online member directory at www.seda.ca.
- Partner recognition via digital assets of one of SEDA’s following initiatives:
 - Connected Saskatchewan www.connectedsask.ca
 - Saskatchewan Social Enterprise Hub www.sasksocialenterprisehub.ca
 - Sask Clusters Network www.saskclusters.ca



Resilience Partner \$5000

- Recognition on provincial and local marketing assets namely the event webpage, social and digital marketing posts; and signage at the event. Logo embedded in the online registration confirmation sent to each participant.
- Logo embedded into facilitators' slide deck at workshops.
- Logo co-branded on notebooks to be given to participants in all five workshops.
- Opportunity to provide informational materials on site or via email to the workshop participants.

PLUS a 2025 SILVER-level partnership with the Saskatchewan Economic Development Alliance. Valued at \$2500, annual benefits include:

- Logo and hotlink on SEDA's home page at www.seda.ca
- Brand Recognition in our annual report and placement of one online banner advertisement at www.seda.ca
- Inclusion in the public access online member directory at www.seda.ca.

Supporters \$2500

- Recognition on provincial and local marketing assets including the event webpage, social and digital marketing posts; signage at the event.
- Logo embedded into facilitators slide deck at workshops.

Be a Community Bulder! Contact the SEDA office at seda@seda.ca or 306-384-5817 to discuss support for this initiative.



Accelerating generational prosperity is our mission.

Since 1984, the Saskatchewan Economic Development Alliance (SEDA) has been working with communities to strengthen people, places and economies.

SEDA relies on the dedication of committed business and community partners to support our service delivery. Operating without public sector funding, SEDA self-generates all revenue via programs and partnerships.

A better, more resilient Saskatchewan will require us to work together to support and sustain our communities in a way that allows our people and businesses to thrive.

Be a Community Bulder! Contact the SEDA office at seda@seda.ca or 306-384-5817 to discuss support for this initiative.

Our Values

Inspired, by opportunities at a local and regional level.

Inclusive economic development informs our mission.

Passionate, about the future of Saskatchewan.

Trusted, as a partner, we strive to support members and allies.

Resilient and self-reliant.

