

## 2009 OCETA SDTC CLEANTECH GROWTH AND GO-TO-MARKET REPORT

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**Subject: Sponsorship Opportunities for *The 2009 Annual OCETA SDTC Cleantech Growth and Go-to-Market Report***

The Ontario Centre for Environmental Technology Advancement (OCETA) and the Russell-Mitchell Group are pleased to announce the first Annual *OCETA SDTC Cleantech Growth and Go-to-Market Report*. This Annual Report on Ontario's Cleantech industry will become a must-read for Cleantech entrepreneurs, their investors, bankers and professional service providers, as well as for government policy makers.

OCETA and The Russell-Mitchell Group are offering opportunities for sponsorship of the *Cleantech Growth and Go-to-Market Report* to Canada's leading financial institutions and professional services firms, and government agencies. We are seeking sponsorship in the following categories:

**Industrial Firm Sponsorship:** The non-exclusive Industrial Firm sponsorship will be \$15,000 and will offer the following value to the Sponsor:

- Industrial Sponsor recognition at all events associated with the study
- Opportunity to add questions to the quantitative data survey
- Association with high quality business insight and leading the business thinking in Cleantech.
- Presentation opportunities on the evolution of industrial markets for Cleantech

**Financial Institution Sponsorship:** The non-exclusive Financial Institution sponsorship will be \$15,000 and will offer the following value to the Sponsor:

- Financial Institution Sponsor recognition at all events associated with the study
- Opportunity to add questions to the quantitative data survey
- Association with high quality business insight and leading the business thinking in Cleantech
- Presentation opportunities on the financing and banking dimensions of Cleantech

**Accounting Firm Sponsorship:** The non-exclusive accounting firm sponsorship will be \$15,000 and will offer the following value to the Sponsor:

- Accounting Sponsor recognition at all events associated with the study
- Opportunity to add questions to the quantitative data survey
- Association with high quality business insight and leading the business thinking in Cleantech
- Presentation opportunities on the accounting and tax dimensions of Cleantech

**Event Sponsors:** Event sponsorship opportunities are available to government ministries, agencies and crown corporations. Event Sponsor fees are \$25,000. Event Sponsors will get:

- Name marks published on letterhead and cover of all materials related to the study
- Event Sponsor recognition at all events associated with the study
- Opportunity to add questions to the quantitative data survey
- Association with high quality business insight and leading the business thinking in Cleantech



## Sponsorship Opportunities for *The 2009 Annual OCETA SDTC Cleantech Growth and Go-to-Market Report*



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All Sponsors will receive invitations to the Launch Event and hard copies as well as an electronic copy of the Report. Name marks will be included on OCETA's Cleantech website, which will highlight the *Cleantech Growth and Go-to-Market Report*.

### **About OCETA**

*OCETA is a private, not-for-profit Corporation that supports the commercialization and market adoption of innovative technologies and environmentally sustainable solutions. OCETA promotes and enhances Ontario innovation by acting as a value-added intermediary to provide timely connections to partners and capital, and to deliver business advisory and technical services. OCETA has specific mandates from municipal, provincial and federal governments to support the profitable development of Ontario's Cleantech sector. Since its formation in 1993, OCETA has advised and assisted some 1,500 environmental and Cleantech companies in Ontario with commercializing their innovations.*

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### **About The Russell-Mitchell Group**

*The Russell-Mitchell Group is a management consulting firm dedicated to helping Canada's high-technology companies become globally competitive. Founded by industry veterans with decades of operating and consulting experience, the Russell-Mitchell Group has helped some of Canada's most successful technology companies accelerate growth and become market leaders. With offices in Toronto and Ottawa, the Russell-Mitchell Group serves clients in Cleantech, Information Technology, Telecommunications, and Biotechnology.*

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### **About SDTC**

*Sustainable Development Technology Canada (SDTC) is an arm's-length foundation which has received \$1.05 billion from the Government of Canada as part of its commitment to create a healthy environment and a high quality of life for all Canadians.*

*SDTC operates two funds aimed at the development and demonstration of innovative technological solutions. The \$550 million SD Tech Fund™ supports projects that address climate change, air quality, clean water, and clean soil. The \$500 million NextGen Biofuels Fund™ supports the establishment of first-of-kind large demonstration-scale facilities for the production of next-generation renewable fuels.*

*SDTC operates as a not-for-profit corporation and has been working with the public and private sector including industry, academia, non-governmental organizations (NGOs), the financial community and all levels of government to achieve this mandate.*