

2026 Southport's Pitch for a Purpose

The holiday season is a time for giving, but the need for community support extends far beyond the holidays. Throughout the Central Plains region, countless organizations, projects, and causes are doing incredible work to make a meaningful difference in the lives of others and in the community as a whole. Through the Corporate Stewardship Program, Southport Aerospace Centre Inc. (Southport) is committed to supporting these efforts and helping strengthen the communities we call home.

Southport's Pitch for a Purpose puts the spirit of giving into action by placing the decision in the hands of Southport's employees. Through this inaugural event, community members will have the opportunity to pitch a cause close to their hearts, and Southport employees will vote on which organization receives a \$5,000 donation.

How It Works

- **Phase 1: Pitch on Paper**
 - Submit a cause overview / pitch summary detailing the purpose, community impact, and intended use of the \$5,000 donation to marketing@southport.ca.
 - Although not required, you may submit supporting documentation along with your pitch summary such as financial quotes, photos, etc.
 - Pitch summaries will be accepted until 4:30 PM on Friday, November 6, 2026.
- **Phase 2: Pitch Review & Selection**
 - Pitch summaries will be reviewed the week of November 9, 2026.
 - Based on the pitch summaries received, the review committee will select three (3) finalists to move on to the next phase.
- **Phase 3: Pitch for a Purpose**
 - The three (3) finalists will be notified the week of November 16, 2026.
 - Finalists will be asked to prepare a 5-minute, oral pitch to present at the **2026 Southport's Pitch for a Purpose** event on Thursday, December 10th from 3:00 PM – 4:30 PM at the Peggy May Legacy Centre.
 - After the pitches, Southport staff will cast an anonymous vote for which pitch they believe is the most deserving of the \$5,000 donation.
 - Votes will be tallied and the winner of the \$5,000 will be announced at the end of the event.

Considerations

- The 5-minute pitch will be timed, and pitches will be stopped once 5 minutes has elapsed.
- Pitches can include audio-visual components.

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- As Southport employees will be awarding the \$5,000 donation, Southport employees are not eligible to submit a pitch.
- Southport does not provide funding for the following:
 - Political causes
 - Religious organizations
 - Non-tangible benefits to employees (ie. Wages, discount cards, memberships, etc.)

Southport's Corporate Stewardship Program is guided by five community investment pillars that reflect the organization's commitment to building a stronger, more vibrant community. Applicants are encouraged to demonstrate how their project, cause, or anticipated impact aligns with and contributes to one or more of the following key pillars:

- Military, Aviation, and Aerospace
- Diversity, Equity, Inclusion, and Accessibility (DEIA)
- Education and Professional Development
- Environmental Sustainability
- Recreation, Active Living, and Health

Projects that support these priorities help advance a collective vision for a stronger, more vibrant community and region.

Key Dates

- **Phase 1: Pitch on Paper** - Submission deadline is November 6, 2026.
- **Phase 2: Pitch Review & Selection** - Finalists will be contacted the week of November 16, 2026.
- **Phase 3: Pitch for a Purpose** - Finalists will present a 5-minute oral pitch on December 10, 2026.

For more details on Southport's Pitch for a Purpose, please contact:

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