

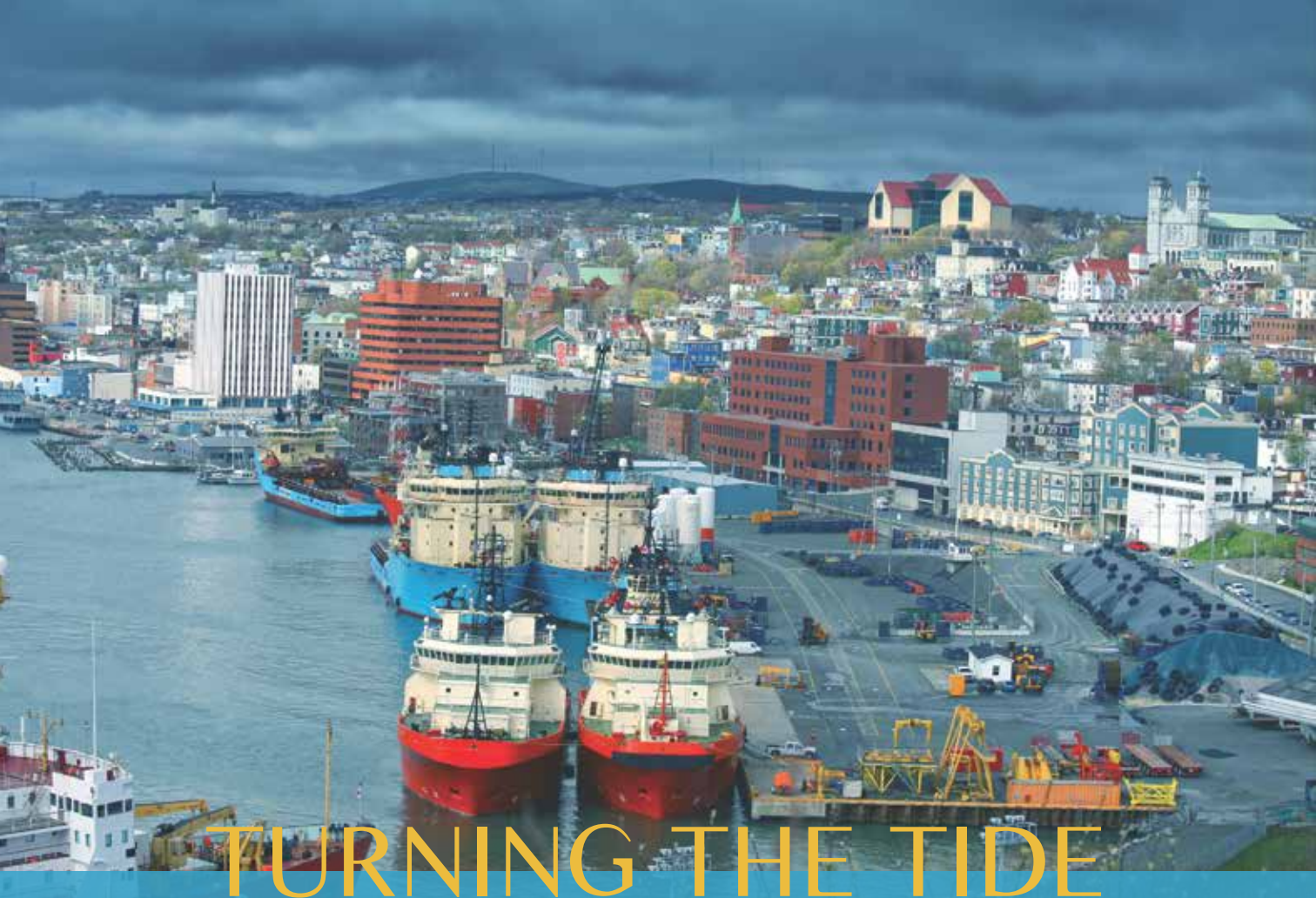


# TURNING THE TIDE

5th Annual Marine Industry Awards  
2022 Sponsorship Package



SPONSORSHIP  
PACKAGE



TURNING THE TIDE



## TURNING THE TIDE

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Newfoundlanders and Labradorians have always turned to the sea for our livelihood. Communities have been built and fortunes won and lost on her bounty. This long standing tradition continues today as we find modern and innovative ways to utilize our greatest natural resource. Despite our long standing history with the sea, we have barely scratched the surface of capturing the stories of our marine heritage, and, prior to 2017 when Turning The Tide was launched, no single event recognized the ongoing value of our marine industry as a whole.

Surpassing expectations since its inception five years ago, the Turning the Tide Awards program has come to represent leadership and success in today's marine industry, and has successfully brought to light much deserved moments in our marine history. "Turning the Tide" has come to symbolize a positive change of momentum in the events, the lives, and the fortunes of those involved in the marine industry in our province. As a Turning The Tide sponsor, you will help support emerging and present leaders, dreamers, and doers, whilst drawing attention to the strength and vitality of the marine sector of our province, both past and present.

## MARINE SECTORS

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The marine industry is broadly considered to include the following sectors: Shipping and Ferry Transportation, Maritime Logistics, Commercial Services, Science and Technology, Marine Safety and Security, Naval Defense, Offshore Industries, Ports and Terminals, Fishing and Fish Processing and Marine Education and Training and Aquaculture.



# 1

## Industry Leadership and Excellence Award

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The marine industry is united by common challenges that affect its future growth and success. These challenges are not necessarily unique to the marine industry, but their impacts and the resulting resolutions often are. The challenges facing the marine industry today include; climate change, environmental stewardship and sustainability, marine safety and security, human resources, and new market development. Presented to a business or an organization, this award recognizes corporate success, demonstrated leadership and a commitment to excellence or innovation in one or more of the above noted challenges to the benefit of the industry.



TURNING THE TIDE | Industry Leadership and Excellence Award  
2022

# AWARDS

# 2

## Industry Lifetime Achievement Award

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This award is bestowed upon an individual for consistent leadership and outstanding contributions that have not only led to personal and corporate success, but also to the growth and success of the industry itself. A change-agent who has demonstrated throughout their lifetime the passion to challenge the status quo to the benefit of many, the actions of this individual stand out amongst the many individuals who support the marine industry throughout the year. A big picture thinker whose industry breakthroughs and readiness to give back to their province is integral to their being, they already have created a respected legacy and still have more to give.



TURNING THE TIDE | Industry Lifetime Achievement Award 2022

# 3

## Innovation Leadership Award

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Innovation is a key success factor in today's competitive world and it is extremely important to recognize such leadership in the marine industry. Firms that challenge the status quo to come up with a game-changing technology, a smarter work process, or even new markets deserve recognition. The recipient of this award is entrepreneurial, has taken on the risks and sacrifices that most often defines the road to a novel solution. Whether that innovation has solved an age-old problem, or opened up a completely new frontier, what is evident is that the winner of this award has pushed through a barrier to benefit their business and, in doing so, has raised the bar (and the ceiling) for the entire marine industry in Newfoundland and Labrador.



TURNING THE TIDE | Innovation Leadership Award 2022

# 4

## Award of Historical Marine Significance

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This award acknowledges and celebrates our rich marine history, and the recipient may be an individual, organization, or community. The historic significance could be related to a singular event, an accomplishment that has turned the tides of our history, or related to a longer-term activity that has positively impacted our history and culture. Reflecting the strengths that have led to our unique culture and sense of place, the event may be a part of our lesser-known history, or known but deserving of a better understanding and recognition.



TURNING | Award of Historical Marine Significance  
THE TIDE | 2022

# 5

## New Wave Leadership Award

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The marine industry currently offers a more diverse range of career opportunities for young people than ever before. Attracting new talent is essential to its long-term success. This new award was established to recognize the importance of our youth to this sector and highlight those who are making waves. The award is given to a young professional under the age of 35, who has displayed great leadership qualities and who has already made noteworthy contributions to the marine industry. As an ambassador for the industry, this individual's early success should reinforce the opportunities available for our young people. Their energy and commitment will inspire others to pursue careers in the marine sector.



TURNING | New Wave Leadership Award  
THE TIDE | 2022

## TURNING THE TIDE AWARDS MARINE INDUSTRY BOARD

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Dr. Robert Shea

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Paul Snow

Thomas Swift

## OUR PARTNERS



# SPONSORSHIP DETAILS

We invite you to be a part of **TURNING THE TIDE.**

As a sponsor, you will help build on the important work of the Turning The Tide Marine Industry Awards Board. Thus, expanding the breadth and depth of public knowledge of our marine history.

Though we have always depended on the sea for much of our livelihood, we have never examined and acknowledged the contributions of our marine history as a whole. **The time is now!**

PRESENTING SPONSOR	\$50,000
CULINARY EXPERIENCE SPONSOR	\$15,000
AWARD SPONSORS (5)	\$15,000
CHAMPAGNE RECEPTION SPONSOR	\$10,000
MASTER OF CEREMONIES SPONSORSHIP	\$10,000
CONVENTION CENTRE SPONSORSHIP	\$10,000
NO CHANGE IN THE WEATHER SPONSORSHIP	\$10,000
COMMUNITY LEADER SPONSORSHIP	\$5,000

## PRESENTING SPONSOR

\$50,000

- 15 tickets to the Champagne Reception and TTT Gala
- Corporate name recognition as Presenting Sponsor in all pre-promotional advertising, website and on a large banner in the reception area
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name recognition as Presenting Sponsor by event emcee
- Corporate name in "thank-you" follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- Two page logo in commemorative program
- Opportunity to speak at Gala event
- Impressive brand reveal for the entire event on all AV monitors

## CULINARY EXPERIENCE SPONSOR

\$15,000

- 10 tickets to the Champagne Reception and TTT Gala
- Corporate name recognition in all pre-promotional advertising, website, and on signage at a station featuring the culinary delights of Chef(s)
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name recognition by event emcee
- Corporate name in "thank-you" follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- Present one award
- Impressive brand reveal for the entire event on all AV monitors

## AWARD SPONSORS (5)

\$15,000

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- INDUSTRY LEADERSHIP AND EXCELLENCE AWARD
- INDUSTRY LIFETIME ACHIEVEMENT AWARD
- INNOVATION LEADERSHIP AWARD
- AWARD OF HISTORICAL MARINE SIGNIFICANCE
- NEXT WAVE LEADERSHIP AWARD

- 10 tickets to the Champagne Reception and TTT Gala
- Corporate name recognition at Gala event, and on all digital and print materials
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name in “thank-you” follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- Half page logo in commemorative program
- Impressive brand reveal for the entire event on all AV monitors

## CHAMPAGNE RECEPTION SPONSOR

\$10,000

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- 6 tickets to the Champagne Reception and TTT Gala
- Corporate name recognition at Gala event, on the website and on a banner at Champagne reception location
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name in “thank-you” follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- Quarter page logo in commemorative program
- Impressive brand reveal for the entire event on all AV monitors

## MASTER OF CEREMONIES SPONSORSHIP

\$10,000

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- 5 tickets to the Champagne Reception and TTT Gala
- Large Banner in the reception area
- Corporate name recognition at Gala event, and on all digital and print materials
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name in “thank-you” follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- Quarter page logo in commemorative program
- Impressive brand reveal for the entire event on all AV monitors

## CONVENTION CENTRE SPONSORSHIP

\$10,000

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- 6 tickets to the Champagne Reception and TTT Gala
- Corporate name recognition at Gala event, on website and on all digital and print materials
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name in “thank-you” follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- One quarter page logo in commemorative program
- Impressive brand reveal for the entire event on all AV monitors

## NO CHANGE IN THE WEATHER SPONSORSHIP

\$10,000

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- 6 tickets to the Champagne Reception and TTT Gala
- Corporate name recognition at Gala event, on website and on all digital and print materials
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name in “thank-you” follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- One quarter page logo in commemorative program
- Impressive brand reveal for the entire event on all AV monitors

## COMMUNITY LEADER SPONSORSHIP

\$5,000

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- 4 tickets to the Champagne Reception and TTT Gala
- Corporate name recognition at Gala event, on website and on all digital and print materials
- Corporate link on [turningthetideawards.ca](http://turningthetideawards.ca)
- Corporate name in “thank-you” follow up in a newsletter, The Telegram, Saltwire Network province-wide, and [turningthetideawards.ca](http://turningthetideawards.ca)
- One eighth page logo in commemorative program
- Impressive brand reveal for the entire event on all AV monitors



## BOARD OF DIRECTORS

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Rick Elliott  
Jim Miller  
Sheilagh Guy Murphy  
John Norman, Chair  
Gary Oldford, Secretary/Treasurer  
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# HOME FROM THE SEA FOUNDATION

Funds raised from Turning The Tide will help support the programs and initiatives of the HFTS Foundation. By becoming a sponsor, you will play a role in helping support rural community revitalization.

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The Home from The Sea Foundation (HFTSF) was formed to build a memorial to the men and boys who lost their lives in the Great Sealing Disaster of 1914. During this process, the HFTSF realized that many of the stories that have shaped our marine heritage remain untold. With the successful completion of the Sealers Memorial, the Foundation is now focused on the need to illuminate and share our amazing marine history.

Intangible cultural heritage and interactive experiences are significant defining features of this province's tourism success. HFTSF is committed to working with the community of Elliston to recapture its stories and repurpose them to build a new economic base for the community. HFTSF is also committed to identifying and promoting lesser known defining moments in our marine history that have province-wide significance. This important work strengthens our collective identity and sense of place and helps create foundations on which other communities can build.





TURNING  
THE TIDE

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