



PETTY HARBOUR
MINI AQUARIUM

Sponsorship and Donation Guide



Sponsorship and Donation Guide 2026

Have you always wanted to help our oceans, but weren't sure how? You can support marine education and awareness in our Province by sponsoring one of the Mini Aquarium's stunning exhibits or donating to our engaging programs! Sponsorships are great promotion for your business, or to show your commitment to the environment as an individual. Close to 18,000 visitors pass through the Mini Aquarium each year, giving our exhibit sponsors great exposure to the public. Donations are a great way to show your support and receive a tax receipt for your generosity. Whichever route you choose, your contribution will help us continue our mission of public education and marine conservation.



Lasting legacy

Giving to the Mini Aquarium is an investment in our next generation of biologist, engineers, scientists, innovators, naturalists, artists and curious dreamers. Your sponsorship or donation allows us to develop new programs, enhance our exhibits, maintain all aquariums in top condition, provide unique employment opportunities in the field of Marine Science, and reach more people. The memories that will be created by children and families around your chosen area of support will make a lifelong impression on how visitors see the oceans and the animals that live within it.

As part of our Catch and Release Philosophy, all our animals are carefully collected by scientific divers in the spring, cared for and displayed in temporary habitats for just four short months. At the end of our season, all of the marine creatures are safely returned to the harbours and bays from which they were borrowed. All of our sponsors and donors will be invited to help release invertebrates and fish back to the ocean at the annual release party in September.



Optional Multi-Year Sponsor Commitment

By pledging to sponsor your favorite exhibit or program for two years or more, we will honor your commitment to marine education by guaranteeing that you will keep your exhibit for the same sponsorship price each year. Multi-year support helps improve the Aquarium's operational sustainability, allowing our team to plan for the future. Your annual gift will be requested in January of each year, directly supporting our mission of fostering curiosity of local marine life and inspiring action toward personal and global sustainability through display, interpretation and direct action.

Recognition and Benefits

Animal Habitat Sponsors will be recognized with your company name and logo on your chosen habitat, on our website with a link to your company page, on our social media platforms and in our annual report.

Educational Program Sponsors will also receive recognition on digital and printed program materials associated with our education initiatives.

Donors will have their name displayed on our website, and in our annual report.

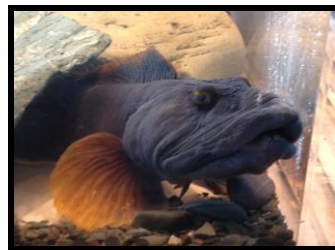
If you choose to sponsor an animal habitat, your company will also have access to a private evening visit for your team members and their families, allowing them to experience the Mini Aquarium and see the effect of your support up-close.

If you choose to donate rather than sponsor, you will have the option to receive a tax receipt for your donation amount. The Petty Harbour Mini Aquarium is a registered charity.



2026 Marine Animal Habitats - \$500 to \$1,500

Exhibit Name	Who will live there? <i>*animals may vary based on collection dates, catch & release</i>	2026	Promotional Package
Jewels of the Sea	Get a much closer look at stunning and often overlooked living ocean gems, as you gaze upon some of the smaller inhabitants of the aquarium. Our Jewel habitats house a variety of sea stars, juvenile fish, tiny crabs, sea cucumbers, sand dollars and more! <i>Exhibit Dimensions: 18" x 18" x 16"</i>	\$500	<p>Make a one-year or two-year commitment for your habitat of choice</p> <p>Sponsorship amount would be due each year prior to season opening</p> <p>Your logo will be displayed on our website with a link to your business page.</p>
Meet & Greet Touch Tanks	The epicenter of the Mini Aquarium! Our kid-friendly touch tanks are a truly hands-on experience, and will create lasting memories for thousands of families as the meet & greet intertidal animals. <i>Exhibit Dimensions: 16" x 26" x 7"</i>	\$600	
Fin-tastic Friends	See the diverse swimmers, scuttlers & shufflers of our ocean. Crab, sea urchins, sea stars, moon snail, nudibranchs, shrimp, cunners, sculplins, clams, scallops and more. <i>Exhibit Dimensions: 24" x 24" x 24" ("Cube tanks")</i>	\$700	
Coastal Connections	Intertidal and sub-tidal delights will stare back at you from our larger coastal habitats. Lobster, sticklebacks, clams, whelks, lumpfish, nudibranchs and more! <i>Exhibit Dimensions: 40" x 24" x 20"</i>	\$800	
Off Shore Oddities	See some of the most impressive and colourful animals our waters have to offer. Red sea ravens, purple ocean pout, and the always intriguing wolfish. <i>Exhibit Dimensions: 49" x 39" x 32"</i>	\$1000	
Jelly Fish	Watch the hypnotic pulsing of the lion's mane jelly or the tiny rainbows produced from translucent ctenophores combing the water for plankton. <i>Exhibit Dimensions: 36" x 16"</i>	\$1000	
Cylinder of Life	Cylinder exhibit will be the "wow" exhibit that everyone will see first. Showcasing local schooling fish such as capelin or herring, this exhibit will often spark conversations about food fisheries. <i>Exhibit Dimensions: 36" diameter x 34"</i>	\$1200	
Curious Codfish	Marvel at the species most important to our culture and fishery. Children gather here to watch the feeding frenzy, as the squid they just dissected become food for the hungry cod. <i>Exhibit Dimensions: 5' x 3'</i>	\$1500	

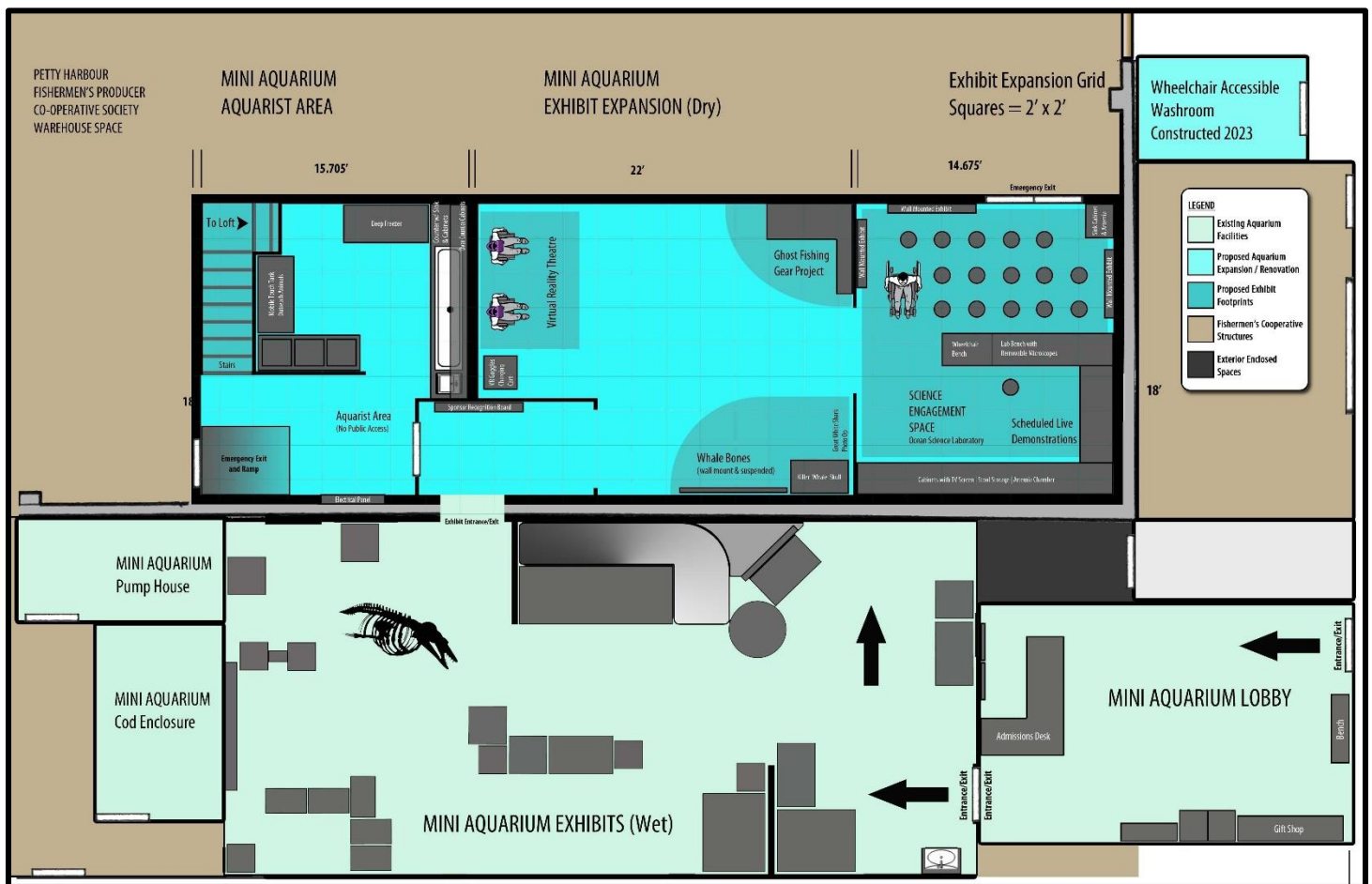


2026 Exhibits, Hands-On Interactives and Other Initiatives

LIMITED TIME OPPORTUNITY - Petty Harbour Mini Aquarium Exhibit Expansion Project

2026 marks the year that the Mini Aquarium will not be quite so... Mini! We have received major project funding to almost double the size of the exhibit space, and upgrade our behind the scenes Aquarist Area. This new dry exhibit hall is being built adjacent to our existing wet aquarium space, and will feature:

- 1) Science Engagement. A new science engagement space where our team will deliver daily marine programs, demonstrations and experiments on a rotating schedule. When not setup for live programming, visitors will be able to use microscopes, stereoscopes and other technology to explore the marine world at their leisure.
- 2) Virtual Reality Experiences. We are bringing the next level of adventure and exploration to the Mini Aquarium with ImmotionVR. The new exhibit area will feature a two seat motion pod where visitors will don VR goggles and Swim with Humpback Whales, Dive with Sharks, and learn more about Manta Rays and Dolphins.
- 3) New and Upgraded Exhibits. The exhibit expansion will provide new space to properly display our bone and bone replica collection, provide additional space to upgrade and enhance our Ghost Fishing Gear exhibit, and add new content from season to season.
- 4) Upgraded Aquarist Area and Storage. A new area will be added for holding animals for observation, preparing food, storage of aquarist tools, and longer term storage of the Mini Aquarium's equipment and gear.





This is a limited time opportunity, but there is still time for you to contribute to this exciting project. Sponsors and Donors who support the Exhibit Expansion Project at specific levels will have their name or company logo PERMANENTLY displayed on the exhibit sponsors and donor plaque at the entrance to the exhibit hall.



Exhibit Expansion Project Sponsor & Donor Levels

LEVEL:	CONTRIBUTION RANGE:	SPONSOR RECOGNITION:
Anthozoa	\$100 to \$999	Company Name
Asterodia	\$1,000 to \$4,999	Company Logo (small)
Crustacean	\$5,000 to \$9,999	Company Logo (medium)
Cephalopod	\$10,000 to \$49,999	Company Logo (large)
Cetacean	\$50,000 +	Company Logo (supreme)

Recognition Plaque Measures 30" x 36" Approximately*

Your support will help our team put the finishing touches on the exhibits, programs and technology needed to make this new chapter in the Mini Aquarium story a reality.

Sponsorships or Donations towards this project must be made before June 1st 2026 to be included in the Exhibit Expansion Recognition Plaque.

*Artist's Concept – Design subject to change

Plumb 'N' Play Maker's Station - \$2,500

Have you ever wondered how we set up the mini aquarium and run seawater to our animal habitats? Now you can experience first-hand the fun of aquarium plumbing, as you explore our Plumb 'N' Play Makers Station! Choose your tanks, plan your layout and connect your pipes to flow water from the pumps to your habitats. Be careful to connect your tanks to the drain system, or you'll have unhappy visitors with wet feet! A big hit with our visitors every season, all ages enjoy the hands-on exploration and open-ended construction possibilities of our water play station. Your sponsorship will help us add an exhibit sign, activity instructions, and new play elements in 2026.



Aquarium Equipment and Teaching Supplies - \$1,000 to \$20,000

The Mini Aquarium is constantly striving to improve its interactive public exhibits, animal care program, and hands-on educational engagement. You can foster our continual betterment through support of much needed aquarium equipment and teaching supplies. From aquarium chillers and pumps to improve animal habitats, digital exhibit microscopes to increase interactivity and exploration in the aquarium, preserved museum mounts to enhance the engagement of our daily marine programs, and virtual reality classroom kits to help our team take marine outreach to the next level. Your donation or sponsorship can help us achieve new and wondrous things for the benefit of our visitors and local community groups. If you are interested in helping the Mini Aquarium in this capacity, we can provide information on our current equipment and specimen needs.



Pumps to keep seawater flowing



Bone replicas for exhibits and programming



Virtual Reality outreach experiences

2026 Marine Education Outreach Program - \$2,000 to \$10,000

The Mini Aquarium Outreach Program is an ongoing initiative that brings hands-on marine science beyond the walls of the aquarium, providing off-site engagement to youth groups, schools, seniors and other community groups in the Avalon region. Available during the off-season from October through April, this program is adaptable to the needs and interests of the community. It allows group leaders to provide hands-on, stimulating and engaging science activities to their participants, while providing an opportunity for the Mini Aquarium to reach a wider audience. This project addresses the growing need for youth and adults to have access to engaging and affordable educational science programming, by reducing the costs associated with transporting a group to the Mini Aquarium facility. Our program also aims to increase participant's science literacy, and knowledge of their province and local marine environment. Your support will help purchase the teaching materials and supplies required to develop new and exciting outreach sessions, cover transportation costs to outreach venues, and support the employment of our skilled educational outreach team.



Sam teaches about squid anatomy



Whale Program – “What’s That Sound?”



Getting up-close and personal with a sea slug

Marine Legacy Partnerships - \$10,000 +

The Marine Legacy Partner Program is an initiative that that will allow today's youth and young professionals to explore the wonders of what lies beneath the ocean's surface and inspire them to look closer at what the future holds. This program creates opportunities for young post-secondary students to gain practical experience in Marine Sciences, offering exceptional work experience for future careers in the field. The Mini Aquarium provides unmatched hands-on interaction with marine life, life-support systems & habitats and science communication, all in a team-based work environment. With your support, this program has the power to change lives, shift career paths, alter behavior towards the oceans and environment, and spark a movement. Join an elite group of leaders dedicated to making waves in ocean conservation! This program has previously been supported by ExxonMobil Properties, Pennecon Ltd., and the Department of Fisheries and Aquaculture. Marine Legacy Partnerships begin at \$10,000, and can be single or multi-year commitments.



Science interpreters & aquarists are employed and trained with the support of Maine Legacy Partners, preparing them for a career in the field.

Professional Veterinarian Fund - \$2,500

The Mini Aquarium team has its own in-house animal curator, who is responsible for preparing animal habitats, supervising the collection and transfer of animals to and from the aquarium, and monitoring animal behavior and stress. When it comes time to assess the health and well-being of our critters, we will sometimes require the services of professional aquarium and aquaculture veterinarians. You can help offset the cost of animal care by sponsoring our dedicated professional veterinarian fund, which ensures that our team has the resources available to bring in the next level of assessment when needed.

Company Specific Options

Is there something specific you would like to help us with? Does your company have a program or exhibit idea that would be a great fit for a partnership with the Mini Aquarium? Do you have a new technology that we can showcase to our visitors, or use to improve the aquarium operations? We are always interested in new partnerships, donations and in-kind support that can enhance our engagement initiatives. We would love to hear your ideas!

How do I sponsor an exhibit or program?

To sponsor your favorite exhibit or program, or to support the mission and operations of the Mini Aquarium, please contact Keith Moore at keithmoore@miniaqua.org or **(709) 730-3507**.

You may sponsor an exhibit or program for one or multiple years. Donations can be completed online through our website www.miniaqua.org, sent via EMT or mailed by cheque before season opening on your donation year. Sponsorship of animal habitats are first come first serve, and an invoice can be provided.

We thank you for your consideration!

Sincerely,

Keith Moore
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