



Co. Innovation Centre Sponsorship Opportunities.

Innovation at the Edge.

Meagan Kay-Fowlow | May 15, 2024



About Us.

Who We Are.



Fostering **collaboration and technology growth** to accelerate the development of the innovation-driven economy across Newfoundland and Labrador.

- Co. Innovation Centre is an **Industry-led innovation centre**. We endeavor to develop and maintain strong relationships with industry associations, governments, educational institutions, hospitals, other NGO's, and non-profit organizations.
- We are a **globally focused, NL-driven**, world-leading innovation hub that integrates, increases, and diversifies the province's innovation capacity.
- We are **hosted and supported by techNL**, and have strong partnerships with Energy NL, Canada's Ocean Supercluster (OSC), Energy Research and Innovation Newfoundland and Labrador (ERINL), with support from many other companies and organizations (e.g. Econext, Genesis, Memorial University, Hatch, etc.).

What We Do.

Supporting **transformative advancements** in technology, business, and sustainable development, through **programming** that directly responds to the needs of **growing & established businesses**.



- **DIGITALIZATION & TECH DEVELOPMENT:** Co. Innovation Centre addresses the technology development needs of established and growing companies – especially those pursuing remote operations – in sectors such as ocean tech, energy, mining, healthcare, fisheries, transportation, and defence.
- **COLLABORATION:** Co. Innovation Centre increases ecosystem collaboration, through cross-sector membership, thoughtfully designed spaces, and strategic programming initiatives.
- **DEMONSTRATION:** Co. Innovation Centre is a demonstration space to physically & digitally showcase the world-leading businesses that are thriving across our province and driving innovation within their sectors.



Our Spaces.

Open Collaboration.



View from mezzanine – open desks and collaboration space



View from front of building (1st floor) – open desks and collaboration space

Offices & Desks.



View of private office (1st floor)



View of private desks (1st floor)

Location & Building.

710 Torbay Road, St. John's, NL

- Physically **located in St. John's, NL**, in a newly renovated, **54,143 sq ft building**, situated centrally within a growing innovation district.
- Ease of access to the **St. John's International Airport**, proximity to provincial highways, and co-location to various key Industries, businesses and ecosystem partners.
- Developing the space as a **demonstration destination**, showcasing what established and growing businesses across the province have to offer.
- Approximately **20,699 sq ft of office space** - includes a variety of working, collaboration, and meeting spaces.

Location & Building.

710 Torbay Road, St. John's, NL

- **Mezzanine level offers 10,270 sq ft** of future office space, which will include a mix of working, collaboration and meeting spaces.
- An open **1,356 sq ft public café & meeting space**, which includes a locally run coffee shop & brewery, and variety of seating and conversation spaces.
- An additional **21,818 sq ft of Light industrial and custom maker space**, divided into leasable fit-up spaces (customizable based on need).
- Leasable **external lay-down space** available for members, at the back of the building.
- **Free on-site parking** available.



Our Sponsorships.

2024 Pre-launch Sponsorship Opportunities.



- In celebration of our launch, we are **offering naming opportunities** within Co. Innovation Centre, corresponding with specific levels of donation.
- There are a **limited number** of naming opportunities within the space for phase 1.
- All sponsorship opportunities (including naming opportunities) are for a period of **5 years** (with exception for the naming of the building).
- All 2024 **pre-launch sponsorships** for Co. Innovation Centre will also include:
 - A thank you letter.
 - Recognition in our annual report and sponsorship wall.
 - Listing on our website.
 - Integration with relevant **converge/collaborate/cocreate** activities.

2024 Naming Opportunities.



Spaces / Sponsorship levels	\$10,000	\$15,000	\$20,000	\$25,000	\$30,000
Private Desks (individual)	40				
Single Phone Booths		2			
Hot Benches (Maker Space)		TBD			
Lockers		1			
Private Offices			6		
Outdoor Lounge Space			2		
Sponsor Wall				1	
Large Meeting Pods					3
Outdoor Gaming Alley					1

2024 Naming Opportunities. (Con.)



Spaces	\$50,000	\$100,000	\$250,000	\$500,000+
Indoor Front Lounge Space (Office)	1			
Indoor Green Wall & Vertical Gardens	1			
Multipurpose Room		1		
Café Seating Area		1		
Café Boardroom		1		
Stadium Seating			1	
Greenhouse			1	
Mezzanine				1
Light Industrial Wing				Contact Us

2024 “In-Residence” Service Provider Opportunities.



COIC is offering **limited sponsorship opportunities** for service providers to be recognized as **firms “in-residence”**. This will be offered on first-come first-serve basis.

Sponsorship level: \$25,000.00 annually.

Term: period of three (3) years.

Eligible groups: service providers for NL industries (law firms, banks, consulting firms, etc).

Availability: up to a maximum of five (5) “in-residence” service provider’s (only one per group- one law firm, one accounting firm, one consulting firm, etc).

2024 “In-Residence” Service Provider Benefits.



Benefits	Details
“In-residence” service provider firm designation.	Only one (1) firm will be designated as the firm “in-residence” from each service provider group (e.g. law firm, accounting firm, consulting firm, etc). Other firms will be welcome to join the space and sponsor us through other activities.
Sponsorship recognition.	On the website and on our sponsorship wall.
Access to Private Office.	Allocated private access to rotating office, one (1) day per week (can be booked in advance).
Opportunity to provide COIC member training/workshop (topic to be relevant to COIC members).	Up to four times a year
Listing on COIC’s service provider webpage.	Firm “in-residence” recognition on COIC’s service provider webpage/ directory.
Access to COIC amenities.	When on-site accessing private office, will have access to the same amenities that COIC members have.



**Innovation
Centre**

Interested in Sponsoring Us?

Contact me at: meagan@coic.co