

The Maritime Affairs Alliance Membership Package - 2023/2024-

THE MARITIME AFFAIRS ALLIANCE
EXISTS TO CREATE CONNECTIONS
BETWEEN MARITIME INDUSTRY,
GOVERNMENT AND CANADIANS TO
ENCOURAGE CONVERSATION WHILE
ENHANCING AWARENESS AND
ACTIVE ENGAGEMENT ACROSS OUR
MARITIME NATION

THE NAVY LEAGUE OF CANADA HAS A UNIQUE ROLE TO ADVOCATE FOR GREATER INTEREST AND INVESTMENT IN CANADIAN MARITIME AFFAIRS AND MARITIME SECURITY WORKING WITH DEFENCE INDUSTRIES AND DEFENCE AND SECURITY PARTNERS IN CANADA, AS WELL AS THE ROYAL CANADIAN NAVY AND CANADIAN COAST GUARD.

ESTABLISHED IN 1895 WITH THE OBJECTIVE TO PROMOTE AND ENCOURAGE CANADIAN INTEREST IN MARITIME AFFAIRS, THE NAVY LEAGUE OF CANADA WAS ONE OF THE KEY VOICES THAT LED TO THE CREATION OF CANADA'S NAVY IN 1910. TODAY, THE NAVY LEAGUE OF CANADA HAS A POLITICAL ADVOCACY ROLE WORKING WITH DEFENCE AND INDUSTRY PARTNERS TO MAINTAIN AWARENESS OF CANADA AS A MARITIME NATION WHILE SUPPORTING THE ROYAL CANADIAN NAVY AND THE CANADIAN COAST GUARD, ADVOCATING FOR PROGRESSIVE MARITIME POLICIES, PROVIDING LINKS BETWEEN CANADIAN MEDIA AND EXPERTS IN MARITIME-RELATED FIELDS AND PARTNERING WITH CANADIAN INDUSTRIES TO ADVANCE THE RESPONSIBLE UTILIZATION OF OUR MARITIME RESOURCES. OUR KEY PARTNERS INCLUDE MEMBERS FROM MARITIME DEFENCE SECTORS INCLUDING CANADIAN DEFENCE COMPANIES, DEFENCE AND MARITIME INDUSTRY, SHIPYARDS, AND LIKE-MINDED ORGANIZATIONS SUCH AS THE CANADIAN GLOBAL AFFAIRS INSTITUTE AND NAVAL ASSOCIATION OF CANADA.

LAST YEAR, WE ADDED A NEW FOCUS TO OUR MARITIME AFFAIRS WORK PROMOTING MARITIME CAREER OPPORTUNITIES AS WELL AS SPECIAL AWARDS, SCHOLARSHIPS AND RECOGNITION TO ENHANCE INTEREST AND FACILITATE TRAINING AND EMPLOYMENT IN MARITIME INDUSTRIES AND INCREASED SUPPORT FOR THE SEA AND NAVY LEAGUE CADET YOUTH PROGRAMS. WE WERE ALSO VERY PLEASED TO ONCE AGAIN HOST THE 2022 MARITIME SECURITIES CONFERENCE IN VICTORIA AND THE 2023 NAVY AND COAST GUARD APPRECIATION DAY AFTER A TWO YEAR PAUSE.



Looking to the Future

In 2023/24 we are re-affirming our commitment to bring maritime security awareness and an appreciation for maritime affairs to the forefront of Canadian government discussion through the strong partnerships and network of the Maritime Affairs Alliance.

2023/24 Priorities



**EDUCATING YOUTH AND RAISING AWARENESS ABOUT
TODAY'S MARITIME INTERESTS AND OPPORTUNITIES**



**SUPPORTING MARITIME INFRASTRUCTURE AND
PARTNERSHIPS ACROSS CANADA**



**CREATING ALLIANCES THAT ENSURE LONG TERM
MARITIME SECURITY FOR FUTURE GENERATIONS**

2023/2024 Events and Advocacy

Maritime Affairs Luncheon and Speakers Series

The MAA Luncheon and Speakers Series occurs approximately 3 times per year and features a key speaker, discussion periods, and a chance to meet other attendees over the course of a meal. The MAA Speakers Luncheons aim to bring focus to a relevant topic in the Canadian maritime industry by connecting a key speaker with community members.

Round Tables Series

Round Table events provide exclusive and multi-sectoral opportunities that brings together top Canadian experts and decision makers to address issues in maritime security and industry, uniting key players in Canadian development to address, debate, share ideas and raise awareness around a current pressing issue in the maritime community.

**With your support, we are hoping to expand these series outside of the Ottawa area*

Navy & Coast Guard Appreciation Day

The purpose of this event is to raise awareness and build support for the Royal Canadian Navy and Canadian Coast Guard amongst Parliamentarians, by focusing on the importance of these two entities to Canada as a maritime nation. We achieve this by celebrating the RCN's and Coast Guard's accomplishments both as institutions as well as by recognizing individual acts.

In 2023, after not being able to hold the event for a few years due to COVID restrictions, we were able to meet with over 60 MPs and Senators, and on Budget Day! Sailors who have accomplished significant acts were recognized through the Exceptional Sailors program and presented their individual awards by Vice Admiral Angus Topshee, Commander of the Royal Canadian Navy and Mario Pelletier, Commissioner of the Canadian Coast Guard in a ceremony in the Senate Chambers.

**2024 Event Sponsorship packages available*



Awards and Associations

We strive to recognize the exceptional work of members in our community

The Lockheed Martin Centennial Award

This award is presented each year to recognize a Royal Canadian Navy sailor who most exemplifies excellence at the rank of Master Sailor and below



The Robert I. Hendy Award

This award is granted to individuals who have accomplished feats or achievements of national or international significance in the area of maritime affairs. The 2023 recipient was Elsa Lessard.

The J. J. Kinley Award

This honour is awarded to members, employees or units of the Canadian Coast Guard, Department of Fisheries and Oceans, or the Canadian Armed Forces who have made remarkable contributions in support of naval and maritime interests.

The Vice-Admiral Peter Cairns Leadership Award

This award has been created to recognize and honour a Canadian innovator and trailblazer in the shipbuilding industry who has made an inspiring contribution to Canada, the Canadian Marine sector and the Canadian shipbuilding industry. The inaugural recipient (2023) was Rear-Admiral (Ret.) Ian Mack



MEMBERSHIP 2023/2024

The Maritime Affairs Alliance consists of engaged, dedicated and innovative members who represent the frontline of maritime advocacy and engagement in Canada. By purchasing a membership to the MAA you gain access to exclusive events and a diverse maritime community while supporting The Navy League of Canada's efforts to advocate for greater interest and investment in Canadian Maritime Affairs and Maritime Security working with Defence Industries and Defence Security Partners in Canada, as well as the Royal Canadian Navy and Canadian Coast Guard,

MEMBERSHIP PLANS	COST
INDIVIDUAL	\$500
CORPORATE	\$1500

Individual Memberships include:

- Invitation to minimum 3 MAA Series' (Speaker Series, Round Table, etc)
- Invitation to the holiday reception in Ottawa
- Additional invitees admitted at cost
- Invitation to Navy and Coast Guard Appreciation Day
- Copy of Naval Review

Corporate Memberships include:

- 2 Invitations to Navy and Coast Guard Appreciation Day in Ottawa
- Invitation to minimum 3 MAA Series' (Speaker Series, Round Table, etc)
- Participation in Award Nomination Committees
- Inclusion in Working Committees
- Exclusive Sponsorship Opportunities
- Connections to our Cadet Education Foundations
- Copy of Naval Review



Sponsorship Packages 2023/2024

Events available for sponsorship

Navy & Coast Guard Appreciation Day

Gold Level

Premier brand placement on event materials and special recognition and speaking opportunities.

Silver Level

Promotional placements and an invitation to attend meetings with parliamentarians with recognition at the reception.

Speakers Events

Key Event Sponsor

Featuring recognition in promotional material and brand placement at all tables, our key sponsor also has unique speaking and liaison opportunities during our Maritime Affairs Luncheons and Round Table Series.

Or become one of our Award Sponsors or Cadet Program Donors

The MAA is the proud founder of many awards that recognizes the efforts of our community members in raising maritime issues and their exceptional commitment to protecting the industry and sovereignty of Canada.



MEMBERSHIP APPLICATION

MARITIME AFFAIRS ALLIANCE



REGISTRATION FORM

Company or Organization

Date :

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D	D	M	M	Y	Y	Y	Y

Membership Type : Corporate Individual

What most interests you?

- Speakers Luncheons Navy and Coast Guard Appreciation Day
Honours & Awards Committee Work Thought Leadership
Copy of The Naval Review Roundtables Other _____

Description of your company:

CONTACT INFORMATION

First Name :

Last Name :

Full Address :

City :

Postal Code :

Position (if applicable) :

Phone :

E-Mail :

BILLING CONTACT

First Name :

Last Name :

Full Address :

City :

Postal Code :

Position (if applicable) :

Phone :

E-Mail :

Billing and contact information are the same

Annual memberships run from November 2023 - November 2024

More Information :
221-815 St Laurent Blvd, Ottawa K1K 3A7
1 800-375-6289(Office) / karthurs@navyleague.ca

Signature Of Applicant

Date

THANK YOU FOR YOUR INFORMATION