



FAMILY  
BUSINESS  
AWARDS

— ■ ■ MAY 7, 2026  
11:30 AM – 1:30 PM  
BRIGHTWOOD GOLF & COUNTRY CLUB  
DARTMOUTH, NS



## OUR FAMILY

Family businesses are one of the oldest forms of commercial enterprises and are vital economic drivers, constituting 80 per cent of all business worldwide and creating an estimated 70-90 per cent of global GDP. Family Business Atlantic spans all sectors and sizes across the region. We are honoured to have over 120 members in our Association representing 50,000+ employees across the Atlantic provinces, and well established advisors who provide support to our family member

### OUR MEMBERS INCLUDE:

- **Businesses involving family members:** businesses owned, funded or supported by and/or employing family members.
- **Small-medium size business owners:** not all family businesses self-identify as such. Atlantic Canada is rich with businesses that employ family members or have some form of family support.
- **Entrepreneurs:** starting out, entrepreneurs may not realize their connection to a family business, although are prime examples of receiving family support.
- **Advisors:** consultants, executives and advisors add value by sharing advice and guidance for family businesses. Our trusted advisors work in many areas of business including legal, human resources, marketing, sales, finance, public relations, technology and wealth management.

[MEET OUR BOARD OF DIRECTORS.](#) ►



## FAMILY BUSINESS AWARDS

Awards are given annually by Family Business Atlantic to recognize, celebrate and promote the achievements of Atlantic Canadian family businesses and young entrepreneurs, and the considerable contribution they make to our regional economy. Our Awards event will take place on May 7, 2026 at the Brightwood Golf and Country Club in Dartmouth.

This year we look forward to an insightful fireside chat with our recipients from Perma-Dry and Tate Engineering, where they will share their experiences on founding and leading businesses in engineering and concrete - industries grounded in strength, precision, and long-term impact.

## JUDGING

Submissions are reviewed by a volunteer judging committee consisting of our Awards Luncheon Chair, Executive Director, and representatives from our sponsors. The following categories are considered upon selecting which family businesses are featured:

- The family business framework
- Mission, vision & values of your family business
- Company prosperity and development
- Succession best practices
- Business culture and philanthropy
- Connecting with success through your Family Business Atlantic membership
- Personal interview with the family and key management
- Industry best practices

## MAKE AN IMPACT ON BUSINESS FAMILIES

Family Business Atlantic is embarking on an ambitious new strategic plan with a focus on building and expanding our community of business families within the Atlantic region. By becoming a sponsor, you'll be joining our family business community and helping connect even more Atlantic Canadian business families together for success. Through our many programs and services, you'll be positioning your corporate brand as a leader and supporter of family business in our region.

## CONNECT WITH US

Family Business Atlantic recognizes budget cycles may not correspond with the timing of this event and would be pleased to discuss financial arrangements that best suit your company.

We are looking to secure sponsors as soon as possible allowing ample lead-time for promotion of the awards ceremony and its supporters. Your consideration of this sponsorship opportunity is greatly appreciated – we look forward to discussing your involvement and support for family businesses in our region.

## CONTACT

### **Michelle LaVigne**

Executive Director

[mlavigne@familybusinessatlantic.ca](mailto:mlavigne@familybusinessatlantic.ca)

**o:** 902-465-2535

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### **Colleen O'Toole**

Awards of Excellence Chair

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# MEET OUR RECIPIENTS



Tate Engineering began in 2012, rooted in a simple need. Flexibility for a young family. At the time, Roxanne and her husband Murray were juggling demanding careers, frequent travel, and raising three young children. When an anticipated move fell through and Roxanne had already resigned from her job, the family decided to take a chance and build something of their own. What started as a practical decision quickly became a long-term vision.

Roxanne launched the company with a focus on energy management, guided by a trusted industry mentor who encouraged her to develop her own systems, processes, and approach. Within a year, her work was being recognized for its rigor and innovation. As projects grew, so did the opportunity to expand service offerings into construction and project management. In 2013, Murray joined the business full-time, bringing deep experience from major projects earning Tate a contract on the Halifax Convention Centre development. Together, they built a company grounded in technical excellence and values-driven decision-making.

As a family business, Tate Engineering balances professional ambition with real-life dynamics. Roxanne and Murray have been intentional in creating a sustainable company built on systems, processes, and a strong team not dependency on the founders. Their children have grown up hearing conversations about business, integrity, problem-solving, and opportunity. Unlike Roxanne's own upbringing, their kids now see what is possible for them and where their own paths might lead, whether inside or outside the business.

In its 15th year in business, Tate Engineering stands as a reflection of resilience, integrity, and purpose. What began as a necessity for one family has evolved into a respected company that supports its employees, contributes to its community, and builds projects that matter across Atlantic Canada.



PERMA-DRY is a family-run business that was founded in Dartmouth, Nova Scotia, Canada in 1978 by Colleen and her husband Bill Cole. Working with a team of chemists and engineers, they successfully formulated PERMA-SEAL, PERMA-DRY's first unique, proprietary product, which allows cracked and leaking concrete to be permanently repaired from the inside, in any weather. Since then, PERMA-DRY has continued to expand and diversify. Now it offers a broad range of products and services to private home owners, industry and government, which range from waterproofing and concrete repair to decorative concrete finishes and underpinning.

Due to its widespread success, PERMA-DRY recognized the need to expand its business in order to offer its proprietary products and systems to a larger area. PERMA-DRY did this by franchising its business model to independently owned and operated businesses. PERMA-DRY started franchising in 1990 and its original Cape Breton franchisee is still with the company.

After Bill passed away in 2009 from Amyotrophic Lateral Sclerosis (ALS), Colleen stepped into the roles of president and CEO of the business. After losing their trademarked name "Permacrete" to the United States, one of Colleen's largest projects was rebranding the company to PERMA-DRY which was supported by her franchisee partners.

PERMA-DRY remains a family business today, with all three of Colleen and Bill's children having worked in the business at one time, with their oldest son Danny still in his roles today as COO and Vice President of the company.

## SPONSORSHIP OPPORTUNITIES

The Family Business Awards event has grown in both size and attendance thanks to our sponsors and the many inspirational families we have had the privilege to hear from each year. The event has become well-established, supported and promoted over the past 20 years and we would be honoured to have your company as a sponsor. Our goal is a long-term relationship with your company and we are open to discussing how we can customize your sponsorship experience to deliver ROI and achieve your strategic objectives. We invite you to consider becoming a supporter of Family Business Atlantic with the following sponsorship benefits:

This year, the theme of our awards ceremony, ***Founders of Today, Foundations of Tomorrow***, celebrates visionary female founders who are redefining leadership roles and exemplify innovation, resilience, and long-term thinking. Not only are they shaping successful enterprises, but also laying the foundations for a future built on family business and community.



# SPONSORSHIP INVESTMENTS

Participating Sponsorship Benefits	Participating \$999 plus HST
Seats at the event (\$250 value)	Two seats
Logo link within sponsor recognition webpage on Family Business Atlantic website	●
Name & logo recognition within marketing and promotion related to our Awards Luncheon inclusive of:	●
<ul style="list-style-type: none"> <li>• Name &amp; logo recognition in press releases</li> </ul>	●
<ul style="list-style-type: none"> <li>• Minimum of 15 email blasts to membership database of over 1000 direct contacts</li> </ul>	●
<ul style="list-style-type: none"> <li>• Onsite event signage with a pop-up display in the dinner area (provided by sponsor)</li> </ul>	●
<ul style="list-style-type: none"> <li>• Podium acknowledgement by MC at opening &amp; closing of dinner</li> </ul>	●
<ul style="list-style-type: none"> <li>• Logo Placement on Power Point that profiles each award recipient</li> </ul>	●
<ul style="list-style-type: none"> <li>• Photographed with award recipients – to be included on FBA website, social media and newsletter</li> </ul>	●
<ul style="list-style-type: none"> <li>• Recognition for your support in social media promotions</li> </ul>	●

# SPONSORSHIP AGREEMENT FORM

Sponsorship agreement between family business atlantic and the undersigned organization

## SPONSORS:

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Prov/Postal: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

## SPONSORS:

YES - We would like to be a Participating Sponsor at \$ 999 plus HST

## SPONSORSHIP TERM:

The term of this **Participating** sponsorship agreement is from January 1, 2026 to December 31, 2026, inclusive.

## SPONSORSHIP PAYMENT TERMS:

Family Business Atlantic will invoice the amount within two months of the event date. Payment is due upon receipt.

- The undersigned is authorized to bind the Sponsor to the terms and conditions of this agreement.
- The undersigned, on behalf of the Sponsor, acknowledges and agrees that they have read and agrees to the terms and conditions contained within this agreement.



ACCEPTED AND AGREED UPON BY: \_\_\_\_\_

Michelle LaVigne, Executive Director,  
Family Business Atlantic

ACCEPTANCE (PLEASE SIGN): \_\_\_\_\_

Name, title, company

DATE: \_\_\_\_\_



## TERMS AND CONDITIONS OF THE SPONSORSHIP AGREEMENT

1. The Sponsorship package sets out the benefits of your selected sponsorship level. Subject to receipt of sponsorship fees, Family Business Atlantic agrees to provide the benefits for the sponsorship selected until the conclusion of term of the agreement.
2. Family Business Atlantic reserves the right, at its sole discretion, to change the date or dates upon which its events are held, and/or to cancel the events and shall not be liable for any damages or otherwise by reason of any such changes or cancellations other than for return of the sponsorship fees.
3. The Sponsor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters in connection with its sponsorship.
4. The Sponsor is responsible for providing all information, digital artwork, and materials to meet Family Business Atlantic specifications.
5. The Sponsor is responsible for meeting all Family Business Atlantic deadlines for promotional materials.
6. The contact for the Family Business Atlantic for this agreement will be Michelle LaVigne, Executive Director, 902-465-2535.
7. This agreement will be construed and governed by the laws of the Province of Nova Scotia and the federal laws of Canada applicable therein.
8. This Agreement constitutes the entire understanding between the Family Business Atlantic and the Sponsor in respect of the matters herein and supersedes all prior oral and written understandings, agreements and commitments.

