



FOUNDERS 2017

Thursday, November 2nd

Recognizing the DISCOVERY Yacht Fleet



EVENT OVERVIEW

Please join us for a dynamic evening during the Fort Lauderdale International Boat Show recognizing the work of the International SeaKeepers Society in partnership with the yachting community. Each year SeaKeepers is proud to work with a dedicated group of yacht owners and their captains in designing and executing programming around conservation, education and research. Highlights from our expeditions will be shared with guests and DISCOVERY Yacht owners will be recognized.

WHO

The International SeaKeepers Society will Host Founders 2017

HONORARY DINNER CHAIR

Michael Saylor

HOSTS

Tom & Katia Bates
Innovative Creations Interior Design

GUEST APPEARANCE

Captain Sandra Yawn
from Bravo's Below Deck Mediterranean

SPECIAL GUEST

Captain Paul Watson
Founder of Sea Shepherd Conservation Society

WHAT

2016-2017 Program Highlights and Recognition of
SeaKeepers DISCOVERY Yachts

WHEN

Thursday, November 2nd, 2017

WHERE

Private Residence, Fort Lauderdale

DISCOVERY YACHT FLEET

Advisors Alliance | ANGARI | Asean Lady | Exuma | Harle | Lady Olivia
LoJo | Luzerne | Paraffin | Sam | Shredder | The Admiral
Timely Sale | World Odyssey

EVENT INFORMATION

Gill Rodrigues

Gill@seakeepers.org

305.299.0765

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PROGRAMS OVERVIEW

The International SeaKeepers Society promotes oceanographic research, conservation, and education through direct involvement with the yachting community. SeaKeepers enables the yachting community to take full advantage of their unique potential to advance marine sciences and to raise awareness about global ocean issues.

Year-round SeaKeepers' DISCOVERY Yachts facilitate programming by providing access to the ocean for research, scientific discovery, community outreach and artistic inspiration. Programming is comprised of three categories with an artistic strand that supports the mission as outlined below:

1. **SCIENTIST-LED EXPEDITIONS:** The DISCOVERY Yacht Fleet donates time, fuel and expertise to scientists in need of an oceanic research platform. SeaKeepers works with a number of universities, institutions and NGOs on research and exploration missions.
2. **INSTRUMENT DEPLOYMENTS:** DISCOVERY Yachts deploy ocean-monitoring devices for data collection including SeaKeepers Drifters, and Argo floats; as well as Baited Remote Underwater Video Surveys (BRUVs) to catch the ocean's top predators on camera and obtain important information about shark and ray populations of these globally threatened species.
3. **EDUCATIONAL OUTREACH:** DISCOVERY Yachts provide an exceptional opportunity for students to witness marine science research first-hand in a "floating classroom" experience. Scientists and educators participate in field trips on the water to provide an expert learning encounter for students.



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SPONSORSHIPS & UNDERWRITING

TITLE SPONSOR \$40,000

- Priority VIP tickets for twenty-five
- Welcome champagne
- Five minute speaking opportunity during the program
- Sponsor recognition on dinner table signage
- Sponsor recognition on cocktail napkins
- Formal invitation and event collateral: Digital save-the dates sent to ~11,000 contacts,
- Printed invitations sent to ~1,000 VIP contacts
- Sponsor recognition and promotional display at registration area
- Sponsor recognition in all pre and post publicity efforts including special mention in all feature media partner pieces
- Recognition on event webpage page and hyperlinked to sponsor site
- Email signature announcements on all SeaKeepers email accounts prior to the event
- Recognition in Bimonthly Newsletter received by ~11,000 contacts
- Recognition on dedicated Facebook event page
- Recognition on all event social media platforms
- Inside double-page spread advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

PRESENTING SPONSOR \$25,000

- Event tickets for fifteen
- Formal invitation and event collateral: Digital save-the dates sent to ~11,000 contacts,
- Printed invitations sent to ~1,000 VIP contacts
- Sponsor recognition on event welcome signage
- Sponsor recognition in all pre and post publicity efforts including special mention in all feature media partner pieces
- Recognition on event webpage page and hyperlinked to sponsor site
- Email signature announcements on all SeaKeepers email accounts prior to the event
- Recognition in Bimonthly Newsletter received by ~11,000 contacts
- Recognition on dedicated Facebook event page
- Recognition on all event social media platforms
- Double-page spread advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

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DISCOVERY YACHT SPONSOR \$20,000

- Event tickets for ten
- Exclusive opportunity to present awards from stage
- Formal invitation and event collateral: Digital save-the dates sent to ~11,000 contacts,
 - Printed invitations sent to ~1,000 VIP contacts
- Sponsor recognition in all pre and post publicity efforts including special mention in all feature media partner pieces
- Recognition in Bimonthly Newsletter received by ~11,000 contacts
- Email signature announcements on all SeaKeepers email accounts prior to the event
- Recognition on event webpage and hyperlinked to sponsor website
 - Recognition on dedicated Facebook event page
 - Recognition on all event social media platforms
- Double-page spread advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

SILENT AUCTION SPONSOR \$10,000

- Event tickets for eight
- Sponsor recognition on table top signage for auction displays
 - Sponsor recognition on all auction description sheets
 - Sponsor recognition on all prize letters
- Sponsor recognition on all auction teaser menus distributed at event
- Recognition on event website, hyperlinked to sponsor website
 - Recognition on dedicated event page on Facebook
 - Recognition on all event social media platforms
- Full page advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

INVITATION SPONSOR \$7,500

- Event tickets for six
- Prominent sponsor recognition on formal invitation and event collateral:
 - Digital save-the dates sent to ~11,000 contacts,
 - Printed invitations sent to ~1,000 VIP contacts
- Recognition on event website and hyperlinked to sponsor website
 - Recognition on dedicated Facebook event page
 - Recognition on all event social media platforms
- Full page advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

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GOLD SPONSOR \$5,000

Event tickets for four
Recognition on event website and hyperlinked to sponsor website
Recognition on dedicated Facebook event page
Recognition on all event social media platforms
Full page advertisement in printed event program
Sponsor recognition on digital screens during cocktail hour

EDUCATION SPONSOR \$5,000

Event tickets for four
Opportunity for two to experience an Educational Outreach Expedition
Recognition on event website and hyperlinked to sponsor website
Recognition on dedicated Facebook event page
Recognition on all event social media platforms
Full page advertisement in printed event program

VALET SPONSOR \$4,000

Event tickets for two
Sponsor recognition on customized valet cards or hang tags placed in each car
Recognition on event website and hyperlinked to sponsor website
Recognition on dedicated Facebook event page
Recognition on all event social media platforms
Full page advertisement in printed event program

SCIENCE SPONSOR \$3,000

Event tickets for four scientists
Recognition on event website and hyperlinked to sponsor website
Recognition on dedicated Facebook event page
Recognition on all event social media platforms
Full page advertisement in printed event program

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SILVER SPONSOR \$3,000

Event tickets for two
Recognition on event website and hyperlinked to sponsor website
Recognition on dedicated Facebook event page
Recognition on all event social media platforms
Full page advertisement in printed event program
Sponsor recognition on digital screens during cocktail hour

ENTERTAINMENT SPONSOR \$2,000

Event tickets for two
Sponsor recognition on digital screens during cocktail hour
Recognition on dedicated Facebook event page
Recognition on all event social media platforms
Full page advertisement in printed event program

PHOTOGRAPHY SPONSOR \$1,000

Event ticket for one
Sponsor recognition on digital screens during cocktail hour
Recognition on dedicated Facebook event page
Recognition on all event social media platforms
Exclusive recognition on Photo Gallery post the event
Full page advertisement in printed event program

Sponsorship opportunities can also be customized as needed.

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MARKETING OVERVIEW

SeaKeepers continues to expand its reach by building strong partnerships with yachting and luxury publications and is currently associated with market leaders: Charterworld.com, ECO Magazine, MACO Magazine, MegayachtNews.com, SailBrasil Miami, SEVENSEAS Magazine, SoFlaNights.com, South Florida Luxury Guide, Southern Boating Magazine, Super Yacht Industry Magazine, Venü Magazine, and Yachts International. Readers of our media partners are highly affluent, educated and in most cases passionate members of the yachting community. Additionally SeaKeepers draws a growing audience of motivated conservation enthusiasts through multiple platforms. SeaKeepers also enjoys extensive reach to audiences through our multiple digital platforms including:

SELECTED MEDIA COVERAGE FROM 2016-2017

ECO MAGAZINE

May 2017 | Wendy Schmidt Named 2017 SeaKeeper of the Year

CHARTERWORLD.COM

Apr 2017 | International SeaKeepers Society to honor Bermuda scientists at annual event

LUXUO MAGAZINE

Apr 2017 | Interview with Fabien Cousteau on his Role with SeaKeepers and Ocean Conservation

THE STRAITS TIMES

Apr 2017 | Yachting community comes on board for scientific cause

SOUTH FLORIDA LUXURY GUIDE

Mar/Apr 2017 | The International SeaKeepers Society Bal de la Mer 2016

ECO MAGAZINE

Mar 2017 | ECO Partners with International SeaKeepers Society

SEVENSEAS Magazine

Mar 2017 | Partners — SeaKeepers hosted Bal de la Mer to honor Alexander W. Dreyfoos

THE MIAMI HERALD

Jan 2017 | Yachting to Cuba — a 'beautiful' exception to the embargo

OCEAN NEWS & TECHNOLOGY

Nov 2016 | The International SeaKeepers Society Hosted Founders' 2016 to Honor the 2016 DISCOVERY Yacht Fleet



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| Stephen & Lori Garofalo | Bill Simon Family |
| Russ George | Michael Smurfit |
| Robert Gerard | John & Sue Sobrato |
| Sir Owen Glenn | Jim & Cynthia Stebbins |
| Cheng Liang Goh | Philip Stephenson |
| Frank & Lee Goldberg | Robert & Christine Stiller |
| Marc & Diane Goldman | HRH Prince Khaled bin Sultan |
| Tom & Kimberly Gonzales | John & Georgene Tozzi |
| Thomas Haffa | Gary & Staci Turner |
| Duane & Lola Hagadone | Leo & Kathryn Vecellio |
| Matthew Hagans | Douglas & Linda Von Allmen |
| John Hargreaves | Jay & Janna Wade |
| Jerry & Maryanna Herbst | Ted Waitt |
| Bill & Kerry Holekamp | Herbert & Nicole Wertheim |
| Doug & Roxanne Houghton | Frank Wlasek |
| Stanley & Karen Hubbard | Ambrous & Annie Young |

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SUPPORT FORM

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

SPONSORSHIPS

- ☐ \$40,000 D/Y Title Sponsor
- ☐ \$25,000 D/Y Presenting Sponsor
- ☐ \$20,000 DISCOVERY Yacht Sponsor
- ☐ \$5,000 Gold Sponsor
- ☐ \$3,000 Silver Sponsor

PROGRAM

- ☐ Full-page Inside - \$500
- ☐ Two pages - \$750
- ☐ Inside Front Cover - \$1,500
- ☐ Inside Back Cover - \$1,000
- ☐ Outside Back Cover - \$2,000

UNDERWRITING

- ☐ \$10,000 Silent Auction
- ☐ \$7,500 Invitation
- ☐ \$5,000 Education
- ☐ \$4,000 Valet
- ☐ \$3,000 Scientist
- ☐ \$2,000 Entertainment
- ☐ \$1,000 Photography

MAKE CHECKS PAYABLE TO: International SeaKeepers Society

MAILING ADDRESS: ATTN: Richard Snow, 255 Aragon Avenue, Third Floor, Coral Gables, FL 33134

BY WIRE TRANSFER- BA Routing number for Pacific National Bank: 066011350;

Bank Address: 1390 Brickell Avenue, Miami, FL 33131;

Account Name: The International SeaKeepers Society Account Number: 1423081

BY CREDIT CARD

Credit Card – Type: _____

CC#: _____

Expiration Date: _____ CSV#: _____

Signature: _____

Billing Address (if different from mailing): _____

City, State, Zip: _____

THANK YOU FOR YOUR SUPPORT!

The International SeaKeepers Society is a 501 (c) 3 tax exempt organization.

Federal ID # 58-2385869

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AUCTION DONOR FORM

DESCRIPTION OF ITEM OR SERVICE

(Please be specific and include quantity, size, color or special restrictions)

RETAIL VALUE: \$ _____ SUGGESTED MINIMUM BID: \$ _____

DONOR: _____ DATE: _____

BUSINESS NAME (If applicable): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____ WEBSITE: _____

TO CONFIRM YOUR COMMITMENT, PLEASE SEND FORMS TO:

Email: Gill@seakeepers.org; or Mail to: Gill Rodrigues
The International SeaKeepers Society
255 Aragon Avenue, Third Floor, Coral Gables, FL 33134

For more event information, contact Gill Rodrigues at Gill@seakeepers.org

- ☐ Item / certificate attached
- ☐ please make a certificate for this item
- ☐ please contact Gill for pickup/delivery of item

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PROGRAM ADVERTISING

Yes, I would like to purchase an ad in the program:

- | | |
|--|---------|
| <input type="radio"/> Outside Back Cover (5.5"W X 8.5"H) | \$2,000 |
| <input type="radio"/> Inside Back Cover (5.5"W X 8.5"H) | \$1,000 |
| <input type="radio"/> Inside Front Cover (5.5"W X 8.5"H) | \$1,500 |
| <input type="radio"/> Full Page (5.5"W X 8.5"H) | \$500 |
| <input type="radio"/> Two Single Pages (5.5"W X 8.5"H) | \$750 |

SUBMISSION DEADLINE OCTOBER 12th

All dimensions in inches. Ads should be designed and ready to go, submitted in digital format:

JPEG or PDF. E-Mail program ad to: Molly@seakeepers.org

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____ WEBSITE: _____

☐ Check Enclosed

☐ Credit Card # _____ Exp. Date: _____ Sec. Code: _____

Signature: _____

Please mail payment along with this form (or via email) to the attention of:

Email: Gill@seakeepers.org

Mail to: Gill Rodrigues

The International SeaKeepers Society

255 Aragon Avenue, Third Floor, Coral Gables, FL 33134

THANK YOU FOR YOUR SUPPORT!

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Federal ID # 58-2385869

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

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EVENT PHOTO GALLERY SELECTION

M o n a c o | S i n g a p o r e | F o r t L a u d e r d a l e



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