

# SEAKEEPERS BERMUDA 2017

ACKNOWLEDGING LEADERSHIP IN MARINE CONSERVATION



# EVENT FACT SHEET

Throughout its existence SeaKeepers has made it a practice to honor and promote those key decision makers and influencers who have made extraordinary commitments to preserving our planet's oceans. An exclusive gathering of yacht owners will come together to recognize The SeaKeepers of Bermuda against the electrifying backdrop of the America's Cup celebrations. The evening will also highlight the work of the International SeaKeepers Society in partnership with the yachting community through the DISCOVERY Yacht Program.

## DISCOVERY YACHT CHAIR

Stefano Tositti | CEO, BWA Yachting

## WHAT

**Honoring the 2017 SeaKeeper of the Year**

Wendy Schmidt

**Honoring the 2017 SeaKeepers of Bermuda**

Philippe Max Rouja | Judie Clee | Chris Flook | John Paul Skinner

**2017 DISCOVERY Yacht Programming Highlights**

## DISCOVERY YACHT FLEET

Alegria | Amevi | Asean Lady | BG3 | Copasetic | Defiance | E Cruz | Evviva | Explorer | Final Final | Forget About It | Fugitive | Insetta | Julia  
Lady Jo | Lady Kathryn V | Meduse | Miss Phebe | Morning Glory | MV Explorer | Mystique | Niyama | Noble House | Novurania | Octopus  
P2 | Penny Mae | Qing | Reel Buzz | Shredder | Silver Cloud | Timely Sale | Valkyrie | Vigilante

## WHEN

Thursday, June 22<sup>nd</sup>  
7:00 PM – 11:00 PM

## WHERE

Bermuda Underwater Exploration Institute (BUEI)  
Harbourfront Restaurant  
Crow Lane, Hamilton, Bermuda

Formal Cocktail Attire

## EVENT INFORMATION

Erica@seakeepers.org  
954.802.4440



JUNE 22, 2017

# PAST SEAKEEPER AWARD RECIPIENTS

BAL DE LA MER  
Established 1996

- |                                 |   |
|---------------------------------|---|
| 2016 Alexander W. Dreyfoos      | 2005 Admiral James Watkins (USN ret.)                   |
| 2015 Fabien Cousteau            | 2004 Bob Talbot   |
| 2014 Wendy Benchley             | 2003 William K. Reilly                                  |
| 2013 The Saragasso Sea Alliance | 2002 Sir Peter Blake (Posthumously)                     |
| 2012 agnès b.                   | 2001 Mikhail Gorbachev                                  |
| 2011 Kelly Slater               | 2000 H.R.H. General Khaled                              |
| 2010 H.S.H. Prince Albert II    | 1999 Craig O. McCaw                                     |
| 2008 Bernie Marcus              | 1998 James Cameron                                      |
| 2007 Ted Danson                 | 1997 Dr. Sylvia Earle and Marjorie Stoneman Douglas     |
| 2006 Walter Cronkite            | 1996 H.S.H. Prince Rainier III and Jean-Michel Cousteau |

SEAKEEPERS OF THE WORLD  
Established 2015

Dr. Cécile Gaspar, SeaKeeper of French Polynesia  
Dr. Carrie Manfrino, SeaKeeper of the Cayman Islands  
Casper van de Geer, SeaKeeper of Kenya  
Commodore Escrich, SeaKeeper of Cuba  
Professor Chou Loke Ming, SeaKeeper of Singapore



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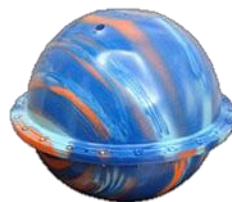
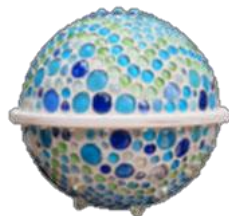
# PROGRAMS OVERVIEW

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. From hosting learning excursions for underprivileged kids to facilitating scientific research for genome sequencing, yachts are the platform to enable accomplishments. 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.

**DISCOVERY ART:** DISCOVERY Art is the creative component of SeaKeepers DISCOVERY Yachts programming. The works created by the SeaKeepers Featured Artist of the Year and others allow the general public to personally experience and value the oceans, regardless of their proximity to the coast. Drifter Art is the decoration of SeaKeepers Drifter shells by local artists and the SeaKeepers Featured Artist of the Year. Drifter Art is typically displayed at SeaKeepers events and boat shows to raise awareness about various ocean issues.



# TITLE SPONSOR

## \$40,000

The Title Sponsor is the exclusive event naming sponsor being prominently positioned as follows “SeaKeepers Bermuda 2017 at America’s Cup Presented by (The Title Sponsor)” on all associated collateral materials (digital and printed). Name recognition will be pre and post event and include date announcements, invitations, and press coverage connected to the occasion.

### RECOGNITION BENEFITS

- Recognition as event Title Sponsor in all pre and post publicity efforts including special mention in all feature media partner pieces from: 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.
- Recognition on website event page, hyperlinked to sponsor website
- Recognition on dedicated event page on Facebook
- Recognition on all social media platforms associated with the event: Instagram, Twitter and LinkedIn
- Recognition on all event collaterals (digital and printed) including: digital save-the dates sent 3-4 times to ~10,000 contacts.
- Email signature announcements on all SeaKeepers email accounts for six months prior to the event
- Recognition on Bimonthly Newsletter received by ~10,000 contacts
- Sponsor acknowledgment from the stage during program presentation
- Double-page spread advertisement in printed event program

### EVENT BENEFITS

- Prime table for 10 with VIP service
- Welcome champagne at table

### MEMBERSHIP BENEFITS

- Seakeepers new Corporate Membership (valued at \$5,000) with associated benefits for one year at this level



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# SPONSOR OPPORTUNITIES

## RECEPTION \$20,000

- Premium table of ten with VIP service
- Welcome champagne at table
- Sponsor recognition on event welcome signage
- Sponsor recognition and promotional display at registration area
- Sponsor recognition on cocktail napkins
- Sponsor recognition on dinner table signage
- Sponsor recognition on digital screens during cocktail reception
- Double-page printed program advertisement
- Recognition on event website hyperlinked to sponsor website
- Recognition on dedicated event page on Facebook
- Recognition along with company profile in our Bimonthly Newsletter distributed to ~ 10,000 members

## VALET & TENDER \$3,500

- VIP invitations for 4
- Sponsor recognition on customized valet cards, hang tags or product placed in each car
- Insetta Boatworks signage at Valet station(s) & Tender station(s)
- Recognition on event website, hyperlinked to sponsor website
- Recognition on dedicated event page on Facebook
- One full page in Event Program

# TABLES & SEATING

## HAMILTON SPONSOR \$7,500

- Premium table of ten with VIP service
- Welcome champagne at table
- Sponsor recognition during the program presentation
- Sponsor recognition on the digital screens presentation
- Recognition on event website hyperlinked to sponsor website
- Recognition on dedicated event page on Facebook

## DEVONSHIRE SPONSOR \$5,000

- Six premium seats
- Sponsor recognition on the digital screens presentation
- Page in the printed program advertisement
- Recognition on event website hyperlinked to sponsor website
- Recognition on dedicated event page on Facebook
- Recognition along with company profile in our Bimonthly Newsletter distributed to ~ 10,000 members

## VICTORIA SPONSOR \$2,500

- Two premium seats
- Sponsor recognition on the digital screens presentation
- Page in the printed program advertisement
- Recognition on event website hyperlinked to sponsor website
- Recognition on dedicated event page on Facebook



# UNDERWRITING OPPORTUNITIES

## CENTERPIECE \$7,500

Prime seating for six  
Full-page printed program advertisement  
Recognition on event website event, hyperlinked to sponsor website  
Recognition on dedicated event page on Facebook  
Recognition in post-event recap on SeaKeepers website

## PROGRAM \$4,500

Prime seating for six  
Double page center spread printed program (exclusive)  
Recognition on event website, hyperlinked to sponsor website  
Recognition on dedicated event page on Facebook

## DISCOVERY YACHT VIDEO \$3,500

Prime seating for four  
Sponsor credit screen on video presentation (exclusive)  
Sponsor recognition on digital screens during cocktail hour  
Recognition on event website, hyperlinked to sponsor website  
Recognition on dedicated event page on Facebook



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## PHOTOGRAPHY \$3,500

Prime seating for two

Exclusive Sponsor recognition on post event gallery web page

Recognition of support in our monthly Newsletter distributed to ~10,000 contacts

One page in printed program

## SCIENTIST \$3,000

Prime seating for one scientist to attend with travel expenses included

Sponsor recognition on digital screen presentation

Recognition of support in our Bimonthly Newsletter distributed to ~10,000 contacts

Opportunity for two to experience an Educational Outreach Expedition

## ENTERTAINMENT \$2,500

Prime seating for two

Sponsor recognition on digital screen presentation

Recognition of support in our Bimonthly Newsletter distributed to ~10,000 contacts

One page in printed program



# 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 COVERAGE FROM MEDIA PARTNERS 2016

**SOUTH FLORIDA LUXURY GUIDE** Sept/Oct 2016 | Get to Know – Alexander Dreyfoos

**MEGAYACHTNEWS.COM** September 2016 | Leadership Series: Silver Cloud Owner

**DOCKWALK** April 2016 | Let's Go To Cuba

**ECO MAGAZINE** October 2016 | Scientists Use Oil Spill Research to Track Pollution in Biscayne Bay

**CHARTERWORLD.COM** August 2016 | Billy Joel Donates custom yacht 'Vendetta' to SeaKeepers

**THE SUPERYACHT OWNER** June 2016 | Owner of SeaKeepers' DISCOVERY Yacht Defiance on SeaKeepers

**VENU** Spring Edition 2016 | 2015: An Amazing Year for SeaKeepers

**SUPERYACHT INDUSTRY** March 2016 | 2016 SeaKeeper of the Year – Alexander W. Dreyfoos

# BOARD OF DIRECTORS

Michael T. Moore, *Chairman*

Jay Wade, *Vice Chairman*

Frank Wlasek

Julian Chang

Charles Porter

Donald R. Tomlin, Jr., *Chairman Emeritus*

Patty Elkus, *Emeritus*

Richard Snow, *President & CEO*

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# ADMIRAL CLUB MEMBERS

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Lee & Penny Anderson

Fred & Phyllis Balm

Albert Gersten

J. Mark & Melissa Grosvenor

Don & Rachelle Tomlin

Jim & Nancy Baldwin

Jamie Coulter

Rich & Helen De Vos

Charles & Diane Gallagher

Jim & Jan Moran

James & Sujo Offield

Vee King & Linda Shaw

John & Nancy Williams

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Russ George Robert  
Sir Owen Glenn  
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Duane & Lola Hagadone  
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Gale Anne Hurd  
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J. Daniel & Ellen Lugosch, III  
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Gerald & Linda Mackie  
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Howard & Rory Meyers

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Nancy S. Mueller  
Lee & Laura Munder  
Peter Nicholas  
Bud & Marla Paxson  
Carlos & Mariana Peralta-Quintero  
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Denise Rich  
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Michael Smurfit  
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Philip Stephenson  
Robert & Christine Stiller  
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Douglas & Linda Von Allmen  
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Ted Waitt  
Herbert & Nicole Wertheim  
Frank Wlasek  
Ambrous & Annie Young

# SUPPORT FORM

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## SPONSORSHIP

\$40,000 Title Sponsor  \$20,000 Reception Sponsor

## UNDERWRITING

\$7,500 Centerpiece Sponsor  \$6,000 Invitation & Program Sponsor  \$5,000 DISCOVERY Yacht Video Sponsor  \$3,500 Photography

\$2,500 Entertainment  \$3,000 Scientist

### 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 Bank of America: 026- 0095-93; Bank Address: 2308 Ponce de Leon Boulevard, Coral Gables, FL 33134; Account Name: The International SeaKeepers Society; Account Number: 229041225227**

Check Enclosed  Credit Card Type \_\_\_\_\_

CC # \_\_\_\_\_ Expiration Date \_\_\_\_\_

CSV# \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address (if different from mailing) \_\_\_\_\_

City, State, Zip \_\_\_\_\_

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

**THANK YOU FOR YOUR SUPPORT!**



JUNE 22, 2017

# PROGRAM ADVERTISING

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

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

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

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

- Inside Back Cover (8.5"W X 11"H) \$1,000
- Outside Back Cover (8.5"W X 11"H) \$2,000
- Inside Front Cover (8.5"W X 11"H) \$1,500
- Full Page (8.5"W X 11"H) \$500
- Two Pages (8.5"W x 11"H) \$750

**Program Specs:**

**Final trim size: 8.5"x11".**

- All pages to be provided as high resolution PDF (300DPI at actual size) with trim marks.
- Any pages that bleed, must have .125" bleed on any/all sides that bleed along with trim marks.
- Any page that does not bleed, must have .125" of white (no image) clear all around (live image area 8.25"x10.75") but centered on 8.5x11 page size.

## SUBMISSION DEADLINE JUNE 5<sup>th</sup>

All dimensions in inches. Ads should be designed and ready to go, submitted in digital format: JPEG or PDF. E-Mail program ad to: [Sarah@seakeepers.org](mailto:Sarah@seakeepers.org)

Check Enclosed

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: [Erica@seakeepers.org](mailto:Erica@seakeepers.org) | Mail: Please mail payment along with this form to the attention of: Erica Bender , The International SeaKeepers Society, 255 Aragon Avenue, Third Floor, Coral Gables, FL 33134.

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