

2022 SEAKEEPERS AWARD EVENT

SPONSORSHIP OPPORTUNITIES

02 · 17 · 21



Photo Credit: Victor Vescovo

EVENT FACT SHEET

WHO

The International SeaKeepers Society
Honors

Commander Victor Vescovo, USN (Ret.)

WHAT

Presentation of the 2021 SeaKeeper of the Year Award

Presentation of the NextGen Award to Blue Latitudes Foundation

Recognition of the 2020-21
DISCOVERY Yacht Fleet

WHEN

Thursday, February 17th, 2022
7:00 PM Cocktails | 8:00 PM Dinner

WHERE

The Deck at Island Gardens
888 MacArthur Causeway, Miami, Florida

Cocktail Attire

DISCOVERY YACHT FLEET 2020-21

Archimedes | Blue Pearl | Cabrillo | E-Cruz | Isabel | Julia | M-Powered | Miss Sophia
Mokimak | Mucho Gusto | Mystique | OCEAN | Santosha | Sea Hag | Sea Level
Surface Interval | Thomas G. Thompson | Three Graces | Twinga | Valkyrie | Vibrant
Curiosity | Walton Smith | Weasel Creek Expeditions | YSI Greenline 48' | Zephyr II

EVENT INFORMATION


Ivonne@SeaKeepers.org
786.924.6209

THE INTERNATIONAL SEAKEEPERS SOCIETY TO HONOR **VICTOR L. VESCOVO** 2021 SEAKEEPER OF THE YEAR



Commander Victor Vescovo, USN (Ret.) knows a few things about extremes; he has climbed to the peaks of the seven highest mountains in the world, skied the two poles, and is the first man to ever dive “The Five Deeps”. This extraordinary global mission is the world’s first successfully manned expedition to the deepest point in each of the Earth’s five oceans aboard his custom-made Triton 36000/2 submersible “Limiting Factor” named after a spaceship in Iain Banks’ science-fiction Culture series. Prior to his voyages to the deepest parts of the world, he was one of only 70 people to ever complete the Explorers “Grand Slam,” scaling the Seven Summits and skiing at least 100 kilometers to the North and South Poles. After reaching these grand heights he set his sights lower- much, much lower. His next adventure lay 10,935m (+/- 6m) under the surface of the ocean, the deepest dive completed by a crewed vessel. All five trenches, The Puerto Rico Trench, South Sandwich Trench, Java Trench, Mariana Trench, and Molloy Deep were dived by Vescovo in less than a year; a feat accomplished with the help of his crew, team, scientists, and engineers.

EYOS Expeditions Co-Founder Rob McCallum, Newcastle University Professor Dr. Alan Jamieson, Triton Submarines' President Patrick Lahey and Principal Mechanical/Electrical Designers John Ramsay and Tom Blades joined Vescovo as they helped navigate, design, and scientifically use an innovation that would break world records and illuminate what had previously only been theories about the deepest parts of our oceans. He and his team went through 94 different iterations of their schedule due to various issues encountered along the way. Resilience kept the dream alive, just like it kept his “Grand Slam” dreams alive after he suffered multiple setbacks on his journey to the Seven Summits. Through his experiences,



the challenging feats he faced, and his childhood love of adventure, Vescovo was able to do what most considered impossible. He completed “The Five Deeps” on August 24th, 2019, in the Arctic Ocean with the first human descent of the Molloy Deep.

A promise that was made to the Nippon Foundation’s Seabed 2030 project made mapping the seafloor an important part of the long voyages accompanying the deep dives. The team mapped over one million square kilometers of new seafloor and named over 40 new undersea features. Vescovo and the team were also able to identify new animals in heretofore unexplored depths and discovered adaptations of known species to support life on the ocean floor living at over 16,000 pounds per square inch of pressure. New marine species, however, were not the only discoveries made at the depths of the Challenger Deep.

While Vescovo was submerged in the depths of the Mariana Trench he saw a “gut-punching” sight; what is believed to be a piece of human contamination, probably plastic, at the bottom of the ocean. Plastic pollution is a problem the Earth has been facing for decades and Vescovo’s discovery has led to theories that may explain where the millions of pounds of plastic may be going in our oceans. Along with Vescovo’s personal record-breaking expeditions, his spirit of inclusivity has also helped facilitate others. Former head of the National Oceanic and Atmospheric Administration (NOAA) and NASA astronaut, Dr. Kathy Sullivan, accompanied Vescovo and is now the first woman to visit the Challenger Deep and also travel to space.

Vescovo’s childhood interests have driven him to his accomplishments. A Stanford graduate who double-majored in Economics and Political Science, Vescovo is also fluent in two languages and conversational in four. Along with his Stanford degree Vescovo has a degree in defense and arms control from MIT, as well as an MBA from Harvard Business School. A firm he co-founded, Insight Equity, focuses on making private equity investments in industrial and defense industries, and has invested over \$1.0 billion in capital since 2002. With this investment success, Vescovo has been able to fund his deep-sea adventures along with donating his time to philanthropic causes such as Pilots N Paws. Throughout Vescovo’s entire career he has been a trailblazer leading the way for new innovations and taking both the scientific and financial worlds to new heights. Vescovo’s historic ocean expeditions have paved the way for scientific research, a key pillar of The International SeaKeepers Society’s mission. “The Five Deeps” expedition, as well as expeditions in the Mediterranean and Red Seas, and two annual ‘Ring of Fire’ expeditions throughout the Pacific and Indian Oceans, have illuminated the depths of the oceans revealing scientific wonders and new marine life. We are proud to present Victor Vescovo with the well-deserved 2021 SeaKeeper of the Year award.

2022 SPONSORSHIP OPPORTUNITIES

The International SeaKeepers Society will host the 2022 SeaKeepers Award Event, an evening honoring Commander Victor Vescovo, the 2021 SeaKeeper of the Year and Blue Latitudes Foundation, the NextGen awardee. Cocktails and dinner with an exclusive gathering of the most influential members of the yachting community will be held during the Miami Boat Show. Yacht owners and captains who have supported SeaKeepers programming throughout the year will be recognized and highlights from our DISCOVERY Yachts expeditions will be shared with guests.

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 science and to raise awareness about global ocean issues.

Year-round, SeaKeepers' DISCOVERY Yacht Program provides access to the ocean for research, scientific discovery, community outreach and artistic inspiration. From hosting free learning excursions for children to facilitating scientific research for genome sequencing, yachts are the platform to enable accomplishments. Programming is comprised of four categories with an artistic strand that supports the mission as outlined below.

SCIENTIST-LED EXPEDITIONS

Scientist-led expeditions provide yacht owners, guests and crew the opportunity to participate in ongoing research while engaging with marine scientists and their team.

CITIZEN SCIENCE TRIPS

These small-scale projects depend on community volunteers to support environmental initiatives. These expeditions permit vessel owners and crew to participate in ongoing research projects.

EDUCATIONAL OUTREACH TRIPS

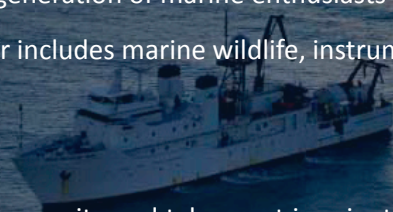
Educational outreach events are focused on the next generation of marine enthusiasts and provide a lesson plan in some aspect of marine conservation. Subject matter includes marine wildlife, instrument deployments, plastic pollutions, sustainability practices and more.

COMMUNITY ENGAGEMENT EVENTS

The organization is actively involved with the local community and takes part in scientific seminars, educational events, beach cleanups and yachting industry functions.

DISCOVERY ART

The creative component of SeaKeepers DISCOVERY Yacht programming, the works created by the SeaKeepers Featured Artist of the Year highlight different environmental issues.



2022 SPONSORSHIP OPPORTUNITIES GOVERNANCE & SUPPORT

BOARD OF DIRECTORS

JAY WADE	CHAIRMAN
JULIAN CHANG	CHAIRMAN, SEAKEEPERS ASIA
GLEN ALLEN	
PATTY ELKUS	
MARK LUTHER	
MICHAEL T. MOORE	CHAIRMAN EMERITUS

ADMIRAL CLUB MEMBERS

PAUL ALLEN*
LEE & PENNY ANDERSON
FRED & PHYLLIS BALM
ALBERT GERSTEN
J. MARK GROSVENOR
DON TOMLIN
JIM & NANCY BALDWIN
JAMIE COULTER
RICH* & HELEN DE VOS
CHARLES & DIANE GALLAGHER
JIM & JAN MORAN
JAMES & SUJO OFFIELD

**deceased*

RECOGNIZING LEADERSHIP

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. The SeaKeeper of the Year Award is presented annually at our signature events.

2019	Amos Nachoum	2006	Walter Cronkite
2018	Michael J. Saylor	2005	Admiral James Watkins (USN ret.)
2017	Wendy Schmidt	2004	Bob Talbot
2016	Alexander Dreyfoos	2003	William K. Reilly
2015	Fabien Cousteau	2002	Sir Peter Blake (posthumously)
2014	Wendy Benchley	2001	Mikhail Gorbachev
2013	The Sargasso Sea Alliance	2000	H.R.H. General Khaled
2012	Agnes B.	1999	Craig O. McCaw
2011	Kelly Slater	1998	James Cameron
2010	H.S.H. Prince Albert II	1997	Dr. Sylvia Earle & Marjory Stoneman Douglas
2008	Bernie Marcus	1996	H.S.H. Prince Rainier III & Jean-Michel Cousteau
2007	Ted Danson		

SEAKEEPERS OF THE WORLD

In June 2015, the SeaKeepers of the World Program was launched to identify individuals who demonstrate a commitment to ocean research and conservation in their local communities.

2019	Dr. Achier Chung, SeaKeeper of Malaysia	2017	John Paul Skinner, SeaKeeper of Bermuda
2018	Dr. Karenne Tun, SeaKeeper of Singapore	2016	Dr. Carrie Manfrino, SeaKeeper of the Cayman Islands
2017	Francis Lee, SeaKeeper of Singapore		
2017	Francesca Thyssen-Bornemisza, SeaKeeper of Jamaica	2016	Professor Chou Loke Ming, SeaKeeper of Singapore
2017	Judie Clee, SeaKeeper of Bermuda	2015	Dr. Cecile Gaspar, SeaKeeper of French Polynesia
2017	Chris Flook, SeaKeeper of Bermuda		
2017	Philippe Max Rouja, SeaKeeper of Bermuda	2015	Casper van de Geer, SeaKeeper of Kenya
		2015	Commodore Escrich, SeaKeeper of Cuba

2022 SPONSORSHIP OPPORTUNITIES

BENEFIT LEVELS

Tickets are \$350 per person.

PLATINUM SPONSOR \$40,000

- Tickets for up to (16) guests with VIP seating arrangements
- Five-minute speaking opportunity during the program
- Sponsor recognition on cocktail napkins
- Sponsor recognition on digital save-the-dates and invitations sent to 39,000+ contacts
- Sponsor recognition on event signage at registration
- Sponsor recognition in all pre/post publicity efforts including special mention in all feature media partner pieces
- Sponsor recognition on email signature announcements to guests
- Recognition piece in one newsletter received by 38,000+ contacts
- Recognition on all event social media platforms
- Inside (double-page) center spread advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

GOLD SPONSOR \$25,000

- Tickets for up to (10) guests with VIP seating arrangements
- Sponsor recognition on digital save-the-dates and invitations sent to 39,000+ contacts
- Sponsor recognition in all pre/post publicity efforts of media partners
- Recognition piece in one newsletter received by 38,000+ contacts
- Recognition on event web 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
- Exclusive opportunity to present DISCOVERY Yacht awards from the stage

BRONZE SPONSOR

\$10,000

- Tickets for up to (10) guests with VIP seating arrangements
- Sponsor recognition on digital save-the-dates and invitations sent to 39,000+ contacts
- Sponsor recognition in all pre/post publicity efforts of media partners
- Recognition piece in one newsletter received by 38,000+ contacts
- Recognition on event web 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

INVITATION SPONSOR

\$7,500

- Tickets for up to (6) guests
- Sponsor recognition on digital save-the-dates and invitations sent to 39,000+ contacts
- Printed page in event program
- Recognition on event website, hyperlinked to sponsor website
- Recognition in post-event recap on SeaKeepers event page
- Sponsor recognition on digital screens during cocktail hour

EDUCATION SPONSOR

\$5,000

- Tickets for up to (4) guests
- Opportunity for (2) to experience an Educational Outreach Expedition
- Inside single-page advertisement in printed event program
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour

VALET SPONSOR

\$4,000

- Tickets for up to (2) guests
- Sponsor recognition on customized valet cards or hang tags placed in each car
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour

SCIENCE SPONSOR

\$4,000

- Tickets for up to (4) guests
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour

ENTERTAINMENT SPONSOR

\$2,000

- Tickets for up to (2) guests
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour

PHOTOGRAPHY SPONSOR

\$1,000

- Ticket for one (1) guest
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour

DON'T SEE WHAT YOU LIKE ON OUR SPONSORSHIP BENEFITS MENU?

We can create a special sponsorship package to meet your marketing needs and fit your budget. In-kind sponsorships are also available.

For more information contact: crrobinson@seakeepers.org | 786.924.6209.



2022 SPONSORSHIP OPPORTUNITIES MARKETING OVERVIEW

SeaKeepers enjoys partnerships with yachting and luxury publications, which provide extensive coverage year-round and especially in connection with signature events. Media Partners collectively account for one million digital and print readers. SeaKeepers also enjoys a robust online community with 61,000 plus followers.

MEDIA PARTNERS

AMERICAN SAILING ASSOCIATION

CHARTER WORLD

COMPASS MAGAZINE

CORAL GABLES MAGAZINE

EXCELLENCE LUXURY MAGAZINE

LUXURY GUIDE

MEGAYACHT NEWS

OCEAN MEDIA

POWER & MOTORYACHT

SEASTAINABLE YACHTING

SUPERYACHT TIMES

VENU MAGAZINE

YACHTS INTERNATIONAL

YATCO

DIGITAL REACH



10,760 YOUTUBE VIEWS



8,700 FACEBOOK



10.9K INSTAGRAM



700 LINKEDIN



1,075 TWITTER



39,062 Email Subscribers



28,000+ Web Views

2020 - 2021 Statistics

2019 EVENT PHOTO GALLERY



Michael T. Moore
Chairman Emeritus



Amos Nachoum, *SeaKeeper of the Year '19*
& Jay Wade, Chairman



DISCOVERY Yacht Awardees, *DISCOVERY*
Yacht Fleet '19



Katherine Zacarian
NextGen Awardee '19



Captain Glen Allen
Board Member



Amos Nachoum
SeaKeeper of the Year '19



Michael T. Moore, Jill Bobrow, and
Mohammad Al Barwani



Codigo 1530
Event Sponsor



Tony Gilbert
Program Director

Thank you to all our generous sponsors and media supporters.

DISCOVERY YACHT GALLERY



Tony Gilbert, Program Director &
Dr. Brennan T. Phillips



Dr. Paul Arena
Nova Southeastern University



DISCOVERY Yacht Zephyr deploying
S.A.R.A.H. Net



DISCOVERY Vessel Julia
Floating Classroom



ROV Deployment
Nova Southeastern University (NSU)



Tony Gilbert, Program Director
deploying ROV with NSU



Hobie Beach Cleanup
Community Engagement



DISCOVERY Yacht Sea Level deploying
a S.A.R.A.H. Net



Floating Classroom with
Miami WaterKeeper

Thank you to all our program partners, DISCOVERY Yachts and volunteers who support our mission. For more information, on our programming go to: <https://www.seakeepers.org/programs/discovery-yacht-program/>

2022 SPONSORSHIP OPPORTUNITIES SUPPORT FORM

Once your support has been confirmed, you will receive an acknowledgement letter for your contribution. Details for the event will be provided to all confirmed attendees at least two weeks ahead of the event. Sponsors will receive a post event package with benefits and event materials.

For more information, call 786.924.6209.

<input type="checkbox"/> Platinum Sponsor	\$40,000	<input type="checkbox"/> Valet Sponsor	\$4,000
<input type="checkbox"/> Gold Sponsor	\$25,000	<input type="checkbox"/> Science Sponsor	\$3,000
<input type="checkbox"/> Bronze Sponsor	\$10,000	<input type="checkbox"/> Entertainment Sponsor	\$2,000
<input type="checkbox"/> Invitation Sponsor	\$7,500	<input type="checkbox"/> Photography Sponsor	\$1,000
<input type="checkbox"/> Education Sponsor	\$5,000	<input type="checkbox"/> Tables of Ten _____	\$3,000/Table
		<input type="checkbox"/> Individual Ticket(s) _____	\$350/Ticket

Name:

Company:

Address:

City: State: Zip:

Telephone: Email:

Make checks payable to: **International SeaKeepers Society**

Mailing Address: ATTN Founders Event

255 Aragon Avenue, Third Floor

Coral Gables, FL 33134

By Wire Transfer - BA Routing number for Pacific National Bank: 066-0113-50

Bank Address: 1390 Brickell Avenue, Miami, FL 33131

Account Name: The International SeaKeepers Society Inc.

Account Number: 1427482

Card Type: Card Number:

Expiration Date: / CSV #:

Signature:



The International SeaKeepers Society is a 501(c) 3 tax exempt organization.
Federal ID# 58-2385869

ARTWORK SUBMISSION

Provide ad page files and logos in PDF, EPS, JPEG, PSD or TIFF at 300 DPI resolution. Photos submitted as Raw, PSD or Jpeg format (highest quality) at 300 DPI.

Email advert to Ivonne@SeaKeepers.org. Include the company name and logo.

Deadline: Friday, January 21st, 2022

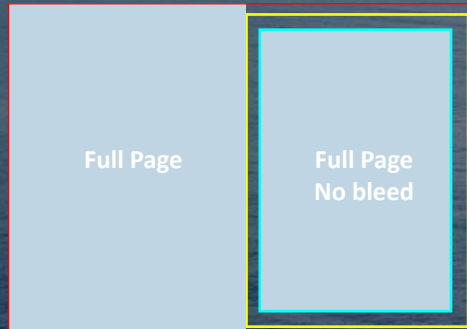
ADVERTISING RATES FOR EVENT PROGRAMS

Outside Back (Cover I)	\$2,000
Inside Front (Cover I)	\$1,500
Inside Back (Cover II)	\$1,000
Full Page	\$500
Two-page Spread	\$750
Half-page	\$250

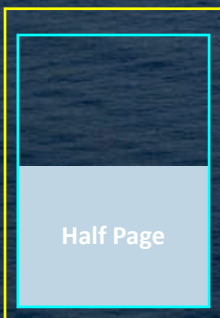
ADVERTISING AD SPECS



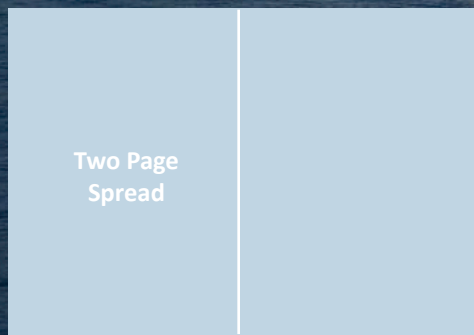
Trim Size: 8.5 x 11
Live Area: 8 x 10.5



Full Page (with bleed): 8.75 x 11.25
Full Page (no bleed): 8.25 x 10.75



Half Page (no bleed): 7.5 x 4.75



Two Page Spread (with bleed): 17 x 11.25



THE INTERNATIONAL
SEAKEEPERS
SOCIETY

For sponsorship opportunities, please contact:
786.924.6209 | crrobinson@seakeepers.org

For media opportunities and event information, please contact:
(786) 924-6209 | ivonne@seakeepers.org