

2024 INVASIVE SPECIES PROGRAM SPONSORSHIP PACKAGE



AUGUST 15-18, 2024

ISLAMORADA

POSTCARD INN RESORT & MARINA

JOIN US FOR THE
2024 FLORIDA KEYS LIONFISH DERBY & FESTIVAL

Sponsorship Opportunities

98300 Overseas Hwy.
Key Largo, FL 33037
305-852-0030
www.REEF.org
Contact: Alli Candelmo
Conservation Science Manager

SUPPORT REEF'S INVASIVE SPECIES PROGRAM

Sponsor REEF's 2024 Invasive Species Program including our Derby and Collecting and Handling Workshops as a great way to gain exposure while supporting an important effort to combat invasive species! Advertising and marketing for the 2024 Florida Keys Lionfish Derby & Festival, workshops and culinary events are supported through grants from the Monroe County Tourist Development Council to increase participation, attendance and visibility. The festival will include 25 environmentally-minded vendors, live music and lionfish demonstrations and tastings at the picturesque Postcard Inn Resort & Marina in Islamorada, FL.



SPONSOR RECOGNITION OPPORTUNITIES

Sponsorship Recognition*	Title	Platinum	Gold	Silver	Bronze
	\$15,000	\$5,000	\$2,500	\$1,000	\$500
Title Sponsorship Recognition, "Sponsored by..."	✓	-	-	-	-
Logo Included on Select Print Ads	✓	-	-	-	-
Recognition in REEF e-News and press release	✓	✓	-	-	-
Logo Included on All Lionfish Event Flyers	Featured	✓	-	-	-
Recognition in Derby Social Media Ads	✓	✓	-	-	-
Logo on Florida Keys Derby & Festival Banner	Featured	Large	Medium	-	-
Free Booth at Florida Keys Derby & Festival	✓	✓	✓	✓	-
Sponsor Recognition on Social Media	✓	✓	✓	✓	-
Logo on Derby Sponsor Banner	Featured	Large	Medium	Small	Small
Logo on Derby Shirt & [#] of Shirts	Featured[4]	Large [3]	Medium[2]	Small [2]	Small [1]
Logo on REEF webpage & backlink to website	✓	✓	✓	✓	✓
Name Recognition at Derby Award Ceremonies	✓	✓	✓	✓	✓

*Only a single Title Sponsorship accepted for 2024. Sponsor value represented is for monetary donations.

Sponsorship recognition may be eligible for higher value in-kind donations particularly those that provide support for the logistics of the event (Ex:venue, food/beverage, travel, lodging).

For additional sponsorship levels, opportunities, or in-kind donations please contact lionfish@REEF.org.

REEF INVASIVE SPECIES PROGRAM

BACKGROUND

Invasive lionfish (*Pterois volitans*) are an ever-increasing environmental problem throughout the Atlantic, Caribbean, and Gulf of Mexico. Their predation on native fish and invertebrates can cause dramatic declines in these populations. These venomous, invasive fish have few local predators and breed year-round, allowing for rapid population expansion. Lionfish derbies and workshops are a useful tool in stimulating local control efforts and encouraging reports and removal of other non-native marine species.

DERBIES AND WORKSHOPS

A lionfish derby is a team competition aimed to collect as many lionfish as possible. Prizes are awarded to the teams with the most, biggest, and smallest lionfish caught. Our derby includes a day-long festival with: cooking demonstrations, free lionfish tastings, educational booths, live music, and kids activities. The festival is promoted to REEF's 70,000 members and advertised through local and national media. We offer collecting and lionfish handling workshops with collection dives to train divers and increase removal efforts and jewelry workshops.

OUR GOALS:

INCREASE EDUCATION AND AWARENESS

REEF's lionfish derbies, workshops and education programs serve to educate participants and the public and raise awareness of the problem. Significant local, national, and international media coverage of derby events has helped facilitate education to those not geographically connected to the invaded range.



REMOVE SIGNIFICANT NUMBERS OF LIONFISH

Research studies indicate that even single day removal events can be highly effective in lowering the local lionfish population. REEF has facilitated the removal of over 60,000 lionfish through lionfish derbies, workshops, and research.

TRAIN DIVERS, ENCOURAGE ONGOING REMOVALS

REEF derbies help build a volunteer removal force by equipping divers with necessary skills, and by encouraging ongoing removals. Local education programs engage the next generation of ocean stewards. And encourage reports and rapid removal of nonnative sightings.

PROVIDE SAMPLES FOR RESEARCH

Collecting data on local lionfish populations year after year helps scientists assess how the population is changing over time. Samples are provided to regional scientists for ecological and biological studies. Collaborations formed between fishermen, scientists, and managers at these derby events are vital to informing and improving management efforts.

HELP DEVELOP MARKETS

Cooking and fillet demonstrations at derbies provide free tastings to the public and demonstrate it's versatility as a culinary delicacy. REEF will host jewelry workshops and a culinary event in 2024 to further promote and expand the commercial market of lionfish.

GOALS



Invasive Species
Program

2024 REEF INVASIVE SPECIES PROGRAM

COLLECTING & HANDLING WORKSHOPS

Classroom workshops & free lionfish charter dives will be offered as part of an Earth Day Celebration in April & the Florida Keys Derby to increase the local community participation in invasive removal efforts.

JEWELRY WORKSHOPS

Lionfish fin jewelry making workshops will be held quarterly throughout the year at REEF campus to promote the marketability of invasive lionfish & provide incentives for removals.

CULINARY EVENTS

A Lionfish Food and Wine event will be hosted at a local Florida Keys restaurant to promote invasive lionfish as a eco-friendly culinary delicacy. Public lionfish tasting & cooking demonstrations will also be offered at Mote's OceanFest & the Florida Keys Lionfish Derby & Festival.

EDUCATION & OUTREACH PROGRAMS

More than 30 classroom, virtual & outreach activities will reach hundreds of students (grades K-12 & university) & community members throughout the year. Participants will learn about the threat of lionfish & other invasive species & the role they can play in prevention & management.

EXOTIC SPECIES SIGHTINGS PROGRAM

REEF's Exotic Species Sightings Program will be promoted to the public and during all outreach and education programs. All non-native sightings will be shared with partners and stakeholders including Florida Keys National Marine Sanctuary, USGS & Frost Science Museum and removals will be implemented when possible.

DEEP WATER LIONFISH TRAPPING RESEARCH

REEF's research team will continue to work on testing the efficacy of managing high densities of deepwater lionfish populations off the Florida Keys with traps designed specifically to target lionfish with limited bycatch.

FLORIDA KEYS LIONFISH DERBY & FESTIVAL

The 2024 Florida Keys Lionfish Derby & Festival will promote large scale local removal of lionfish. The festival will include 25 environmentally-minded vendors, live music & lionfish demonstrations & tastings at the picturesque Postcard Inn Resort & Marina in Islamorada, FL August 18, 2024.

All program events will be promoted through REEF's social media platforms, website updates, REEF's eNews letters to our 70,000 members & local community emails. Advertising & promotion is supported through Monroe County Tourism Development Council Destination Event grant & the TDC Cultural Umbrella Grant.

PROGRAM



Invasive Species
Program



REEF 2024 SPONSORSHIP COMMITMENT FORM

Organization or Business: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Company Website, _____ Date Submitted: _____

Facebook & Instagram: _____

As a REEF Invasive Species Program Sponsor, your contribution helps support our mission-driven programming to protect biodiversity and ocean life by actively engaging and inspiring the public through citizen science, education, and partnerships with the scientific community. Our Sponsorship Packages are designed to provide extra exposure and recognition at REEF's public events.

Advertising and marketing for the 2024 Florida Keys Lionfish Derby and Festival and other events is supported through a grant from the Monroe County Tourist Development Council which will significantly increase promotion and visibility of the event. One hundred percent of the net event proceeds benefit the ocean conservation work of REEF. Your sponsorship will support the education of participants and the public, help raise awareness, and reduce population densities.

Sponsorship Opportunities

☐ **Title Sponsor**
(\$15,000)

☐ **Platinum**
(\$5,000)

☐ **Gold**
(\$2,500)

☐ **Silver**
(\$1,000)

☐ **Bronze**
(\$500)

Total Amount of Donation \$ _____

☐ Cup Sponsor or Other _____

☐ Are you a current REEF Conservation Partner? If Yes please contact lionfish@REEF.org for a special offer

In-Kind Donation Opportunities

*Note that REEF Event Sponsorships are available for monetary donations only. If you are interested in supporting REEF through an in-kind gift for inclusion in the silent auction and raffles held during REEF Events, please complete below:

☐ Silent Auction or Raffle Item (*Estimated fair market value*)..... \$ _____
Item Description: _____

Choose Your Payment Method

Pay Online at: www.REEF.org/store/sponsorship and send a copy of this form to lionfish@REEF.org

Pay by Check: Please make checks payable to REEF, and mail this form along with your check to:
REEF, 98300 Overseas Hwy, Key Largo, FL 33037

Pay by Credit Card: Complete this form and email to lionfish@REEF.org or fax to (305) 853-0301. To submit your card information, please call REEF at (305) 852-0300 during our business hours Mon-Fri 9am-5pm Eastern Time.

Logo: Please email a print ready, high-quality logo (color and black and white) that is at least 300dpi, 800px wide to lionfish@REEF.org



*Cup design example

2024 DERBY CUP SPONSORSHIP

**Donate to have your company's logo displayed on our limited edition
2024 REEF Lionfish Derby Reusable cups**

The cups will be offered for drink specials to hundreds of
derby & workshop participants & festival attendees

**This is a special opportunity to become involved with
REEF's Annual Lionfish Derby Series!**

We are offering an exclusive sponsorship for our

2024 Florida Keys Lionfish Derby & Festival Cup

Florida Keys Lionfish Derby & Festival August 15-18, 2024, Postcard Inn Resort & Marina, Islamorada

A monetary donation of \$1500 or more is requested for your company logo on our cups
Complete the attached sponsorship form, select cup sponsor & email to lionfish@REEF.org

A minimum of 200 cups will be printed & available at our 2024 derby and REEF events including our
monthly Fish & Friends, DEMA, Lionfish Removal Awareness Day, and REEF Fest.

*Sponsorship is limited to two sponsors & will be offered on a first come first serve basis.

The cup sponsorship is an exclusive benefit and separate from other sponsorship levels

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