

SPONSORSHIP PACKAGE

FLORIDA KEYS LIONFISH DERBY & ARTS FESTIVAL

Reef Environmental Education Foundation

APRIL 22-25, 2027 / KEY LARGO, FLORIDA

REEF OCEAN EXPLORATION CENTER
98380 Overseas Highway
Key Largo, Florida 33037

CONTACT
305-852-0030
sponsorship@REEF.org
www.REEF.org/LionfishFestival

JOIN US AS A SPONSOR

REEF's 2027 Florida Keys Lionfish Derby & Arts Festival is four days of conservation, science and art that turn an invasive species into community action.

38,800+
lionfish removed through REEF's lionfish derbies

2,480
removed in 2026, a Florida Keys record

500+
festival guests

35,000+
REEF e-News subscribers

45,000+
REEF social media followers

THE DERBY

For the 18th year, dive teams from across the Keys will spend two days hunting invasive lionfish on Florida's reefs. Lionfish have no natural predators here, and every fish removed gives native reef life room to recover. In 2026, teams removed a record-breaking 2,480 lionfish, 31% more than the previous Keys record.

THE FESTIVAL

On Sunday, the Derby ends with a free, family-friendly Conservation Science and Arts Festival at REEF's Key Largo campus. Guests watch the weigh-in and fillet and dissection demos, taste free lionfish, play hands-on science games and browse local art and lionfish jewelry. Live music, food trucks and the Derby awards round out the day.

Tastings • Science Demos • Live Music • Local Art • Team Awards

WHY SPONSOR

Your business gets in front of the divers, families and conservation groups who make this event a Keys tradition. Sponsors are recognized from early promotion through festival day, with on-site options like a festival booth or your name on a festival feature. "Weigh-In Station presented by [Your Business]" has a nice ring to it!



Hands-on science at the Lionfish Festival.

Thu, April 22	Captain's Meeting
Fri-Sat, April 23-24	Fishing
Sun, April 25	Weigh-In & Festival, 12-4 p.m.

Let's work together to protect our reefs and celebrate the creative spirit of conservation.

See the sponsor levels on the next page and find the one that fits.

Lionfish totals: REEF press release, April 27, 2026. Guest, e-News and social media figures are from REEF.

SPONSOR BENEFITS

FLORIDA KEYS LIONFISH DERBY & ARTS FESTIVAL / APRIL 22-25, 2027

REEF
Reef Environmental Education Foundation

	Presenting $20,000	Premier $10,000	Community $5,000	Advocate $2,500	Supporter $1,000	Contributor $500
"Presented By" Title, Featured Logo on All Materials & Remarks at Award Ceremony	✓					
Sponsor of a Festival Feature* NEW	✓	✓				
Dedicated Social Media Spotlight Post	✓	✓				
Logo on Event Advertising	✓	✓	✓			
Recognition in REEF Press Release & REEF e-News	✓	✓	✓			
Logo on Stage Banner	✓	✓	✓	✓		
Complimentary Festival Booth Space NEW	✓	✓	✓	✓		
Logo on Event Shirt	✓	✓	✓	✓	✓	
Recognition at Award Ceremony	✓	✓	✓	✓	✓	
Name & Logo on Event Webpage	✓	✓	✓	✓	✓	✓
Group Sponsor Thank-You Social Post	✓	✓	✓	✓	✓	✓

Benefits apply to cash and in-kind business sponsors.

***Sponsor a festival feature, new for 2027.** A banner with your logo marks the feature you choose, e.g., "Weigh-In Station presented by [Your Business]". Choose the Weigh-In Station, Lionfish Tasting Station, Education & Dissection Station or Dunk Tank. One sponsor per feature, first come, first served.

Hospitality Partner: hotels, restaurants, dive operators, boat charters and other tourism businesses can add Hospitality Partner to any cash tier and be recommended to fishing teams and festival visitors.

COMMIT BY
FEB. 15
2027

Act now to maximize value. Promotion has already begun!

Contributions should be received by Feb. 15, 2027 to ensure recognition in printed materials.

READY TO TAKE THE NEXT STEP?

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