

2019 REEF FEST SPONSORSHIP PACKAGE



An Annual Celebration of Marine Conservation



JOIN US • OCTOBER 17-20, 2019 • KEY LARGO, FL

Sponsorship Opportunities



98300 Overseas Hwy.
Key Largo, FL 33037
305-852-0030
www.REEF.org

SPONSORSHIP OPPORTUNITIES

Reef Environmental Education Foundation (REEF) invites you to become an integral part of our annual celebration in the Florida Keys. As a sponsor, your support helps conserve marine life at a local and global level, promotes high quality citizen science data collection, provides researchers and regulatory agencies with marine life data, and educates future generations of ocean stewards. By supporting REEF, you support our marine resources, fisheries, and tourism.

Our sponsorship opportunities are something you can attach your name to with pride. We offer a single title sponsorship, three name recognition opportunities, and general sponsorships designed to provide you with extra exposure, and make it easy to support marine conservation. One hundred percent of the net proceeds benefit the ocean conservation work of REEF.

REEF FEST TITLE SPONSORSHIP

This is REEF Fest's highest visibility sponsorship. Only a single title sponsor will be accepted and will receive prominent exposure throughout the course of REEF Fest including having your name associated with our event brand. We'll work with you to customize your marketing and branding experience to accomplish your sponsorship objectives.

TITLE SPONSORSHIP PACKAGE: \$10,000

- Name integrated into official event artwork, REEF Fest, sponsored by...
- Name association in all media and marketing materials
- Prominent name positioning at each event
- Logo inclusion in print media, posters, event website, and collateral materials
- Recognition in social media campaign
- Inclusion in radio partnership
- Prominent booth display and public recognition at podium at evening festival events
- Opportunity to distribute approved items at the festival
- Admission to VIP pre-event for speakers and sponsors and table for 8 at Saturday's dinner

Receive Name Recognition at REEF Fest and Platinum Level benefits by sponsoring one of our three signature event packages. Each of our signature events receive extensive media coverage. REEF Fest is widely promoted to our 70,000 members through a wide distribution system. Many distinguished leaders in marine conservation and the SCUBA diving industry will be in attendance. Partners may have a company representative and promotional material at events.

(Limit of one sponsor per package.)

SATURDAY EVENING CELEBRATION - DINNER PACKAGE: \$5,000

This event draws out-of-towners and is considered the highlight of REEF Fest, an opportunity for REEF members, Sustainers, and Board of Trustees to relax and enjoy fine dining, a full service liquor bar, live music, and great company. This exclusive ticketed event wraps up the celebratory weekend with entertainment and silent auction winner announcements.



REEF OPEN HOUSE SPONSOR PACKAGE: \$4,000

This event is an opportunity for REEF members and guests to visit REEF’s international headquarters, mingle with staff, tour the office, and check out all of the amazing programs REEF has to offer. Enjoy door prizes, appetizers, and beer, along with a selection of wine. These events are free and open to the public.



REEF FEST SEMINAR SERIES PACKAGE: \$4,000

REEF Fest kicks off with the ocean-themed seminar series. Speakers include renowned scientists, conservation experts, dive industry leaders, and underwater photographers. Seminars begin on Thursday evening and continue on Friday and Saturday afternoon. These events are free and open to the public.

REEF FEST SPONSOR RECOGNITION OPPORTUNITIES

RECOGNITION BENEFITS	Title \$10,000	Name Recog. & Platinum \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$500
Recognition in media releases and social media	Title Integrated	✓			
Name recognition in e-News article	Title Integrated	✓			
Company logo on event T-shirt	Title Integrated	✓	✓		
Full color ad in printed event program	Title Integrated	full page	1/2 page		
Tickets to Saturday Celebration Dinner*	8 tickets	4 tickets	2 tickets		
Recognition at evening events and in printed program	Title Integrated	✓	✓	✓	
Name on REEF’s website for one year (135,000 unique visitors/year to REEF.org)	Title Integrated	✓	✓	✓	
Logo on select flyers and posters	Title Integrated	✓	✓	✓	✓
Sponsorship Recognition Certificate	Title Integrated	✓	✓	✓	✓

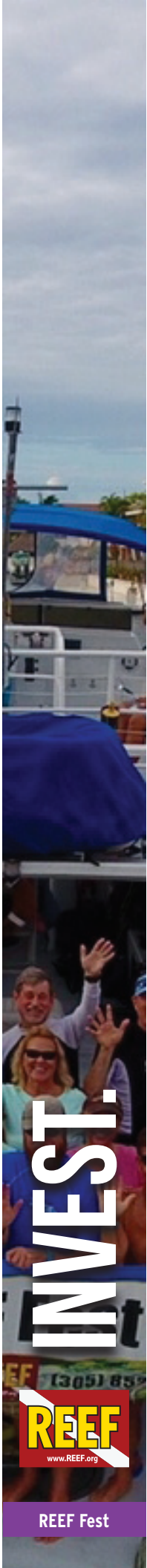
Recognition for in-kind donations to REEF Fest’s and/or the Silent Auction are based on estimated fair market value of donation. According to IRS regulations, establishing a dollar value on donated items is the exclusive responsibility of the donor.
*Recognition limited to cash sponsorships only.

REEF FEST PROGRAM ADVERTISING RATES

Support your support of our annual REEF Fest with a display ad in our full-color festival program that reaches a targeted audience of local residents, visitors to the Florida Keys and dedicated REEF supporters.

Full page ad 5.5"x8.5" + bleed 4.5"x7.5" w/o bleed
1/2 page ad H 5.5"x4.5" w/bleed or 4.5"x4" w/o bleed

5.5x8.5 Printed Color Program	Rate
Full Page	\$500
Half Page	\$250



INVEST.



REEF Fest



REEF Fest 2019 Sponsorship Commitment Form

Organization or Business: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Company Website/Facebook/Instagram: _____

REEF Fest brings together individuals from around the world that care about conservation to attend educational seminars, social gatherings, diving and eco-adventures alongside some of the most prestigious names in diving and marine conservation. All REEF Fest events are open to the public.

REEF Fest sponsors assist REEF in protecting biodiversity and ocean life by supporting our engagement of the public in citizen science, education, and partnerships with the scientific community.

Name Recognition Opportunities *(limited to one sponsor each)*

- ☐ REEF Fest Title Sponsor \$10,000
- ☐ Saturday Evening Celebration Dinner \$5,000
- ☐ REEF Open House Sponsor \$4,000
- ☐ REEF Fest Seminar Series \$4,000

Sponsorship Opportunities

- ☐ Platinum Sponsor \$3,000
- ☐ Gold \$2,000
- ☐ Silver \$1,000
- ☐ Bronze \$500
- ☐ In-Kind Sponsorship Value \$ _____
- ☐ Program Ad Space ____ Full Page @ \$500 ____ 1/2 Page @ \$250 \$ _____
- ☐ Silent Auction Item *(Estimated fair market value)* \$ _____

Description: _____

Choose Your Payment Method:

Pay online at: <http://www.REEF.org/store/sponsorship>

Pay by Check: Please make checks payable to REEF, and mail this form along with your check to: REEF, PO Box 370246, Key Largo, FL 33037

Pay by Credit Card: Complete this form and email to events@REEF.org or fax to (305) 852-0301

Charge my: VISA MasterCard American Express Discover

Credit Card No.: _____ Expiration Date: _____ CVV: _____

Name of Cardholder: _____ Amount: \$ _____

Signature: _____

IMPORTANT NOTE: After sending this form, email your company logo as a .jpg or .png file in full color and in black and white to: events@REEF.org. To be recognized as a sponsor in printed materials, contributions must be received no later than September 9, 2019.

