

## 2018 REEF LIONFISH DERBY SPONSORSHIP PACKAGE



# JOIN US FOR THE 2018 REEF LIONFISH DERBY SERIES

PRESENTED BY WHOLE FOODS MARKET®

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JACKSONVILLE	AUGUST 10-12	BEACH MARINE
KEY LARGO	SEPTEMBER 14-16	PENNEKAMP STATE PARK

## Sponsorship Guide

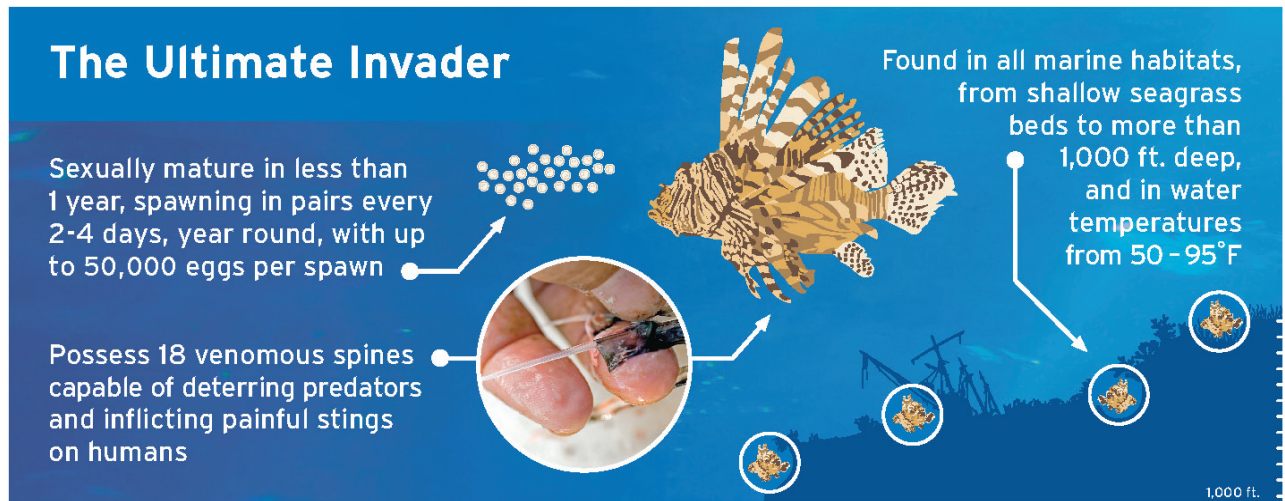


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# REEF LIONFISH DERBIES

## BACKGROUND

Invasive lionfish (*Pterois volitans/miles*) are an ever increasing problem through the Atlantic, Caribbean, and Gulf of Mexico. They have been listed among the top 15 emerging threats to global biodiversity (Sutherland et al 2010). Their predation on native fish and invertebrates has been shown to cause dramatic declines in these populations. Venomous defenses, year-round reproduction and a lack of controlling predators are facilitating increased abundances of lionfish to many orders of magnitude greater than those known from their native range. Local control of lionfish through diver removals has been shown to be effective at reducing both populations and impacts. Lionfish derbies have been a tool in many local control efforts and provide not only reductions in lionfish populations, but also increased education and awareness, samples for research, and assistance in market development.



## WHAT IS A DERBY?

A lionfish derby is a single or multi-day team competition to collect as many lionfish as possible. Teams collect lionfish using a variety of capture methods while either SCUBA diving or free diving. Prizes are awarded to the teams with the most, biggest, and smallest lionfish caught. Several of the derbies include day-long free festivals complete with: cooking contests, free lionfish ceviche samples, educational booths, live music, beer garden, and kids activities in partnership with Mote Marine Labs and Loggerhead Marinelife Center. These festivals are promoted to REEF's 66,000 members and advertised through local and national media. Lionfish derbies tend to draw large crowds of spectators who are curious and want to learn more about this consumable food source.

The evening before the derby, participants attend a mandatory captain's meeting. The presentation includes lionfish biology, ecology, impacts, collecting and handling techniques, and coverage of the rules of the derby.

The day of the event, teams begin competing at sunrise and are required to bring their catch to the scoring station by a designated time. Scoring consists of counting and measuring each individual lionfish. During scoring, REEF staff and other researchers also dissect collected specimens, disseminate lionfish information, and demonstrate filleting and cleaning of fish for consumption. Prizes are awarded immediately after scoring is complete.





# DERBY SIGNIFICANCE

## INCREASE EDUCATION AND AWARENESS

Although invasive lionfish are widely dispersed throughout the Atlantic, Caribbean, and Gulf of Mexico, a large portion of the public does not know about the problem. In addition, there are many myths and much misinformation regarding the biology and ecology of lionfish. Lionfish derbies 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.

### LIONFISH ARE EATING AND OUTCOMPETING SPECIES THAT ARE IMPORTANT...

#### ...COMMERCIALY

Popular fished species when they are young and most vulnerable



#### ...RECREATIONALLY

Important attractions for divers and snorkelers



#### ...ECOLOGICALLY

Key species for coral reef health



## 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 21,000 lionfish through our Lionfish Derby Series alone. Because lionfish have no controlling predators in the invaded range, diver removals are one of the few effective means of reducing the lionfish population at present.

## TRAIN DIVERS, ENCOURAGE ONGOING REMOVALS

The captain's meeting at the derby serves to train divers how to properly collect and handle venomous lionfish. Information on where to find lionfish, what tools and techniques are available and how to safely and effectively use them, increases both success and safety of participants. REEF derbies help build a volunteer removal force by equipping divers with necessary tools and skills, and by encouraging them to continue removing lionfish throughout the entire year.

## PROVIDE SAMPLES FOR RESEARCH

Many of the lionfish captured during REEF's derbies become specimens for scientific research. A variety of information is gathered during derbies such as length, weight, stomach contents, stage of sexual maturity, age and growth, and tissue samples for DNA. Collecting data on local lionfish populations year after year helps scientists assess how the population is changing over time. It is incredibly difficult for scientists to find enough time, funding, and resources to acquire thousands of samples. Derbies make high sample sizes a reality.

## HELP DEVELOP MARKETS

After the lionfish are brought in and scored, volunteers fillet and prepare the lionfish, and the public is invited to try free tastings. This is the first time many spectators have tasted lionfish or learned how to safely handle and fillet lionfish. These tastings give the public a chance to see how delicious lionfish are and encourage their consumption, both at home and in local restaurants.



# INVEST.



2018 LIONFISH  
DERBY SERIES  
PRESENTED BY



## 2018 LIONFISH DERBY SERIES TITLE SPONSORSHIP

Whole Foods Market® is REEF's 2018 Lionfish Derby Series Title Sponsor. Only a single Title Sponsor is accepted for the 2018 REEF Lionfish Derby Series, which includes having their name associated with our event brand. We thank Whole Foods Market® for their long-term commitment.



**Become an Official Event Partner of the 2018 REEF Lionfish Derby Series** by sponsoring an individual derby or committing to a sponsorship package the full derby series. Each of our six derby events will receive extensive media coverage and are widely advertised independently. Attendance varies from 600-2,500 at each of the derbies, and attracts many distinguished leaders in marine conservation and the SCUBA diving industry.

## 2018 REEF LIONFISH DERBY SERIES SPONSOR RECOGNITION OPPORTUNITIES

SPONSOR FOR:	TITLE	PLATINUM	GOLD	SILVER	BRONZE
Single Derby	SPONSOR	\$5,000	\$2,500	\$1,000	\$500
(6 total derbies) Entire Series	\$30,000	\$20,000	\$10,000	\$5,000	\$2,500
Title Sponsorship benefits - Series Presented by...	<b>NO LONGER AVAILABLE</b>				
Speaking opportunity at derby(s)	<b>AVAILABLE</b>				
Booth at derby(s)	✓	✓			
Logo/name recognition in media releases, flyers and posters	✓	✓			
Name recognition on REEF's derby webpage for one year (135,000 unique visitors/year to REEF.org)	✓	✓	✓		
Name recognition in an eNews article (distribution >66,000)	✓	✓	✓		
Logo recognition on flyers and posters	✓	✓	✓	✓	
Logo on event t-shirts	✓	✓	✓	✓	
Logo and name recognition on banner	✓	✓	✓	✓	✓
Name recognition to attendees at awards ceremony	✓	✓	✓	✓	✓

Recognition for in-kind donations to the Lionfish Derby Series 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.