



*An Annual Celebration of Marine Conservation*

OCTOBER 17-20, 2024

# SPONSORSHIP GUIDE



Reef Environmental Education Foundation

To discuss sponsorship opportunities,  
contact [events@REEF.org](mailto:events@REEF.org).

[www.REEF.org/REEFfest](http://www.REEF.org/REEFfest)



Hosted in Key Largo, Florida, REEF Fest is a celebration of ocean conservation. This event features educational seminars, dive, snorkel, and kayak trips, and socials. All REEF Fest events are open to the public, and the seminars are broadcast virtually, recorded, and made accessible online for future viewing.

Approximately 300 divers, ocean enthusiasts, and conservationists attend REEF Fest annually. The goals of the event are to engage the public with marine conservation and citizen science, highlight the Florida Keys as an eco-tourism destination, and bring the community together to celebrate our shared love for the oceans.

As one of REEF's largest annual events, REEF Fest is featured prominently on our website, social media, newsletters, and emails distributed to 30,000+ addresses. Advertising support is provided through Monroe County Tourist Development Council and partnerships with local media outlets, and includes a series of print, digital, and social media ad campaigns, as well as direct mail, radio ads and branded promotional items.

You can show that you care about the health of our oceans by becoming a REEF Fest sponsor! All proceeds from REEF Fest directly support REEF's marine conservation programs. We hope you will join us for the ninth annual REEF Fest on October 17-20, 2024!

## SPONSOR LEVELS

TITLE SPONSOR	\$15,000
PLATINUM SPONSOR	\$3,000-\$7,500
GOLD SPONSOR	\$2,000-2,999
SILVER SPONSOR	\$1,000-1,999
BRONZE SPONSOR	\$500-999





# SPONSOR BENEFITS

	Platinum	Gold	Silver	Bronze
Recognition at evening events	X			
Recognition in REEF Fest press release	X			
Recognition in REEF e-News article	X			
Logo on REEF Fest t-shirt	X	X		
Logo on select event signage	X	X	X	
Logo on REEF Fest event flyer	X	X	X	
Opportunity to include branded materials in REEF Fest swag packages for attendees	X	X	X	
Sponsorship certificate	X	X	X	X
Recognition on REEF Fest sponsor webpage	X	X	X	X
Recognition in sponsor slides during seminars (public and live-streamed)	X	X	X	X

## TITLE SPONSOR BENEFITS

All Platinum Sponsor benefits listed above, plus:

- Inclusion in REEF Fest event video
- Logo on printed event invitation
- Logo on advertising collateral (ex. newspaper ads)
- Dedicated social media recognition
- Opportunity to display company banner during evening events
- Recognition during seminars and evening events
- 2 tickets to For the Love of the Sea Celebration
- Invitation to lunch with REEF team and board

Recognition limited to cash sponsorship only.

To be recognized as a sponsor in printed materials, contributions must be received no later than May 31, 2024.