

## 2021 INVASIVE SPECIES PROGRAM SPONSORSHIP PACKAGE



# REEF

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

## TAKE A BITE OUT OF LIONFISH

APRIL 24-25

KEY LARGO

SHARKEY'S PUB & GALLEY

JUNE 12-13

FT. LAUDERDALE

15TH STREET FISHERIES

SEPTEMBER 10-12

ISLAMORADA

POSTCARD INN RESORT & MARINA

## JOIN US FOR THE 2021 LIONFISH DERBY SERIES

# Sponsorship Opportunities

98300 Overseas Hwy.  
Key Largo, FL 33037  
305-852-0030  
[www.REEF.org](http://www.REEF.org)  
Contact: Alli Candemo  
Conservation Science  
Manager

## SUPPORT REEF'S INVASIVE SPECIES PROGRAM

Sponsor REEF's 2021 Lionfish Derby Series 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 2021 Keys Lionfish Derby & Festival is supported through a grant from the Monroe County Tourist Development Council. As a result, REEF anticipates significantly increased promotion and visibility of the 2021 Derby Series, along with increased participation and attendance. The festival will include 25 environmentally-minded vendors at the picturesque Postcard Inn Resort & Marina.



## 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 Integrated into Event Artwork	✓	-	-	-	-
Logo Included on All Lionfish Event Flyers	Featured	✓	-	-	-
Feature Segment in REEF eNews	✓	✓	-	-	-
Logo in Florida Keys Weekly Full Page Ad	✓	✓	-	-	-
Recognition in Event Press, Social Media, & Radio Ads	✓	✓	✓	-	-
Sponsorship Recognized on Instagram	3 posts	2 posts	1 post	-	-
Logo on Derby Series Sponsorship Banner	Featured	Large	Medium	Small	-
Free Booth at Keys Lionfish Derby & Festival	✓	✓	✓	✓	-
Tickets to REEF Fest <i>For the Love of the Sea</i> Banquet	4	2	2	1	-
Sponsorship Recognized on Facebook	4 posts	3 posts	3 posts	2 posts	1 post
Logo on Upper Keys Lionfish Festival Banner	Featured	Large	Medium	Small	Small
Logo on Derby Series Shirt and [#] of Shirts	Featured [6]	Large [4]	Medium [3]	Small [2]	Small [1]
Name Recognition in REEF eNews Article about Derby	✓	✓	✓	✓	✓
Logo on REEF webpage & backlink to sponsor website	✓	✓	✓	✓	✓
Name Recognition at Derby Award Ceremonies	✓	✓	✓	✓	✓

\*Only a single Title Sponsorship accepted for 2021. 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](mailto: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 derbies include day-long festivals with: cooking contests, free lionfish tastings, educational booths, live music, and kids activities. These festivals are promoted to REEF's 70,000 members and advertised through local and national media. We offer collecting and handling workshops with collection dives to train divers and increase removal efforts.



## OUR GOALS:

### INCREASE EDUCATION AND AWARENESS

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 55,000 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

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 filet lionfish.

INVEST.



Invasive Species  
Program



# REEF 2021 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 2021 Keys Lionfish Derby and Festival is supported through a grant from the Monroe County Tourist Development Council which will significantly increase promotion and visibility of the 2021 Derby Series. 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](mailto: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](http://www.REEF.org/store/sponsorship) and send a copy of this form to [lionfish@REEF.org](mailto: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](mailto: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](mailto:lionfish@REEF.org)





\*Cup design example

## 2021 Derby Cup Sponsorship

**Donate to have your company's logo displayed on our limited edition  
2021 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 2020 Lionfish Series

**Earth Day Derby April 24-25 2021, Sharkey's Pub and Galley, Key Largo**

**Fort Lauderdale Derby June 12-13 2021, 15th Street Fisheries, Fort Lauderdale**

**Keys Lionfish Derby & Festival September 10-12 2021, 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](mailto:lionfish@REEF.org)

A minimum of 300 cups will be printed & available at our 2021 derbies 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.

Two sponsors are needed or a minimum of a \$3000 donation to print stainless steel cups.

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

**REEF • 98300 Overseas Hwy. • Key Largo, FL 33037 • 305-852-0030 • [www.REEF.org](http://www.REEF.org)**