



# REEF CHECK AUSTRALIA

SPONSORSHIP PACK

MAY 2009

## BUILD your BRAND Equity & PARTNER with a Global Marine Conservation Icon

Australia is home to the world's most extensive and pristine coral reefs. These reefs are under enormous pressure from human activities and climate change. Although Australia's reefs are among the best managed in the world, they are not immune to these threats. Reef Check Australia offers a way for the public to help look after our coral reefs.

*Reef Check Australia is an award winning environmental charity that trains community volunteers to actively participate in coral reef conservation.*

Because our work is done almost entirely by volunteers, your support goes a long way to help us raise awareness and protect coral reefs that are not currently monitored.

### What do we do?

Reef Check Australia is a non-profit organisation that engages the community in coral reef conservation in Australia. We are part of a global network of scientists and volunteers who regularly monitor and report on reef health in over 90 countries.

We partner with leading marine research organisations, tourism companies and dive operations, universities, government, local and international volunteers and a variety of other businesses and organisations.

We operate on three different levels - education and training, research, and conservation.

*Research + Education = Conservation*



### *Education and Training*

Reef Check Australia aims to educate the public about the value of coral reefs and the crisis facing the world's reefs. The information we collect is used by community groups, governments, universities and businesses to design and implement ecologically sound and economically sustainable coral reef management.

Our globally-accredited training program provides our volunteers with the tools to gather high-quality data that are useful to coral reef managers.

### Research

By monitoring a coral reef over time, we gain insight into how coral reefs respond to natural and human impacts, such as overfishing, water quality pollution and climate change. The longer the study, the more valuable the information becomes.

Reef Check Australia volunteers monitor coral reef sites that have been identified by the community as important. Reef Check Australia monitoring sites include inshore reefs as well as key dive sites.

### Conservation

By monitoring and reporting on coral reef health, Reef Check Australia helps to raise awareness and stimulate local action protect coral reefs.

*To complete this valuable work, Reef Check Australia is seeking organisations to align their brand with a globally-recognised marine conservation icon.*



Photo by John Rumney

### Sponsorship Objectives

A corporate affiliation with Reef Check Australia is a collaborative partnership that will seek to:

- Showcase your community involvement and environmental responsibility;
- Motivate your workforce;
- Deliver alternative client entertainment options;
- Create awareness of your organisation;
- Change or reinforce your brand image; and
- Deliver brand loyalty.

### Benefits to you

Our partners align themselves with Reef Check Australia for a wide variety of reasons which include:

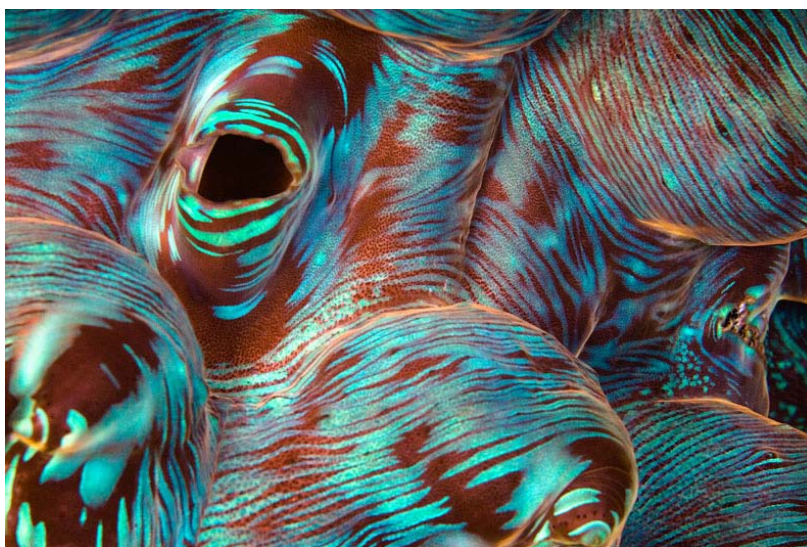
- Marketing and communication extensions;
- Access to an International tourism market platform;
- Community profile;
- Investment in the conservation economy;
- Brand reputation management;
- Exclusive corporate access to our training and field programs;
- VIP client engagement; and
- Staff incentive and team building opportunities.

Sponsorship with Reef Check Australia presents a unique opportunity for your company to associate with the important work that we do. It can help your company gain visibility, goodwill and sales in many ways, depending upon your sponsorship level. Your investment will deliver visibility within the community, reaching a wide audience including our extensive membership base. In addition to this, word-of-mouth advertising from our members and promotion in our regular newsletter ultimately yield a much larger audience.

Because we understand that different organisations have varied sponsorship requirements - our packages can be tailor-made to suit your needs. Sponsorship benefits include, but are not limited to:

**Reputation** - Your organisation will achieve goodwill by aligning with our cause as well as providing the opportunity to demonstrate your business principles and enhance your corporate image.

**Brand Awareness** - Your company name and profile will appear on our website and printed materials. We also include key sponsors at special events we hold and attend throughout the year. We even get some TV exposure through news coverage of our activities and through advertising. Regardless of your target market, we can reach your existing and potential customers.



**Advertising** - We can provide your company with national brand recognition through our advertising. Our online newsletter is also a valuable marketing tool. It is emailed regularly to our extensive membership base and provides information on current activities and upcoming events. By including a link within the newsletter, we can drive traffic directly to your company website. Our website also provides links to our sponsors' web sites. We also advertise nationally.

**Staff Participation & Teambuilding** - We will work with your company to actively involve your staff in our projects. Let Reef Check Australia help your organisation achieve your green goals and increase your employee's motivation by taking a team building trip with Reef Check Australia. Help educate your employees on conservation, climate change and how to build their stewardship of the environment.

**Soulful Satisfaction** - While we can't guarantee eternal happiness, you'll be glad to be part of a great, non-profit organisation that supports our greatest tourist attraction - Australia's reef system.

*For an initial conversation about how partnership with Reef Check Australia can help fulfil your corporate objectives please email [cdm@reefcheckaustralia.org](mailto:cdm@reefcheckaustralia.org)*

*Sponsorship levels and benefits provide you with excellent corporate exposure, a compelling internet presence, and a direct link to Reef Check Australia's extensive support base.*

## Sponsorship Levels and Benefits

The level of your sponsorship contribution determines the range of benefits enjoyed. Your business will find the set packages of benefits helpful in determining a suitable level of investment to meet your sales, promotional and community investment needs.

Upper level sponsorship agreements can be custom tailored to meet your specific corporate marketing, public relations and business-to-business goals. We have three forms of upper level sponsorship packages: Reef Partnership, Platinum and Gold.

Opportunities include:

- On-site signage;
- Website and electronic media presence;
- Educational program for schools and all levels of the community;
- Special events and projects;
- Co-branded product opportunities;
- Meetings, incentives, conventions and entertainment opportunities;
- Cross promotion opportunities;
- Broadcast opportunities;
- Category (event/project/product) exclusivity; and
- Tailored state, national and international exposure.

Reef Check Australia has a number of specific projects that are ready to launch, including a national education program for schools, training workshops, database construction, and improved monitoring and reporting capabilities. Naming rights are available for upper level sponsors and a complete list of projects is available on request.



**Reef Partner - \$250,000+ pa (3 Years)**

1. Your organisation will be named as a Reef Partner of Reef Check Australia and this will be presented on all publications, marketing materials and national advertising. This includes a company profile in the Annual Report.
2. Naming rights for one of Reef Check Australia's major projects. Your organisation will have major input in choosing the project. A list of current and upcoming major projects is available upon your request.
3. Recognition as a partner of Reef Check Australia in our Schools Education Program which will initially be distributed to all schools in Queensland and will then be followed by a national distribution scheme.
4. Your organisation can include an insert in the distribution of Reef Check Australia's promotional material.
5. We will profile your organisation to Reef Check Australia's membership base giving your organisation direct exposure to a target group of potential customers.
6. Extensive coverage on our website and newsletter as well as a company profile and link to your website.
7. Media release announcing partnership - distributed to all major national and local media outlets.
8. Use of the official internationally-recognised Reef Check Australia 'Reef Partner' logo.
9. Four invitations to the Reef Check Australia annual dinner and invitation to speak to attendees. Your organisation can also have display space at the dinner.
10. Partner display and/or marketing material in key positions at all Reef Check Australia events.
11. Use of Reef Check MICE (Meetings, Incentives, Conferences, Events) program
12. Your organisation will have access to key Reef Check Australia people to speak at your functions.
13. We will provide the opportunity for your staff to participate in our projects through team building packages.
14. Cross brand promotional opportunities available.
15. Your organisation will receive an A4-sized commemorative wall plaque.

**Platinum Sponsor - \$100,000****Major Sponsorship**

1. Your organisation will be named as a 'major sponsor' of Reef Check Australia and this will be presented on all publications including a company profile in the Annual Report.
2. Recognition as a major sponsor of Reef Check Australia through our Youth Education Program which will initially be marketed to schools in Queensland and will then be followed by a national distribution scheme.
3. Your organisation can include an insert inside Reef Check Australia's training material.
4. Access to Reef Check Australia's membership base giving your organisation direct exposure to a target group of potential customers.

5. Media release announcing sponsorship – distributed to all major national and local media outlets.
6. Major sponsorship announcement to all Reef Check Australia members.
7. Extensive coverage on our website and newsletter as well as a company profile and link to your website.
8. Major sponsor display and/or marketing material in key positions at all Reef Check Australia events.
9. Use of Reef Check MICE (Meetings, Incentives, Conferences, Events) program.
10. Two invitations to the Reef Check Australia annual dinner as well as display space at the dinner.
11. Your organisation will have access to key Reef Check Australia people to speak at your functions.
12. We will provide the opportunity for your staff to participate in our projects through team building packages.
13. Your organisation will receive an A4-sized commemorative wall plaque.

#### Gold Sponsor - \$50,000

1. Your organisation will be presented as a Gold sponsor of Reef Check Australia on all publications including the Annual Report.
2. Recognition as a major sponsor of Reef Check Australia through our Youth Education Program which will initially be marketed to schools in Queensland and will then be followed by a national distribution scheme.
3. Media release announcing sponsorship – distributed to all local media outlets.
4. Sponsorship announcement to all members and coverage on our website and newsletter as well as a company profile and link to your website.
5. Sponsor display and/or marketing material at all Reef Check Australia events.
6. Use of Reef Check MICE (Meetings, Incentives, Conferences, Events) program.
7. We will provide the opportunity for your staff to participate in our projects through team building packages.
8. Your organisation will receive an A4-sized commemorative wall plaque.

#### Silver Sponsor - \$25,000

1. Recognition as a major sponsor of Reef Check Australia through our Youth Education Program which will initially be marketed to schools in Queensland and will then be followed by a national distribution scheme.
2. Your organisation's name will be listed on our website as a silver sponsor with a link back to your website.
3. Media release announcing sponsorship – distributed to local media outlets.
4. Sponsorship announcement to all members.

5. We will provide the opportunity for your staff to participate in our projects through team building packages.
6. Your organisation will receive an A4-sized commemorative wall plaque.

#### Bronze Sponsor - \$10,000

1. Your organisation's name will be listed on our website as a bronze sponsor.
2. Media release announcing sponsorship - distributed to local media outlets.
3. Sponsorship announcement to all members.
4. We will provide the opportunity for your staff to participate in our projects through team building packages.
5. Your organisation will receive a certificate stating that you are a Reef Check Australia supporter.

#### Sponsor - <\$10,000

1. Your organisation's name will be listed on our website as a sponsor.
2. Your organisation will receive a certificate stating that you are a Reef Check Australia supporter.

#### Donations

Donations of any amount are truly appreciated and fully tax deductible.

