



THURSDAY, OCTOBER 31ST

2019



*Founders
Dinner*

FACT SHEET

The International SeaKeepers Society will host a maritime masquerade event during the Fort Lauderdale International Boat Show. The evening will feature cocktails and dinner at a waterfront property with an exclusive gathering of the most powerful and influential members of the yachting community. Yacht owners and captains who have supported SeaKeepers programming throughout the year will be recognized, and highlights from our DISCOVERY Yachts expeditions will be shared with guests.

WHO

The International SeaKeepers Society

WHAT

*Recognition of the 2018-19
DISCOVERY Yacht Fleet*

WHEN

Thursday, October 31st

7:00 PM – 11:00 PM

WHERE

Private Residence
Fort Lauderdale, Florida

*Cocktail Attire
Masks Optional & Provided*

CONTACT INFORMATION

Sponsorships: crrobinson@seakeepers.org

Event Information: Ivonne@Seakeepers.org

Tel: 786.924.6209



RECOGNIZING LEADERSHIP

Throughout its existence, SeaKeepers has made it a practice to honor and promote those key decision makers and influencers who have made extraordinary commitments to preserving our planet's oceans. The SeaKeeper of the Year Award is presented annually at our signature events.

- 2018 Michael J. Saylor
- 2017 Wendy Schmidt
- 2016 Alexander Dreyfoos
- 2015 Fabien Cousteau
- 2014 Wendy Benchley
- 2013 The Sargasso Sea Alliance
- 2012 Agnès B.
- 2011 Kelly Slater
- 2010 H.S.H. Prince Albert II
- 2008 Bernie Marcus
- 2007 Ted Danson
- 2006 Walter Cronkite
- 2005 Admiral James Watkins (USN ret.)
- 2004 Bob Talbot
- 2003 William K. Reilly
- 2002 Sir Peter Blake (Posthumously)
- 2001 Mikhail Gorbachev
- 2000 H.R.H. General Khaled
- 1999 Craig O. McCaw
- 1998 James Cameron
- 1997 Dr. Sylvia Earle &
Marjory Stoneman Douglas
- 1996 H.S.H. Prince Rainier III &
Jean-Michel Cousteau

GOVERNANCE & SUPPORT

Mission Statement: The International SeaKeepers Society promotes oceanographic research, conservation, and education through direct involvement with the yachting community. SeaKeepers enables the yachting community to take full advantage of their unique potential to advance marine sciences and to raise awareness about global ocean issues.

U.S. Board of Directors

Jay Wade, Chairman

Michael T. Moore, Chairman Emeritus

Julian Chang, Chairman SeaKeepers Asia

Glen Allen

Mark Luther

Richard Snow, President & CEO

Admiral Club Members

Paul Allen

Lee & Penny Anderson

Fred & Phyllis Balm

Albert Gersten

J. Mark & Melissa Grosvenor

Don Tomlin

Jim & Nancy Baldwin

Jamie Coulter

Rich & Helen De Vos

Charles & Diane Gallagher

Jim & Jan Moran

James & Sujo Offield

Vee King & Linda Shaw

John & Nancy Williams



SPONSORSHIPS

*Assigned tables are reserved for Event & Tables Sponsors with ticket packages of ten plus seats.
Open seating is available for all other tickets and packages purchased.*

TITLE SPONSOR \$40,000

VIP table for up to 16 guests with exclusive table seating arrangements

Welcome champagne and/or sparkling wine at table

Five-minute speaking opportunity during the program

Sponsor recognition on dinner table signage

Sponsor recognition on cocktail napkins

Sponsor recognition on digital save-the-dates sent to ~11,000 contacts

Sponsor recognition on printed invitations sent to ~1,000 VIP contacts

Sponsor recognition on event signage at registration

Sponsor recognition in all pre and post publicity efforts including special mention in
all feature media partner pieces

Sponsor recognition on email signature announcements on all SeaKeepers email accounts for five months
prior to the event

Recognition piece in one Newsletter received by ~11,000 contacts

Recognition on event web page

Recognition on all event social media platforms

Inside (double-page) center spread advertisement in printed event program

Sponsor recognition on digital screens during cocktail hour

PRESENTING SPONSOR \$25,000

VIP table for 10 guests with exclusive table seating arrangements

Welcome champagne and/or sparkling wine at table

Sponsor recognition on digital save-the-dates sent to ~11,000 contacts

Sponsor recognition on printed invitations sent to ~1,000 VIP contacts

Sponsor recognition in all pre and post publicity efforts of media partners

Recognition piece in one Newsletter received by ~11,000 contacts

Recognition on event web page

Recognition on all event social media platforms

Inside double-page spread advertisement in printed event program

Sponsor recognition on digital screens during cocktail hour



DISCOVERY YACHT SPONSOR \$20,000

- VIP table for 10 guests with exclusive seating arrangements
- Exclusive opportunity to present awards from the stage
- Welcome champagne and/or sparkling wine at table
- Sponsor recognition on digital save-the-dates sent to ~11,000 contacts
- Sponsor recognition on printed invitations sent to ~1,000 VIP contacts
- Sponsor recognition in all pre and post publicity efforts of media partners
 - Recognition on event web page
 - Recognition on all event social media platforms
- Inside single-page advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

SILENT AUCTION SPONSOR \$10,000

- Event tickets for eight guests
- Sponsor recognition on table top signage for auction displays
- Sponsor recognition on all auction description sheets
- Sponsor recognition on all prize letters
- Sponsor recognition on all auction teaser menus distributed at event
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on online gallery
- Recognition in post-event recap on SeaKeepers event page
- Sponsor recognition on digital screens during cocktail hour

INVITATION SPONSOR \$7,500

- Event tickets for six guests
- Sponsor recognition on digital save-the-dates sent to ~11,000 contacts
- Sponsor recognition on printed invitations sent to ~1,000 VIP contacts
- Printed page in event program
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Recognition in post-event recap on SeaKeepers event page
- Sponsor recognition on digital screens during cocktail hour



EDUCATION SPONSOR \$5,000

Event tickets for four guests
Opportunity for two to experience an Educational Outreach Expedition
Inside single-page advertisement in printed event program
Recognition on event website, hyperlinked to sponsor website
Recognition on all event social media platforms
Sponsor recognition on digital screens during cocktail hour

VALET SPONSOR \$4,000

Event tickets for two guests
Sponsor recognition on customized valet cards or hang tags placed in each car
Recognition on event website, hyperlinked to sponsor website
Recognition on all event social media platforms
Sponsor recognition on digital screens during cocktail hour

SCIENCE SPONSOR \$3,000

Event tickets for four scientists
Recognition on event website, hyperlinked to sponsor website
Recognition on all event social media platforms
Sponsor recognition on digital screens during cocktail hour

ENTERTAINMENT SPONSOR \$2,000

Event tickets for two guests
Recognition on event website, hyperlinked to sponsor website
Recognition on all event social media platforms
Sponsor recognition on digital screens during cocktail hour

PHOTOGRAPHY SPONSOR \$1,000

Event ticket for one guest
Exclusive recognition on Photo Gallery post the event
Recognition on all event social media platforms
Sponsor recognition on digital screens during cocktail hour



FOUNDING MEMBERS

Michael & Sara Abraham
Mohammed Al-Barwani
Nasser Al-Rashid
Theodore & Gianna Angelopoulos
Michael & Sheila Ashkin
Frank & Sally Atlass
Anthony & Linda Bakker
H. Doug Barnes
Richard Beattie
Michael & Karen Blake
Tim Blixseth
Steve & Tina Bostic
John Landrum Bryant
Brian & Annie Chang
Jim Clark
Brian & Denisse Cobb
David Copley
Bryan & Christine Cressey
Larry De George Jr.
Michael De Groote
Roy & Patricia Disney
Alex & Renate Dreyfoos
Richard & Judi Duchossois
Orin & Charlene Edson
Rick & Patty Elkus
Bruce A. Erikson
Donatella de Filippo Campioni
Robert & Marilyn Fisher
Steve Forbes
Stephen & Lori Garofalo
Russ George
Robert Gerard
Owen Glenn
Cheng Liang Goh
Frank & Lee Goldberg
Marc & Diane Goldman
Tom & Kimberly Gonzales
Thomas Haffa
Duane & Lola Hagadone
Matthew Hagans
John Hargreaves
Jerry & Maryanna Herbst
Bill & Kerry Holekamp
Doug & Roxanne Houghton
Stanley & Karen Hubbard

Richard Hull
Gale Anne Hurd
John & June Klindworth
Scott & Mandy Leonard
Leslie J. Lott
Christina Sorenson Lotter
Robert & Roxana Lorton
Edward Lozick
J. Daniel & Ellen Lugosch, III
Henry & Kelly Luken
Christine Lynn
Gerald & Linda Mackie
Craig & Susan McCaw
Richard & Lynette Merrilat
Howard & Rory Meyers
Michael T. Moore
John & Susan Morrison
Nancy S. Mueller
Lee & Laura Munder
Peter Nicholas
Bud & Marla Paxson
Carlos & Mariana Peralta-Quintero
Jerry Pikolysky & Lee Clark
John Porter
Gary Primm
Denise Rich
John & Irene Roth
Marlyne Sexton
David & Jacqueline Siegel
Bill Simon Family
Michael Smurfit
John & Sue Sobrato
Jim & Cynthia Stebbins
Philip Stephenson
Robert & Christine Stiller
H.R.H. Prince Khaled bin Sultan
John & Georgene Tozzi
Gary & Staci Turner
Leo & Kathryn Vecellio
Douglas & Linda Von Allmen
Jay & Janna Wade
Ted Waitt
Herbert & Nicole Wertheim
Frank Wlasek
Ambrous & Annie Young

PROGRAMS OVERVIEW

Year-round, SeaKeepers' DISCOVERY Yachts facilitate programming by providing access to the ocean for research, scientific discovery, community outreach and artistic inspiration. From hosting learning excursions for underprivileged kids to facilitating scientific research for genome sequencing, yachts are the platform to enable accomplishments. Programming is comprised of four categories with an artistic strand that supports the mission as outlined below:

Scientist-Led Expeditions: The DISCOVERY Yacht Fleet donates vessels with crew, time, and fuel to scientists in need of an oceanic research platform. SeaKeepers works with universities, marine institutions and NGOs on research and exploration missions.

Citizen Science: Projects that allow yachts to engage in independent activities such as the S.A.R.A.H Net Initiative or water testing, provide vessels the opportunity to participate in specimen collection to assist in on-going research with program partners.

Instrument Deployments: DISCOVERY Yachts deploy ocean-monitoring devices for data collection including SeaKeepers Drifters, Spotters and Argo floats; as well as Baited Remote Underwater Video Surveys (BRUVS) to catch the ocean's top predators on camera and obtain important information about shark and ray populations of these globally threatened species.

Educational Outreach: DISCOVERY Yachts provide an exceptional opportunity for students to witness marine science research first-hand in a "floating classroom" experience. Scientists and educators participate in field trips on the water to provide an in-depth learning encounter for students.

DISCOVERY Art: The creative component of SeaKeepers DISCOVERY Yachts programming, the works created by the SeaKeepers Featured Artist of the Year and others allow the general public to personally experience and value the oceans, regardless of their proximity to the coast.

Current Programming – www.seakeepers.org/what-we-do/discovery-yachts



DISCOVERY YACHTS

MISSION: The International SeaKeepers Society promotes oceanographic research, conservation, and education through direct involvement with the yachting community. SeaKeepers enables the yachting community to take full advantage of their unique potential to advance marine sciences and to raise awareness about global ocean issues.

Founded in 1998 by a small group of yacht owners who were alarmed by the deterioration of our natural environment, the organization's initial focus was the development and use of instrumentation on yachts to monitor marine conditions throughout the world's oceans. Today the primary focus of SeaKeepers' efforts is the DISCOVERY Yachts Program.

DISCOVERY Yachts are privately owned vessels which facilitate programming by providing access to the ocean for research, scientific discovery, community outreach and artistic inspiration.

Acacia Rose
Admiral
Advisors Alliance
Alegria
Amevi
Andiamo
Angari
Archimedes
Argo
Asean Lady
Atomic
Bella Una
BG3
Big Eagle
Blue Pearl
Casual Water
Christina
Copasetic
Deck of Cards
Defiance
Diamond Girl
Dione Sun
Do It Now
E Cruz
Evviva
Explorer
Exuma
Final Final

Forget About It
Fugitive
Grand Cru
Harle
Jamaica Bay
Julia
Katharine
Key of Sea
King Fisher
King Me
Lady Jo
Lady Kathryn V
Lady Olivia
Lady S
Lady Sheridan
Lady Victoria
Lagniappe
Laurel
Lisa Marie
Locura
Lojo
Luzerne
Marcato
Martha Ann
Meduse
Meteor
Michaela Rose

Mizu
Moni
Morning Glory
Mystique
Niyama
Noble House
Nomadess
Novurania
Octopus
P2
Papi Papa
Paraffin
Penny Mae
Random Plan
Reel Buzz
Ripple
SAM
Shredder
Silver Cloud
Slo Gin
Timely Sale
Valkyrie
Vigilante
Virginia Del Mar
W
Winnin Drive
World



MARKETING OVERVIEW

SeaKeepers enjoys partnerships with yachting and luxury publications, which provide extensive coverage year-round and especially in connection with signature events. Media Partners collectively account for one million digital and print readers. SeaKeepers also enjoys a robust online community with 147,260 followers.

Media Partners

Charterworld.com

ECO Magazine

Mega Yacht News

Sail Brasil

Seven Seas

Southern Boating

South Florida Luxury Guide

Venu Magazine



Digital Reach

6,500 YouTube Views

5,000 Facebook

1,390 Instagram

2,100 LinkedIn

965 Twitter

11,950 Email Subscribers

120,000 Web Views

2017-2018 Statistics



SELECTED MEDIA COVERAGE

Yachts International

November 2018 | Michael Saylor receives the International SeaKeeper Award at the 20th Anniversary Founders Event

CNN International

October 2018 | Monaco Yacht Show: How the Superrich Are Saving the Seas

South Florida Luxury Guide

August 2018 | Giving back: Keeping marine science afloat through the SeaKeepers DISCOVERY Yacht program

MegaYacht News

July 2018 | SeaKeepers partners with Brennan Phillips and Beneath the Waves for a week in the Bahamas shark tagging on board DISCOVERY Yacht Marcato

ECO Magazine

June 2018 | ECO speaks exclusively with Geraldine Dreiser, Vice-President of Marketing at YTL Hotels, about their efforts to protect the marine environment and winning the prestigious International SeaKeepers Society Asia Achievement Award 2018.

LUXUO Magazine

June 2018 | The International SeaKeepers Society was part of a handful of organizations that took part in a clean-up of Sisters' Islands Marine Park

MegaYacht News

April 2018 | SeaKeepers partners with Florida International University to collect data on shark and ray populations while on board DISCOVERY Yacht Archimedes

LUXUO Magazine

January 2018 | SeaKeepers Asia received the Best Green Boating Initiative Award at the Christofle Yacht Style Awards 2018 at the Phuket Rendezvous

NBC 6 South Florida

November 2017 | NBC 6 attended the International SeaKeepers Society's Founders 2017 and spoke with Special Guests Captain Sandra Yawn, from Bravo's Below Deck Mediterranean, and Captain Paul Watson of Sea Shepherd Conservation Society



EVENT PHOTO GALLERY

B e r m u d a | B a r c e l o n a | F o r t L a u d e r d a l e



EVENT PHOTO GALLERY

M o n a c o | S i n g a p o r e | F o r t L a u d e r d a l e

