



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. A special tribute to the work of Amos Nachoum will be an event highlight as he accepts the 2019 SeaKeeper of the Year Award.

WHO

The International SeaKeepers Society

WHAT

Founders Event 2019

HONORING

AMOS NACHOUM

2019 SeaKeeper of the Year

KATHERINE ZACARIAN

2019 NextGen Awardee

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



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.

2019	Amos Nachoum
2018	Michael J. Saylor
2017	Wendy Schmidt
2016	Alexander Dreyfoos
2015	Fabien Cousteau
2014	Wendy Benchley
2013	The Sargasso Sea Alliance
2012	Agnés 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

Remaining Sponsorships as of August 2019

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



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

Individual Tickets - \$350.00

Ticket Packages of Ten - \$3,000.00

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



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
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Lee & Laura Munder
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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

THE INTERNATIONAL SEAKEEPERS SOCIETY TO HONOR

AMOS NACHOUM

2019 SEAKEEPER OF THE YEAR



Award-winning photographer and explorer, Amos Nachoum, is the president and founder of BigAnimals Global Expeditions, an extraordinary organization focused on leading adventurers all over the world to experience the most exciting and impressive big animals on the planet. Nachoum has utilized his photographic skills in bringing our oceans to the public by raising awareness on endangered species and stimulating a passion for preservation. Amos's lifelong campaign for conservation inspired him to co-found Israel's Marine National Park on the Red Sea, renowned for its variety of fish species and invertebrates.

His photography has won awards from Nikon, the American Photographer of the Year award and the BBC Wildlife Photographer of the Year award. He has led empowering expeditions for individuals and institutions like Apple, IBM, Microsoft, Discovery Channel, Armani, Disney, and Colombia Pictures. He has also been featured on National Geographic as a team leader to document the Red Sea, Great White Sharks, and Killer Whales, and has had numerous publications included in Time, Life, the New York Times and National Geographic.

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 Initiative or water testing, provide vessels the opportunity to participate in specimen collection to assist in on-going research with program partners.

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.

Community Engagement: SeaKeepers shares its mission for ocean research and conservation throughout the year. The organization is actively involved with the local community and takes part in scientific seminars, educational events, beach cleanups, and yachting industry functions.

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 – <https://www.seakeepers.org/programs/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
Catniss
Christina
Copasetic
Deck of Cards
Defiance
Diamond Girl
Dione Sun
Do It Now
E Cruz
Evvisa
Explorer
Exuma
Final Final

Forget About It
Freedom
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
Winning 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

Seven Seas

Southern Boating

South Florida Luxury Guide

Venü Magazine

SoFla Nights

Coral Gables Magazine



Digital Reach

6,500 YouTube Views

5,000 Facebook

1,460 Instagram

2,100 LinkedIn

980 Twitter

11,950 Email Subscribers

120,000 Web Views

2018-2019 Statistics



SELECTED MEDIA COVERAGE

Florida International University News

July 2019 | The International SeaKeepers Society and FIU join forces to combat the plastic pollution epidemic with a new collaborative project, dubbed the S.A.R.A.H. Initiative.

South Florida Luxury Guide

July 2019 | SeaKeepers DISCOVERY Yacht Captain Jason Halvorsen helms 141-foot-long Marcato, a custom-built expedition yacht in the International SeaKeepers Society's DISCOVERY Yacht Fleet, dedicated to helping marine science initiatives and keeping our oceans clean.

Seven Seas Media

June 2019 | The International SeaKeepers Society joined researchers from the University of Texas to conduct coral research aboard D/Y Catniss.

MegaYacht News

June 2019 | Super Yacht Archimedes takes steps not just to combat plastic pollution but also help researchers better understand what it's in the oceans through the S.A.R.A.H. Initiative of the International SeaKeepers Society.

Forbes Magazine

April 2019 | SeaKeepers partners with Beneath the Waves paving the way for the next wave of ocean conservation efforts by connecting the scientific, private sector, and philanthropic worlds in exciting new ways.

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



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

