



2022 Media Guide

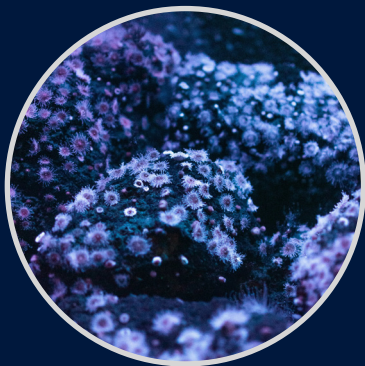
WWW.SEAKEEPERS.ORG | INFO@SEAKEEPERS.ORG | P: 786.924.6209

INTRODUCTION

Mission Statement

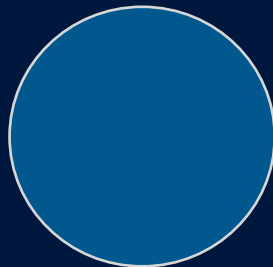
The International SeaKeepers Society promotes oceanographic research, conservation, and education through direct involvement with the yachting community. Providing educational resources and hands-on marine science experiences to students is the primary focus for ensuring the future wellbeing of our planet. SeaKeepers enables the yachting community to take full advantage of their unique potential to advance marine sciences and raise awareness about global ocean issues.

The International SeaKeepers Society is a 501(c)3 organization launched in Monaco in 1998 by a dynamic group of individuals who shared an entrepreneurial approach to problem solving. These yacht owners, CEOs and public-opinion leaders explored developing advanced technologies that would provide scientists and other concerned parties with a platform necessary to respond to the challenges of the rapidly changing ocean. Today, the SeaKeepers DISCOVERY Yacht Program offers a variety of approaches by making member yachts available to the community to conduct scientific research, educational outreach, and to deploy ocean monitoring equipment.



30,000+

people virally reached
through our social media
channels



70+

expedition profiles
published annually
through our website



40,000

constituents directly
connected to our
newsletters and emails



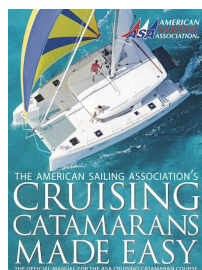
35,000+

annual web views from
returning and new
visitors



MARKETING OVERVIEW

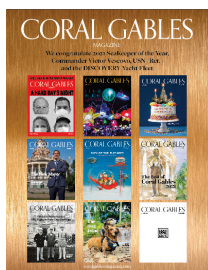
Throughout the year SeaKeepers enjoys the continual support of our media partners who have shared our stories with their constituents and created awareness about the opportunities to engage in our programming. SeaKeepers continues to expand its reach by building strong partnerships with yachting and luxury publications. Current partners as of January 2022 are:



American Sailing Association



CharterWorld



Coral Gables Magazine



Excellence Luxury Magazine



Luxury Guide



Marine Industrial Report



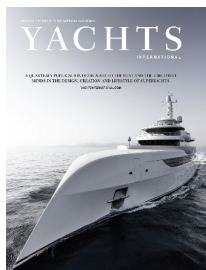
MegaYacht News



Ocean Media AUS



Venu Magazine



Yachts International



Yacht Style



YATCO

ONLINE COMMUNITY

SeaKeepers draws a growing audience of motivated ocean conservation supporters through multiple platforms, with over 35,000 visitors annually and over 40,000 contacts in our database. **Read the latest articles featuring SeaKeepers' expeditions, activities, and more at [SEAKEEPERS.ORG/MEDIA/MEDIA-CONTENT/](https://seakeepers.org/media/media-content/).**



11,600
YOUTUBE VIEWS



1,107
TWITTER FOLLOWERS



10,600
INSTAGRAM FOLLOWERS



4,771
FACEBOOK FOLLOWERS

2020-2022 Statistics

DIGITAL ENGAGEMENT

The International SeaKeepers Society has access to a wide variety of ocean enthusiasts including some of the most influential members of the yachting community. Our membership includes entrepreneurs, yachtsmen, corporations, divers, scientists, and concerned citizens building a global movement to help restore and protect the world's oceans. Through the Vessel Portal, SeaKeepers provides access to profiles of active vessels in the DISCOVERY Yacht Fleet and current programming opportunities. This platform facilitates engagement for scientists and vessel owners alike, who are interested in connecting research projects with available vessels. The portal currently has 65 vessels which have been active within the last three years. Updates are made regularly to add new vessels, and submissions for research are encouraged.

The SeaKeepers website provides information about our unique expeditions and programming activities and stores our latest media news and support. Membership programs for individuals and marinas are also offered.

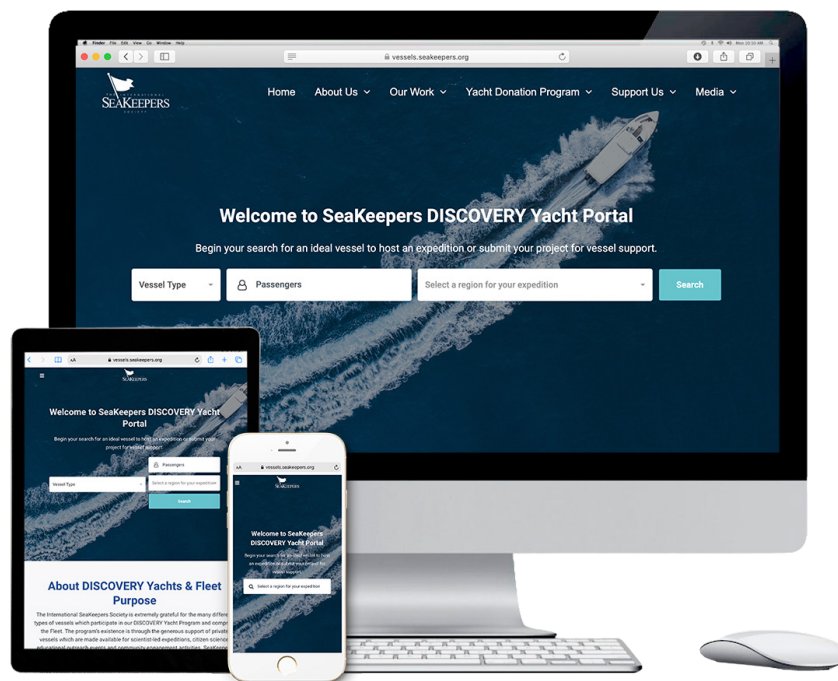
WEBSITE BY THE NUMBERS

200+
EXPEDITIONS

90+
MEDIA ARTICLES

50+
PRESS RELEASES

100+
SUPPORTER
RECOGNITIONS



35,000+
WEB VIEWS

31.8%
RETURNING VISITORS

68.2%
NEW VISITORS

3MIN
AVG TIME SPENT
ON SITE

EDITORIAL CALENDAR

Note: The annual calendar is made possible with support from SeaKeepers media partners. Content is subject to change and may not include networking events, programming, or special features highlighting members.

JANUARY

Feature/Programming Announcements

FEBRUARY

SeaKeepers Award Event 2022 during Miami International Yacht Show

MARCH

Spring Quarterly Newsletter

APRIL

Feature/Programming Announcements

MAY

Feature/Programming Announcements

JUNE

World Ocean Day 2022

JULY

Summer Quarterly Newsletter

AUGUST

Founders 2022 Announcements (Save the Dates)

SEPTEMBER

Monaco Yacht Show

OCTOBER

Fall Quarterly Newsletter

Annual Founders 2022

Fort Lauderdale International Boat Show

NOVEMBER

#GivingTuesday Campaign / #GiveMiamiDay

DECEMBER

Annual Appeal Campaign

Winter Quarterly Newsletter

SEAKEEPERS EVENTS

Renowned for their elegance, SeaKeepers events attract high-profile ocean supporters from around the world. Typically signature events are hosted around major boat shows to recognize achievements of extraordinary ocean conservationists, explorers, and advocates, as well as highlight different aspects of our programming. Annual events have included: SeaKeepers Asia Awards Dinner during the Singapore Yacht Show; a private donor hosted cocktail reception during the Palm Beach International Boat Show; Bal de la Mer which recognizes and celebrates exemplary achievement in ocean conservation, traditionally held in September; and the Founders Event during the Fort Lauderdale International Boat Show in October or November. **For more event information, please visit our event page at [SEAKEEPERS.ORG/JOIN-SUPPORT-US/RECENT-EVENTS](https://seakeepers.org/join-support-us/recent-events).**

BOARD MEMBERS

Jay Wade
Chairman

Glen Allen
Board Member

Julian Chang
President SeaKeepers Asia
Board Member

Mark Luther, Ph. D
Board Member

Patty Elkus
Board Member

Michael T. Moore
Chairman Emeritus

SCIENTIFIC ADVISORY COUNCIL

Roni Avissar, Ph. D

Fabien Cousteau

Sylvia Earle, Ph. D

Kevin Hardy

Mark Luther, Ph. D

Dr. James Morris

Bill Read

SEAKEEPERS TEAM

USA HEADQUARTERS

Ivonne Gamboa
Marketing & PR Manager

Tony Gilbert
Program Director

Lee Hutton
Vessel Donations Facilitator

Alejandra Pedreros
Marketing Intern 2021-22

Steve Rizzone
West Coast Director

Carolyn Ruth Robinson
Operations

Gill Rodrigues
International Partnerships

Dick Seidenspinner
Donations

Sarah Van Roekel
Program Support Specialist

Melissa White
Events & Membership Manager

SEAKEEPERS ASIA

Gail Tay
Director of Operations & Programs

Marla Lisa
Educational Program Planner

Claire Phua
Administration Support

Ko Chee Wah
Partnership Director

Lucas Yang
Head of Communications

ADMIRAL CLUB MEMBERS

Paul Allen*
Lee & Penny Anderson
Jim & Nancy Baldwin
Fred & Phyllis Balm
Jamie Coulter Rich
Richard* & Helen De Vos
Charles & Diane Gallagher

Albert Gersten
J. Mark Grosvenor
Jim & Jan Moran
James & Sujo Offield
Vee King & Linda Shaw
Don Tomlin
John & Nancy Williams

**Deceased*

FOUNDING MEMBERS

Michael & Sara Abraham
Mohammed Al-Barwani
Nasser Al-Rashid
Theodore & Gianna Angelopoulos
Michael & Sheila Ashkin
Frank & Sally Atlas
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 & Denise 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 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
Marlyene Sexton
David & Jacqueline Siegel
Bill Simon Family
Michael Smurfit
John & Sue Sobrato
Jim & Cynthia Stebbins
Philip Stephenson
Robert & Christine Stiller
HRH Prince Khaled bin Sultan
John & Georgene Tozzi
Gary & Staci Turner
Leo & Kathryn Vecellio
Douglas & Linda Von Allmen
Jay Wade
Ted Waitt
Herbert & Nicole Wertheim
Frank Wlasek
Ambrous & Annie Young



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