

# BAL DE LA MER

25<sup>TH</sup> ANNIVERSARY CELEBRATION

2023 SPONSORSHIP OPPORTUNITIES FORT LAUDERDALE



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OCTOBER 25<sup>TH</sup>, 2023



# OVERVIEW & HISTORY

The International SeaKeepers Society will host its 25<sup>th</sup> Anniversary Celebration with Bal de La Mer during the Fort Lauderdale International Boat Show. The evening will feature cocktails and dinner with an exclusive gathering of the most powerful and influential members of the yachting community. Yacht owners and captains who have supported SeaKeepers will be recognized and milestones from programming will be showcased.

**WHO:** The Board of Directors of The International SeaKeepers Society.

**WHAT:** Bal de La Mer, Celebrating 25 Years of Ocean Conservation & Research.

**WHEN:** Wednesday, October 25<sup>th</sup>, 2023.

**WHERE:** Location details are shared two months prior with ticket holders.

Founded in Monaco in 1998, SeaKeepers began as a group of yacht owners who realized they shared more than just a passion for yachting and were concerned about the deteriorating condition of the world's oceans. With the help of the yachting community, they wanted to advance oceanographic research.

Because the yachting and sailing communities are constantly mobile, their unique capabilities for at-sea research and education are extremely valuable. Programming began with the creation of the SK1000 unit which was a data collection device that was installed in larger vessels. The SK1000 technology provided near real-time oceanographic and meteorological measurements from the yacht's position to scientific databases and operated from 1998 to 2012. The U.S. Integrated Ocean Observing System made the data available to scientists, universities, and research institutions at no cost.

Today, SeaKeepers continues its legacy through the DISCOVERY Yacht Program, comprised of Scientist-Led Expeditions, Citizen Science initiatives, Educational Outreach, and Community Engagement activities. The degree of participation from a vessel can vary, from sharing depth measurements through navigation instruments while out at sea, to hosting a floating classroom for children in the bay, to week-long expeditions with a team of researchers and scientists. SeaKeepers offers programs that fit the vessel owner's interests, each with unique research and educational goals.

# GOVERNANCE & SUPPORT

## BOARD OF DIRECTORS

JAY WADE  
PATTY ELKUS  
JULIAN CHANG

MARK LUTHER  
NORMA E. TREASE  
MICHAEL T. MOORE

CHAIRMAN  
VICE CHAIR  
SEAKEEPERS ASIA  
PRESIDENT  
BOARD MEMBER  
BOARD MEMBER  
CHAIRMAN EMERITUS

## ADMIRAL CLUB MEMBERS

PAUL ALLEN\*  
LEE & PENNY ANDERSON  
FRED & PHYLLIS BALM  
ALBERT GERSTEN  
JIM & NANCY BALDWIN  
JAMIE COULTER  
RICHARD\* & HELEN DE VOS  
CHARLES & DIANE GALLAGHER  
J. MARK GROSVENOR

JIM\* & JAN MORAN  
JAMES & SUJO OFFIELD  
VEE KING & LINDA SHAW  
DON TOMLIN  
JOHN & NANCY WILLIAMS

*\*deceased*

## SEAKEEPER OF THE YEAR AWARD

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.

2022	Nainoa Thompson
2021	Commander Victor Vescovo, USN (Ret.)
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	Agnes 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 bin Sultan
1999	Craig O. McCaw
1998	James Cameron
1997	Dr. Sylvia Earle & Marjory Stoneman Douglas
1996	H.S.H. Prince Rainier III & Jean-Michel Cousteau

## SEAKEEPERS OF THE WORLD

In June 2015, the SeaKeepers of the World Program was launched to identify individuals who demonstrate a commitment to ocean research and conservation in their local communities.

2022	Rani Bin Awang, SeaKeeper of Malaysia
2022	H.E. Olai Uludong, SeaKeeper of Palau
2020	Dr. Zeehan Jaafar, SeaKeeper of Singapore
2019	Dr. Achier Chung, SeaKeeper of Malaysia
2018	Dr. Karenne Tun, SeaKeeper of Singapore
2018	Michael Henry, SeaKeeper of the Cook Islands
2017	Francis Lee, SeaKeeper of Singapore
2017	Francesca Thyssen-Bornemisza, SeaKeeper of Jamaica
2017	Judie Clee, SeaKeeper of Bermuda

2017	Chris Flook, SeaKeeper of Bermuda
2017	Philippe Max Rouja, SeaKeeper of Bermuda
2017	John Paul Skinner, SeaKeeper of Bermuda
2016	Dr. Carrie Manfrino, SeaKeeper of the Cayman Islands
2016	Professor Chou Loke Ming, SeaKeeper of Singapore
2015	Dr. Cecile Gaspar, SeaKeeper of French Polynesia
2015	Casper van de Geer, SeaKeeper of Kenya
2015	Commodore Escrib, SeaKeeper of Cuba



# FOUNDING MEMBERS

Founding Members enjoy a great sense of purpose and fellowship by joining other international conservation and scientific leaders. They are responsible for directly providing the resources needed to continue our global effort in preserving and restoring the health of the world's oceans. Founders are listed on our letterhead and receive priority access at all SeaKeepers' events.

Michael & Sara Abraham	Steve Forbes	Howard & Rory Meyers
Mohammed Al-Barwani	Stephen & Lori Garofalo	Michael T. Moore
Nasser Al-Rashid	Russ George	John & Susan Morrison
Theodore & Gianna Angelopoulos	Robert Gerard	Nancy S. Mueller
Michael & Sheila Ashkin	Sir Owen Glenn	Lee & Laura Munder
Frank & Sally Atlass	Cheng Liang Goh	Peter Nicholas
Anthony & Linda Bakker	Frank & Lee Goldberg	Bud & Marla Paxson
H. Doug Barnes	Marc & Diane Goldman	Carlos & Mariana Peralta-Quintero
Richard Beattie	Tom & Kimberly Gonzales	John Porter
HRH Prince Khaled Bin Sultan	Thomas Haffa	Gary Primm
Michael & Karen Blake	Duane & Lola Hagadone	Denise Rich
Tim Blixseth	Matthew Hagans	John & Irene Roth
Steve & Tina Bostic	John Hargreaves	Marlyne Sexton
John Landrum Bryant	Jerry & Maryanna Herbst	David & Jacqueline Siegel
Brian & Annie Chang	Bill & Kerry Holekamp	Bill Simon Family
Jim Clark	Doug & Roxanne Houghton	Michael Smurfit
Jerry Pikolysky & Lee Clark	Stanley & Karen Hubbard	John & Sue Sobrato
Brian & Denise Cobb	Richard Hull	Christina Sorensen Lotter
David Copley	Gale Anne Hurd	Jim & Cynthia Stebbins
Bryan & Christine Cressey	John & June Klindworth	Philip Stephenson
Donatella de Filippo Campioni	Scott & Mandy Leonard	Robert & Christine Stiller
Larry De George, Jr.	Robert & Roxana Lorton	John & Georgene Tozzi
Michael De Groote	Leslie J. Lott	Gary & Staci Turner
Roy & Patricia Disney	Edward Lozick	Leo & Kathryn Vecellio
Alex & Renate Dreyfoos	J. Daniel & Ellen Lugosch, III	Douglas & Linda Von Allmen
Richard & Judi Duchossois	Henry & Kelly Luken	Jay Wade
Orin & Charlene Edson	Christine Lynn	Ted Waitt
Rick & Patty Elkus	Gerald & Linda Mackie	Herbert & Nicole Wertheim
Bruce A. Erikson	Craig & Susan McCaw	Frank Wlasek
Robert & Marilyn Fisher	Richard & Lynette Merrilat	Ambrous & Annie Young



# SPONSORSHIP LEVELS

Tickets are \$500 per person. Tables (10 tickets) are \$5,000.

## PLATINUM SPONSOR ... \$40,000

- Tickets for up to (16) guests with VIP seating arrangements
- Welcome champagne and/or sparkling wine for guests
- Five-minute speaking opportunity during the program
- Sponsor recognition on cocktail napkins
- Sponsor recognition on digital save-the-dates sent to 34,000+ contacts
- Sponsor recognition on printed invitations sent to 250+ VIP contacts
- Sponsor recognition on event signage at registration
- Sponsor recognition in all pre/post publicity efforts including special mention in all feature media partner pieces
- Sponsor recognition on email signature announcements to guests
- Recognition piece in (1) newsletter received by 34,000+ contacts
- 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

## ANNIVERSARY SPONSOR ... \$25,000

- Tickets for up to (10) guests with VIP seating arrangements
- Welcome champagne and/or sparkling wine for guests
- Sponsor recognition on digital save-the-dates sent to 34,000+ contacts
- Sponsor recognition on printed invitations sent to 250+ VIP contacts
- Sponsor recognition in all pre/post publicity efforts of media partners
- Recognition piece in one newsletter received by 34,000+ 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
- Exclusive opportunity to present DISCOVERY Yacht awards from the stage

## DISCOVERY SPONSOR ... \$10,000

- Tickets for up to (10) guests with VIP seating arrangements
- Welcome champagne and/or sparkling wine for guests
- Sponsor recognition on digital save-the-dates sent to 34,000+ contacts
- Sponsor recognition on printed invitations sent to 250+ VIP contacts
- Sponsor recognition in all pre/post publicity efforts of media partners
- Recognition piece in one newsletter received by 34,000+ contacts
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Inside (double-page) spread advertisement in printed event program
- Sponsor recognition on digital screens during cocktail hour

## SHORELINE SPONSOR ... \$7,500

- Tickets for up to (6) guests
- Opportunity for (2) 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

## EDUCATION SPONSOR ... \$5,000

- Tickets for up to (4) guests
- Opportunity for (2) 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

## SCIENCE SPONSOR ... \$4,000

- Tickets for up to (4) guests
- Support the attendance of (2) scientists at the event
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour



# UNDERWRITING

## INVITATION SPONSOR ... \$7,500

- Tickets for up to (6) guests
- Sponsor recognition on digital save-the-dates sent to 34,000+ contacts
- Sponsor recognition on printed invitations sent to 250+ VIP contacts
- Printed page in event program
- Recognition on event website, hyperlinked to sponsor website
- Recognition in post-event recap on SeaKeepers event page
- Sponsor recognition on digital screens during cocktail hour

## VALET SPONSOR ... \$5,000

- Tickets for up to (2) guests
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour
- Sponsor recognition on customized valet cards or hang tags placed in each car

## ENTERTAINMENT SPONSOR ... \$3,500

- Tickets for up to (2) 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

- Ticket for (1) guest
- Recognition on event website, hyperlinked to sponsor website
- Recognition on all event social media platforms
- Sponsor recognition on digital screens during cocktail hour

## DON'T SEE WHAT YOU LIKE ON OUR SPONSORSHIP BENEFITS MENU?

We can create a special sponsorship package to meet your marketing needs and fit your budget, just by giving us a call at 786.924.6209.

In-kind sponsorships are also available. For more information, please email Ruth Robinson at [crrobinson@seakeepers.org](mailto:crrobinson@seakeepers.org) or reach her directly by phone at **305.987.1630**.

# MARKETING EXPOSURE

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 67,500 plus followers.

## MEDIA PARTNERS

BALLYHOO MEDIA	LUXURY GUIDE	SUPERYACHT SERVICES GUIDE
BRITISH MARINE	MARINE & INDUSTRIAL REPORT	TRITON NEWS
CHARTER WORLD	MARINE INDUSTRY NEWS	VENU MAGAZINE
COMPASS MAGAZINE	MEGAYACHT NEWS	YACHTS INTERNATIONAL
CORAL GABLES MAGAZINE	MERIDIAN	YACHT STYLE
EXCELLENCE LUXURY MAGAZINE	OCEAN MEDIA	YATCO

## DIGITAL REACH



12,985 VIEWS



5.4K+ FOLLOWERS



25K+ FOLLOWERS



1.2K+ FOLLOWERS



1.1K FOLLOWERS



34.8K EMAIL  
SUBSCRIBERS



35,000+ Web Views

*2022 - 2023 Statistics*

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# 25 YEARS OF CELEBRATING



SeaKeeper Awardees, Jean-Michel Cousteau (1996) and Fabien Cousteau (2015)



SeaKeeper Awardees, Dr. Sylvia A. Earle (1997) and Victor Vescovo (2021)



SeaKeeper Awardees, Walter Cronkite (2006) and HSH Prince Albert II of Monaco (2010)



Chairman Emeritus, Michael T. Moore; Chair BDLM, Patty Elkus; Honoree David Shaw; Admiral Club Member, Don Tomlin at San Francisco Yacht Club (2013)



SeaKeeper Awardee, Wendy Benchley awarded at Bal de La Mer in Monaco (2014)



Christina Sorensen Lotter of Danish Yachts at the Barcelona Yacht Rendezvous (2015)



Sandra Chang and Julian Chang at the Singapore Chapter Launch (2016)



Divers displaying an underwater banner at the Singapore Chapter Launch (2016)



Recognizing the SeaKeepers of Bermuda (2017) John Paul Skinner, Phillippe Max Rouja, Chris Flook, and Judie Clee

Thank you to all our generous sponsors and media supporters. For more pictures or video footage, please contact Ivonne Gamboa at [ivonne@seakeepers.org](mailto:ivonne@seakeepers.org) or (786) 553.3052.

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# SEAKEEPERS EVENT GALLERY



SeaKeeper Awardee Wendy Schmidt (2017) at the Bermuda Underwater Exploration Institute



Fabien Cousteau with SeaKeeper of the Year, Michael J. Saylor (2018) in Fort Lauderdale at the 20<sup>th</sup> Anniversary Event



Jay Wade, Chairman & Patty Elkus Vice-Chair & Chair Bal de La Mer



Michael T. Moore and Leslie J. Lott attending the 20<sup>th</sup> Anniversary Event in Fort Lauderdale (2018)



SeaKeeper Awardee Amos Nachoum (2019) at the Annual Founders Event in Fort Lauderdale



2020-2021 DISCOVERY Yacht Award Recipients at the Awards Dinner in Miami (2022)



Jay Wade, Fabien Cousteau, Julian Chang at the Ocean Collective Summit in Singapore (2022)



Next Gen, Lehua Kamalu; Peter Wright, (Wright Chocolates); Board Member, Norma Trease at 2022 Founders Event



2022 SeaKeeper of the Year & Captain of Hōkūle'a at Polynesian Voyaging Society, Nainoa Thompson

Thank you to all our program partners, DISCOVERY Yachts and volunteers who support our mission. For more pictures or video footage, please contact Ivonne Gamboa at [ivonne@seakeepers.org](mailto:ivonne@seakeepers.org) or (786) 553.3052.

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# MISSION

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.

Members of SeaKeepers include influential opinion leaders who believe that the best way to protect the environment is to protect the world's oceans. Our members recognize the oceans' critical importance to the life of our planet. SeaKeepers is thus deeply committed to finding real-world solutions to the problems now plaguing our seas.

Year-round, SeaKeepers' DISCOVERY Yacht Program provides access to the ocean for research, scientific discovery, community outreach and artistic inspiration. From hosting free learning excursions for 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

Scientist-Led Expeditions provide yacht owners, guests and crew the opportunity to participate in ongoing research while engaging with marine scientists and their team.

## CITIZEN SCIENCE INITIATIVES

These small-scale projects depend on community volunteers to support environmental initiatives. These expeditions permit vessel owners and crew to participate in ongoing research projects.

## EDUCATIONAL OUTREACH

Educational Outreach events are focused on the next generation of marine enthusiasts and provide a lesson plan in some aspect of marine conservation.

## COMMUNITY ENGAGEMENT EVENTS

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

This program is the creative component of SeaKeepers' DISCOVERY Yacht Program. The work is created by the featured SeaKeeper Artist of the Year, which highlights different environmental issues.



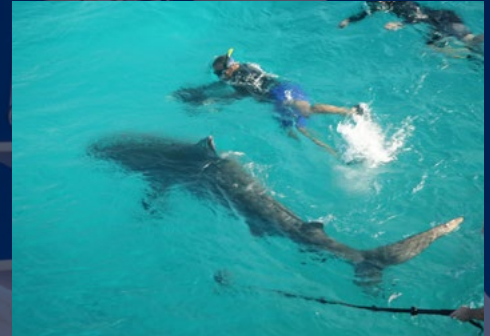
# PROGRAMMING HIGHLIGHTS



Hi Tech NOAA / Navy Vessel gets SeaKeeper 1000 unit (2008)



DISCOVERY Yacht Big Fish collecting data in Antarctica (2011)



University of Miami Tiger Shark Tagging Expedition aboard DISCOVERY Yacht Penny Mae (2014)



eDNA Research Expedition with the University of California aboard DISCOVERY Yacht Valkyrie (2016)



Educational Expedition aboard DISCOVERY Yacht Lady Jo in Singapore (2016)



Singapore Marine Cleanup and Coral Rescue (2017)



Florida International University CASE Shark Research aboard DISCOVERY Yacht Shredder (2018)



SeaKeepers partnered with Seabed 2030 aboard DISCOVERY Yacht Aqua Blu (2022)



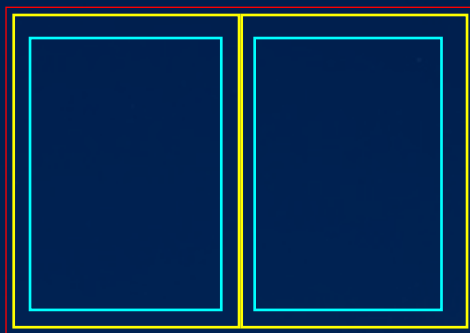
Mola Mola research in Massachusetts aboard DISCOVERY Yacht Calliope (2022)

Thank you to all our generous DISCOVERY Yachts and supporters. Visit us to see all our work at [www.seakeepers.org](http://www.seakeepers.org) and research highlights at [www.seakeepers.org/research-highlights/](http://www.seakeepers.org/research-highlights/). To participate in our programming, contact Tony Gilbert at [tony@seakeepers.org](mailto:tony@seakeepers.org).

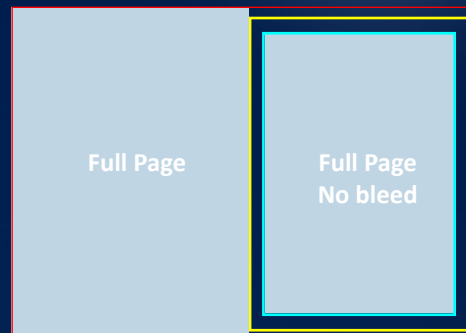
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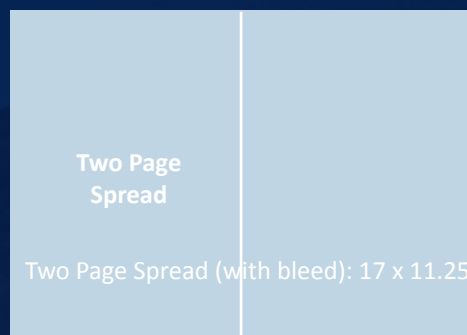
# ADVERTISING



Trim Size: 8.5 x 11  
Live Area: 8 x 10.5



Full Page (with bleed): 8.75 x 11.25  
Full Page (no bleed): 8.25 x 10.75



Two Page Spread  
Two Page Spread (with bleed): 17 x 11.25

## ARTWORK SUBMISSION

A printed program is distributed to all attending guests. Provide ad page files and logos in PDF, EPS, JPEG, PSD or TIFF at 300 DPI resolution. Photos submitted as Raw, PSD or Jpeg format (highest quality) at 300 DPI.

Email advert to [Ivonne@SeaKeepers.org](mailto:Ivonne@SeaKeepers.org). Include the company name and logo.

**Deadline: Tuesday, October 10, 2023**

## ADVERTISING RATES FOR EVENT PROGRAMS

Outside Back Cover .....	\$2,000
Inside Front Cover .....	\$1,500
Inside Back Cover .....	\$1,000
Two-page Spread .....	\$750
Full Page .....	\$500



# BAL DE LA MER

## SUPPORT FORM

### SPONSORSHIPS

\$40,000, Platinum Sponsor  
\$25,000, Anniversary Sponsor  
\$10,000, Discovery Sponsor  
\$7,500, Shoreline Sponsor  
\$5,000, Education Sponsor  
\$4,000, Science Sponsor

### UNDERWRITING & TICKETS

\$7,500, Invitation Sponsor SOLD  
\$5,000, Valet Sponsor  
\$5,000, Table (10 Tickets)  
\$3,500, Entertainment SOLD  
\$1,000, Photography SOLD  
\$500, Individual Ticket:  
Quantity:

### PROGRAM ADVERTISING

\$2,000, Outside Back Cover  
\$1,500, Inside Front Cover  
\$1,000, Inside Back Cover  
\$750, Two-page Spread  
\$500, Full Page

For more information, call 786.924.6209.

Members at a level of \$150 or more will receive a 10% discount on tickets. To become a member and purchase your tickets at a discount rate, contact Aubri Keith at [Aubri@SeaKeepers.org](mailto:Aubri@SeaKeepers.org).

**Name:**

**Company:**

**Address:**

**City:**

**State:**

**Zip:**

**Telephone:**

**Email:**

Make checks payable to: ***The International SeaKeepers Society***

Mailing Address: ATTN Bal de la Mer  
255 Aragon Avenue, Third Floor  
Coral Gables, FL 33134

By Wire Transfer - BA Routing number for Pacific National Bank: 066-0113-50

Bank Address: 1390 Brickell Avenue, Miami, FL 33131  
Account Name: The International SeaKeepers Society Inc.  
Account Number: 1427482

**Card Type:**

**Card Number:**

**Expiration Date:**

/

**CSV #:**

**Signature:**

**The International SeaKeepers Society is a 501(C) (3) tax exempt organization; Federal ID #58-2385869**

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.





25<sup>TH</sup>  
ANNIVERSARY

THE INTERNATIONAL  
**SEAKEEPERS**  
SOCIETY

1 9 9 8 - 2 0 2 3

For more information, please email Ruth Robinson at [crrobinson@seakeepers.org](mailto:crrobinson@seakeepers.org) or reach her directly by phone at **305.987.1630**.

For media opportunities and event information, please email Ivonne Gamboa at [ivonne@seakeepers.org](mailto:ivonne@seakeepers.org) or reach her directly by phone at **786.553.3052**.