

SPONSORSHIP OPPORTUNITIES

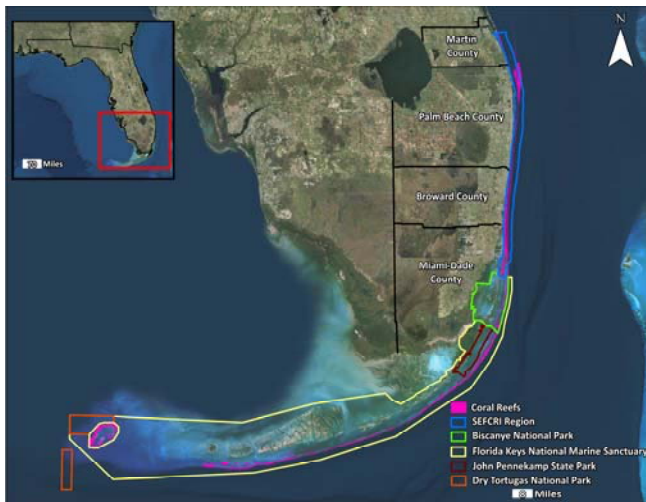
For the 38th Bi-ANNUAL MEETING of the



August 5-11, 2017 • Fort Lauderdale • Florida

**Co-Hosted by: The State of Florida & the National Oceanographic and Atmospheric Administration
~ Fort Lauderdale Harbor Beach Marriott ~**

South Florida is the only location in the continental U.S. that features a living coral reef ecosystem, comprised of over 330 miles of vital reefs starting in lower Martin County, extending south along the coasts of Palm Beach, Broward, Miami-Dade and Monroe counties through the Florida Keys to the Dry Tortugas.



Florida's reefs are a national and world treasure, but they are also challenged for existence from numerous threats including pollution, bleaching, climate change, disease, incompatible fishing pressure, and damage to habitat and structure.

The United States Coral Reef Task Force (USCRTF) was established in 1998 by Presidential Executive Order to lead U.S. efforts to preserve and protect coral reef ecosystems. The USCRTF includes leaders of twelve federal agencies, seven U.S. States, Territories, and Commonwealths, as well as three Freely Associated States. The USCRTF helps build partnerships, strategies, and support for on-the-ground action to conserve coral reefs. Further information found at www.coralreef.gov.

For almost 20 years, the USCRTF has been meeting bi-annually in Washington, D.C. and rotating between US coral reef jurisdictions including Florida, Puerto Rico, US Virgin Islands, Hawaii, American Samoa, Guam, and the Commonwealth of the Northern Mariana Islands. The jurisdictional USCRTF meetings bring together local community members and national practitioners to highlight cross-cutting priority management topics. In August 2017, the USCRTF meeting will return to South Florida, hosted by the State of Florida, and co-chaired by the National Oceanic and Atmospheric Administration (NOAA) and the U.S. Department of the Interior – this will be the Task Force's first visit to Florida since 2011-and 2004. Approximately 250 people are expected to attend this meeting and may include state and county politicians, federal and state policymakers and agencies, and of course, many dedicated expert coral reef scientists and stakeholders.

Overall, the USCRTF is working to preserve and protect the biodiversity, health, heritage, and social and economic value of U.S. coral reef ecosystems and the marine environment against the environmental and social impacts that are causing their decline. During the August 2017 USCRTF meeting, regional and national ocean experts will discuss and explore existing and new avenues for solutions to the multitude of challenges facing our nation's precious reefs, highlighting the Florida Reef Tract. The theme for the upcoming August 2017 USCRTF meeting will focus on the many different values of our ecologically and economically important coral reef resources.

Throughout the week, there will be working meetings for jurisdictional representatives, federal agencies, and the USCRTF Steering Committee, all culminating in the Business Meeting on Friday, August 11th. Many USCRTF activities and programs are open to the public including receptions, workshops, field trips, exhibits for attendees, and the Business Meeting; however, registration is required. Depending on sponsorship success, public participation may be first come first served.

Become a Sponsor for the 38th Bi-Annual US Coral Reef Task Force Meeting in South Florida!

The USCRTF relies on the valued financial support provided by its sponsors in the United States coral reef jurisdictions to stage a high quality and impactful meeting that addresses management-driven science protecting coral reefs in Florida, across the US, and around the world. You and your company/organization can help make history by supporting the August 2017 38th Bi-Annual USCRTF Meeting at a level that suits your desire and budget. Sponsorship can be provided as a tax-deductible* donation to a dedicated 501c3 nonprofit organization helping to plan and fund the event.

General Sponsorship Benefits Include:

- A unique opportunity to partner your brand with the 38th Bi-Annual USCRTF Meeting in Ft. Lauderdale, Florida.
- Connect with key leaders, policymakers, stakeholders, scientists, and students involved with coral reef management, science, and conservation in Florida and from around the nation and world.
- The opportunity to demonstrate your company/organization's positive environmental and social values which will in turn be widely acknowledged to the meeting participants and all connected.
- Highlight your identity and work to Federal, State, and County leadership, as well as regional reef conservation organizations.
- Learn how your work fits into the larger marine conversation community and the ongoing conversations.
- Align your brand with a solution-oriented event that transcends traditional divides and brings all aspects of coral reef conservation together to strategize and advocate for best policies and practices.
- Receive a tax deduction* if your sponsorship donation is provided to one of the 501c3 nonprofit partners (more info below).

General Sponsorship packages and their associated benefits are outlined below. We would be happy to work with you to develop a sponsorship package that helps you create the most meaningful impact.

DIAMOND SPONSOR - \$25,000

- Receive the highest special recognition as a DIAMOND sponsor of the 38th Bi-Annual USCRTF Meeting (with exclusive opportunity).
- Company name and/or logo listed as a DIAMOND Sponsor on select meeting and promotional materials (print and electronic). †
- Lead DIAMOND logo position on the meeting banners, registration area, and other key event signage.
- Opportunity to place a display at the USCRTF Business Meeting (2 priority location table spaces).
- Twelve (12) passes to join select evening receptions where you will be acknowledged as a DIAMOND Sponsor.
- Four (4) invitations to participate in the related field trips (limited to available space and safety considerations).
- Special verbal acknowledgment at appropriate opportunities. †
- Twenty (20) printed 2018 calendars compiled of photos taken along the Florida Reef Tract.

PLATINUM SPONSOR - \$10,000

- Receive special recognition as a PLATINUM sponsor of the 38th Bi-Annual USCRTF Meeting.
- Company name and/or logo listed as a PLATINUM Sponsor on select meeting and promotional materials (print and electronic). †
- PLATINUM Sponsor position on the meeting banners, registration area, and other key event signage.
- Opportunity to place a display at the USCRTF Business meeting (two table spaces).
- Six (6) passes to join select evening receptions where you will be acknowledged as a PLATINUM Sponsor.
- Two (2) invitations to participate in the related field trips (limited to available space and safety considerations).
- Special verbal acknowledgment at appropriate opportunities. †
- Fifteen (15) printed 2018 calendars compiled of photos taken along the Florida Reef Tract.

GOLD SPONSOR - \$7,500

- Receive special recognition as a GOLD sponsor of the 38th Bi-Annual USCRTF Meeting.
- Company name and/or logo listed as a GOLD Sponsor on select meeting and promotional materials (print and electronic). †
- GOLD Sponsor position on the meeting banners, registration area and other key event signage.
- Opportunity to place a display at the USCRTF Business meeting (one table space).
- Four (4) passes to join select evening receptions where you will be acknowledged as a GOLD Sponsor.
- One (1) invitation to participate in the related field trip (limited to available space and safety considerations).
- Special verbal acknowledgment at appropriate opportunities. †
- Ten (10) printed 2018 calendars compiled of photos taken along the Florida Reef Tract.

SILVER SPONSOR - \$5,000

- Receive special recognition as a SILVER sponsor of the 38th Bi-Annual USCRTF Meeting.
- Company name and/or logo listed as a SILVER Sponsor on select meeting and promotional materials (print and electronic). †
- SILVER Sponsor position on the meeting banners, registration area and other key event signage.
- Opportunity to place a display at the USCRTF Business meeting (one table space).
- Three (3) passes to join select evening receptions where you will be acknowledged as a SILVER Sponsor.
- One (1) invitation to participate in the related field trip (limited to available space and safety considerations).
- Special verbal acknowledgment at appropriate opportunities. †
- Eight (8) printed 2018 calendars compiled of photos taken along the Florida Reef Tract.

BRONZE SPONSOR - \$2,500

- Receive special recognition as a BRONZE sponsor of the 38th Bi-Annual USCRTF Meeting.
- Company name and/or logo listed as a BRONZE Sponsor on select meeting and promotional materials (print and electronic). †
- BRONZE Sponsor position on the meeting banners, registration area and other key event signage.
- Opportunity to place a display at the USCRTF Business meeting (one table space).
- Two (2) passes to join select evening receptions where you will be acknowledged as a BRONZE Sponsor.
- Special verbal acknowledgment at appropriate opportunities. †
- Five (5) printed 2018 calendars compiled of photos taken along the Florida Reef Tract.

NOT-FOR-PROFIT ORGANIZATION BRONZE SPONSOR - \$500 to \$2,000

- Receive special recognition as a Not-for-Profit (NPO/NGO) BRONZE sponsor of the 38th Bi-Annual USCRTF Meeting.
- Company name and/or logo listed as a NPO/NGO Bronze Sponsor on select meeting and promotional materials (print and electronic). †
- Nonprofit Bronze Sponsor position on the meeting banners, registration area and other key event signage.
- Opportunity to place a display at the USCRTF Business meeting.
- Invitations to select evening receptions with opportunity to be highlighted as a NPO/NGO BRONZE Sponsor.
- Special verbal acknowledgment at appropriate opportunities. †
- Invitations to attend USCRTF meetings that are open to the public.
- Up to four (4) printed 2018 calendars compiled of photos taken along the Florida Reef Tract.

NOTE: NPO/NGO Bronze Sponsor Company logo position on printed/electronic materials will be subject the value of the contribution. Your IRS 501c3 determination letter may be requested for verification. NPO/NGO's are also invited to participate at the higher levels listed above.

IN-KIND Goods & Services for Specific USCRTF Meeting Needs

The August 2017 38th Bi-Annual USCRTF Meeting can significantly be supported by IN-KIND goods and services that help with our overall multi-day meeting and specific activities, including but not limited to: Meeting Supplies & Breaks, Evening Receptions, Field Trips, and other needs to be determined as we get closer. If you have a product or service that you think would be beneficial, we'd love to hear from you – perhaps it's something we need and haven't thought of yet! In return for your support, here are benefits we can offer to your company:

- Receive special recognition as a USCRTF Meeting IN-KIND Sponsor with potential for Bronze-to-Platinum sponsor recognition.
- Company name and/or logo listed as an In-Kind Sponsor on select meeting and promotional materials (print and electronic). †
- Special verbal acknowledgment for the in-kind goods or services. †
- Opportunity to highlight your goods and/or services with additional signage at the meeting (to be determined with planning committee).
- Up to four (4) printed 2018 calendars compiled of photos taken along the Florida Reef Tract.

NOTE: Company Logo position on select printed/electronic materials will be subject the value of the In-Kind contribution. †

GREEN PARTNERS & SPONSORSHIP

The 38th Bi-Annual USCRTF Planning Committee is working diligently to ensure this meeting in SE Florida is as GREEN as possible, including our hotel, transportation, meal breaks, receptions, printing, carbon footprint, and much more! If you would like to partner with us on Greening the USCRTF Meeting, or becoming a Green Goods/Services Sponsor, we'd love to discuss the possibilities and benefits we can offer you in return. If you'd like to dedicate a financial donation towards Greening any of the events, please contact us for more information.

FRIENDS & AFFILIATES

If you would like to make a tax-deductible* cash and/or in-kind sponsorship gift, starting at just \$200, we would be happy to include your name/logo (individual or company) on select printed and electronic materials as a FRIEND or AFFILIATE. † You will also be invited to the Friends of Our Florida Reefs Reception, and receive at least one (1) printed 2018 Florida Reef Tract calendar. Donors of gifts above \$2,000 for the USCRTF can be provided benefits similar to those listed in the Bronze-Diamond categories listed above. Feel free to contact us with questions about this opportunity!

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Become a USCRTF Meeting Sponsor Today!

Thank you for considering becoming a sponsor of this important 38th Bi-Annual USCRTF Meeting in South Florida. Any and all sponsorship support will go a long way towards helping the planning entities to produce a successful and memorable event in Fort Lauderdale and the vicinity in August 2017.

The most convenient way for your company/organization to help sponsor the 38th Bi-Annual USCRTF Meeting with monetary funds is to make a tax-deductible donation* (per your desired level) to FRIENDS OF OUR FLORIDA REEFS, the dedicated 501c3 nonprofit citizen support organization for Florida Department of Environmental Protection's Coral Reef Conservation Program, which can be found online at: www.floridareef.org. Monetary sponsorship donations to FRIENDS OF OUR FLORIDA REEFS are preferred via check, and we would be happy to arrange a check pick-up just about anywhere in Miami-Dade, Broward and Palm Counties. FRIENDS OF OUR FLORIDA REEFS can also accept credit cards and electronic transfers via PayPal and bank wire.

Please see the attached Sponsorship Commitment Form for further instructions. If you are interested in supporting the 38th Bi-Annual USCRTF meeting with In-Kind donations or other lines of support, please contact us to discuss the options and possibilities. We look forward to talking with you!

About Friends of Our Florida Reefs:

Friends of Our Florida Reefs, Inc. (FOFR) is a registered 501c3 nonprofit citizen support organization based in SE Florida dedicated to conserving and protecting over 105 miles of vital coral reefs directly offshore between Miami-Dade and Martin counties by enhancing and complementing the critical efforts, programs and activities of the Florida Department of Environmental Protection's Coral Reef Conservation Program (FDEP CRCP). The FDEP CRCP is the Florida state agency responsible for hosting and planning the August 2017 38th Bi-Annual USCRTF Meeting in Fort Lauderdale with limited funds from the state and federal government, therefore significant citizen and corporate support is desired for this USCRTF Meeting in South Florida. Donations to Friends of Our Florida Reefs are tax-deductible to the full extent of the law*. More about Friends of Our Florida Reefs can be found online: www.floridareef.org.

Contact Us:

**For more information about becoming a 38th Bi-Annual USCRTF Meeting Sponsor, please contact:
Scott Sheckman (Director at Friends of Our Florida Reefs - www.floridareef.org)
Email: scott.sheckman@floridareef.org or Mobile: 310-741-7617**

Thank You for the Kind Consideration!

† The 38th Bi-Annual USCRTF Meeting Planning Committee will determine what printed and electronic promotion and meeting materials are appropriate and pragmatic to include sponsorship company names and/or logos. The Planning Committee will make best efforts to ensure all contributing Sponsors are provided ample visual and verbal acknowledgement before, during and after this USCRTF Meeting.

* Tax deduction receipt letter from Friends of Our Florida Reefs or another participating 501c3 receiving/planning organization is subject to the value of any tangible benefits provided to the sponsor, to be determined by the 38th Bi-Annual USCRTF Meeting planning committee. Note: It is anticipated that all sponsorships (cash funds or in-kind) will be utilized for this USCRTF Meeting. Unless otherwise instructed by a particular Sponsor or participating party, Sponsorship raised but not fully spent on hosting the USCRTF meeting will be retained by Friends of Our Florida Reefs to help support the short and long-term mission, programs and activities of the organization.

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SPONSORSHIP COMMITMENT FORM

YES! We are interested in sponsoring the 38th Bi-Annual USCRTF Meeting in SE Florida!

We Will Sponsor this USCRTF Meeting at the Following Level:

DIAMOND Sponsor \$25,000 (call us about being the Exclusive Diamond Sponsor!)

PLATINUM Sponsor \$10,000

GOLD Sponsor \$7,500

SILVER Sponsor \$5,000

BRONZE Sponsor \$2,500

Not-for-Profit BRONZE Sponsor (\$500 to \$2,000). Please indicate interest level \$_____

Note: IRS letter may be required. Nonprofit organizations are also invited to participate at any of the levels listed above.

IN-KIND Sponsorship - Please contact us first to discuss our needs and opportunities!

Friend or Affiliate (\$200 to any level above). Please indicate your interest level \$_____

We are primarily interested in underwriting a particular Reception, Field Trip, or Other

Note: This option may be available upon request and further discussion with the planning committee.

Company Name & URL: _____

Contact & Title: _____

Phone & Email: _____

Notes: _____

Signature: _____ **Date:** _____

NOTE: Unless sponsorship funds are provided along with this commitment form via post or pickup, monetary sponsor pledges will be invoiced with a 30-day due date. All monetary sponsorships are due by July 1, 2017, unless other arrangements have been made in writing. Please scan and return this completed form via email to: info@floridareef.org. If you have any questions, please contact Scott Sheckman at Friends of Our Florida Reefs at email: scott.sheckman@floridareef.org or mobile: 310-741-7617.

THANK YOU!