



International Coastal Cleanup

Saturday, September 15th, 2018

An educational event about solid waste problems, its impact on public health and the environment.

Sponsorship Proposal 2018

Overview

Scuba Dogs Society (SDS) is a 501(c) 3 nonprofit organization dedicated to environmental protection and education **since 1993**. Inspired by the **legacy of Enrique Martí Coll**, a prominent publicist and nature's lover, with tenacious desire to promote public discussion to embrace community to understand and achieve harmony between urban development and the environment. SDS has a long history leading preservation and educational efforts in Puerto Rico.



Our Vision: Human beings **in perfect harmony** with nature.

Our Mission: Educate and integrate humans with their **social-ecological** environment to model a culture of harmony with nature. Our six (6) core values are: Sensibility, Diversity, Inclusiveness, Integrity, Collaboration and Commitment.

We have received numerous environmental awards over the years, showing a consistency of our labor: Ford Foundation, UNESCO, Atkins Foundation, Amgen Pharmaceuticals, Toyota Foundation, EPA and more.

The Event

The International Coastal Cleanup (ICC) is the **largest popular** environmental effort in the world celebrated yearly on the third Saturday of September, **along other 100 countries**. SDS in partnership with Ocean Conservancy engages people in Puerto Rico with the common goal of collecting and documenting the trash littering their coastline. The local effort has grown drastically since SDS joined the ICC in 2002. Every year around **200** coastal zones and waterways are cleaned thanks to multi-sectorial collaboration efforts integrating government, private industry, community leaders and thousands of volunteers.

What we do during ICC?



❖ Clean up - Remove marine debris along shorelines and waterways like beaches, rivers, creeks, lakes and sea bottom. This activity contribute to eliminate mosquitoes breeding among other viruses related to accumulate solid waste.



❖ Collect data – Solid waste characterization and development of trash index, to find out where, how much, by whom and how trash is disturbing the environment.

❖ Educate - to protect and preserve our natural resources, live in harmony with nature and how to properly dispose solid waste.

❖ Raise awareness – about solid waste contamination and the need to reduce and recycle.

In 2016 Puerto Rico had **a volunteer participation of 17,943** people who joined forces to remove **127,573** pounds of trash/debris.
Once again we are in the **TOP 10*** participating countries.



Source:
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2016

Strategic Plan



To inspire and encourage massive participation we will prepare an **aggressive advertising campaign**. Launch in all traditional and digital Media, as well as collateral materials in 2 phases along a 2-month period.

Strategically launch key announcements and activities:

- ❖ Ocean Conservancy official report **2017 worldwide results, released** on June 2018
- ❖ **New Captain** Recruitment Campaign from August 1st
- ❖ **Volunteer** Registration Campaign from September 1st
- ❖ **Opening Ceremony and Cocktail** of main operation center in San Juan, August 31st
- ❖ **Press Conference** on September 13th, 2018 at El Escambrón in San Juan.
- ❖ **Media Tour** on September 10th to the 15th, 2018

Sponsorship Opportunities

This national event is only possible thanks to the direct metallic and in-kind contributions we receive from our Sponsors and Partners in Alliance. We provides trainings, cleanup materials, refreshments, promotional campaign, logistics, coordination with site captains, volunteers and government agencies and administrative support to conduct this Island-wide cleanup effort.

Sponsorship donations are eligible to income tax deductions through our 501(c)3 non-profit status. Most of the event's cost is disbursed months before the cleanup, thus early payment is greatly appreciated.

Become a Sponsoring partner!



The International Coastal Cleanup offers sponsors a unique volunteer engagement opportunity, as well as outstanding social and traditional media outreach support. Scuba Dogs Society will work with you to develop a partnership package that meets your company's volunteer objectives and supports our work at the same time. SDS invites you to join a prestigious group of corporate, foundation and government leaders who demonstrate their commitment to environmental sustainability and community responsibility by supporting and participating in the International Coastal Cleanup.

INTERNATIONAL COASTAL CLEAN UP 2018 SPONSOR LEVELS



\$10k Sponsor	<ul style="list-style-type: none"> ● Large logo displayed in all International Coastal Cleanup 2018 advertising campaign ● Your company's logo exclusive displayed on the left or right sleeve of the official event's t-shirt ● Sponsorship announcement in our newsletter (email blast) ● Sponsorship announcement in social media post ● Recognition as sponsor in the organization's website ● Your company banner display at the Plaza Las Americas Volunteers Center ● Your reserved cleanup site
\$6k Sponsor	<ul style="list-style-type: none"> ● Medium logo displayed in all International Coastal Cleanup 2018 advertising campaign ● Sponsorship announcement in our newsletter (email blast) ● Sponsorship announcement in social media post ● Recognition as sponsor in the organization's website ● Your reserved cleanup site
\$3k Sponsor	<ul style="list-style-type: none"> ● Small logo displayed in all International Coastal Cleanup 2018 advertising campaign ● Sponsorship announcement in our newsletter (email blast) ● Sponsorship announcement in social media post ● Your reserved cleanup site



We sincerely appreciate your support. Payments should be made out to: **Scuba Dogs Society** and mailed to: **Gardenville D13 Buen Samaritano, Guaynabo. PR 00966.**

For more information, please contact us at 787-783-6377

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