

SPONSORSHIP PACKET



6 million+ Hatchlings Saved!

A billion baby turtles?

Around the world, six out of seven species of sea turtles are either threatened or endangered. One of their top threats is consumption of their eggs. To protect turtle nesting beaches, there are hundreds of small organizations working on small budgets with little access to grants from the small number of donors who support this kind of work. But there is hope, lots of it!

We launched Billion Baby Turtles in 2013 to fund community-based organizations to pay local staff to patrol the beaches and move the eggs to safe places, away from poachers, to be released when born. We raise this support through an innovative fundraising program that combines individual donations, school fundraisers, income from turtle conservation tours, and partnerships with environmentally responsible businesses.



A billion is a very big number. We will ever reach it? Who knows, but we feel that an ambitious goal is important and that the title will help to draw more attention--it already is! We do know that we can save millions of hatchlings per year and grow that number every year. **We have already saved more than 6 million hatchlings and average a million per year; we hope you can join us in this effort!**

Billion Baby Turtles is an initiative of SEE Turtles, a nonprofit conservation organization based in Portland, Oregon.

[Learn More About Billion Baby Turtles](#)

By The Numbers

HATCHLINGS SAVED:
6 million+

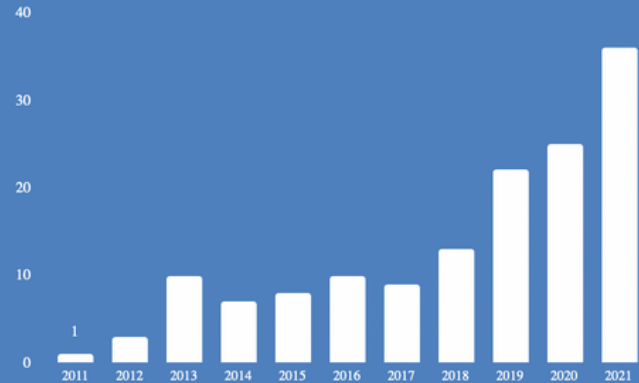
TOTAL FUNDS GRANTED:
\$750,000+

TOTAL NUMBER OF GRANTS:
150+

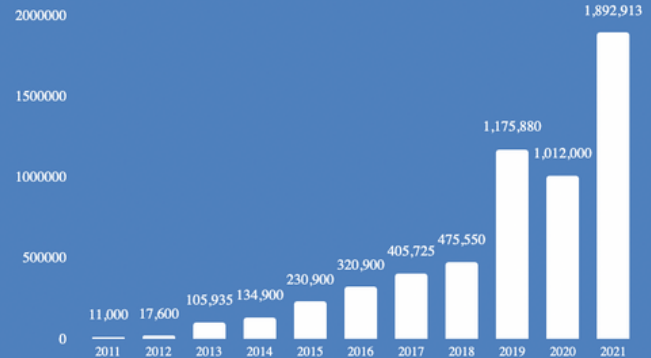
ORGANIZATIONS SUPPORTED:
50+

[SEE ALL OF OUR GRANTS HERE](#)

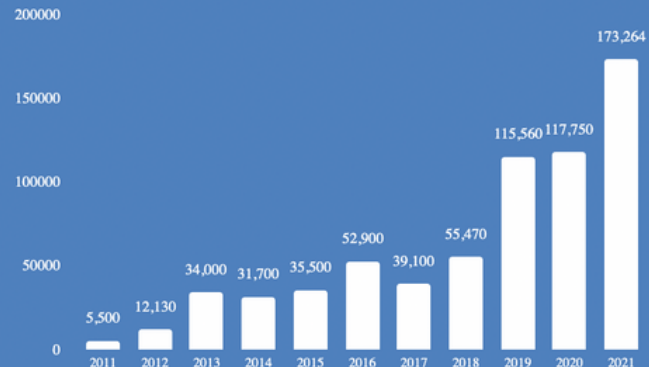
Number of grants given



Hatchlings Saved Per Year



Total Grant Amount Given



Why Partner With Us?

SEE Turtles is an innovative award-winning organization that makes a concrete difference for endangered sea turtles and local communities around the world.

Our business sponsorships offer businesses an opportunity to engage a large and committed network of eco-minded consumers and show your company's green credentials.

Our sponsorships offer:

- A concrete and transparent way to show your customers your company's commitment to protecting the environment.
- Promotion to our network of [200,000+ social media followers and email subscribers.](#)
- Assets including photos, videos, and logos to share in marketing efforts.
- Promotions to help engage your customers.



Benefits of a Billion Baby Turtles Partnership

Consumer Friendly & Transparent:

“Every dollar donated saves 10 baby turtles.”

This simple message allows our partners to clearly and simply show how many hatchlings are being saved with the partnership, either per product sold or total amount from the donation. [We list all grants on our site](#) so people know where the funds go and that our claims are valid.

Large Reach:

For a small organization, we have a large and dedicated audience that includes more than 200,000 followers on Facebook, Twitter, Instagram, and email and our SEE Turtles website averages more than 40,000 unique visitors per month. [See our full reach here.](#)

Eye-Catching:

We have high quality photos, video, and logos available for use by partners to help promote the partnership.

Leadership:

SEE Turtles has been a leader in sea turtle conservation since 2008. We have generated more than \$1 million for turtle conservation and communities, Our work has benefitted more than 60 important nesting beaches protected by 50+ organizations in 20 countries across the world. For these efforts, we won the Changemakers Award from the World Travel & Tourism Council.

True partnership:

We don't just ask for a check and put your name on our supporters page; we actively seek out ways to benefit both organizations. See our [benefits](#) and [case study](#) sections for how we help promote sponsors.

Sponsorship Opportunities

We have partnered with small businesses and industry leading corporations to help save sea turtles. Below are some ways that we work with partners.

- **Cause Marketing & Product Partnerships:**

SEE Turtles has developed several successful cause marketing partnerships with leading green businesses where a portion of product revenue goes to help save turtle hatchlings or to [combat plastic waste](#). With all of these partnerships, we allow use of our logo for product packaging and promote the partnership through our social media network and website. See our [Partner Profiles](#) page for examples. Donation amounts per product are up to the sponsors but generally the industry standard is 1% of sale price or 10% of profit for the product(s).

- **Baby Turtle School Fundraiser Contest:**

Billion Baby Turtles works with school classes to raise money for turtle conservation. We have had more than 2,500 students at 30+ schools participate, raising more than \$30,000. We are currently looking for a lead contest sponsor at the \$1,000 level which will be used to match the funds raised. Lead sponsors will be promoted on all contest materials and promotion. We also have product sponsors who contribute to prize packs for winning classes and help to promote the contest on social media. [Learn more about our School Contest here.](#)

- **Turtle Tour Giveaways:**

One of our most popular partnerships is giving away spots on our sea turtle volunteer tours to consumers, trade partners, or employees as incentive gifts. We have worked with Nature's Path Foods/ EnviroKidz to run tours to Costa Rica and Belize. We have also worked with vitamin company Rainbow Light to organize a tour that they gave as incentives to top distributors.

Sponsorship Levels

2,500 Baby Turtles (\$250 donation per year):

- Company link & logo on Billion Baby Turtles sponsor page.
- Posts on 2 Facebook & 2 Twitter feeds (2x per year per feed, 8 posts total).
- Regular Billion Baby Turtles update newsletter
- Use of SEE Turtles logo and images on company products, website, & social media.
- Listing in SEE Turtles annual reports
- "2,500 Baby Turtles Saved" graphic to share on social media.
- Requires an initial deposit of \$250.*

10,000 Baby Turtles (\$1,000 donation per year)

- Benefits noted for the previous category.
- Posts on 2 Facebook, 2 Twitter feeds, & 1 Instagram feed (2x per year per feed, 10 posts total).
- Higher listing of logo on sponsor page and SEE Turtles annual report.
- Use of SEE Turtles logo, images, & videos on company products, website, and social media.
- Annual graphic showing how many hatchlings saved in the previous year.
- Requires an initial deposit of \$250.*

*See [Why Deposits](#) for more information & exceptions



Sponsorship Levels

100,000 Baby Turtles Saved (\$10,000 minimum donation per year)

- Benefits noted for the previous category.
- Posts on 2 Facebook, 2 Twitter feeds, & 1 Instagram feed (3x per year per feed, 15 posts total).
- Inclusion in SEE Turtles monthly newsletter (6,000+ subscribers) (1x).
- Prominent listing of logo on sponsor page & in SEE Turtles Annual Reports.
- Special social media promotions including live events & giveaways.
- This sponsorship level requires an initial deposit of \$1,000 to start with the balance paid over the sponsorship year. *

500,000 Baby Turtles Saved (\$50,000 minimum per year)

- Benefits noted for the previous category.
- Posts on 2 Facebook, 2 Twitter feeds, & 1 Instagram feed (3x per year, 15 posts total).
- Inclusion in SEE Turtles monthly newsletter & global updates (30,000+ subscribers) (1x per year).
- Branded page on SEE Turtles website detailing how the donations are spent.
- Prominent listing of logo on sponsor page & SEE Turtles Annual Reports including a donor profile (1x as space is available).
- Industry exclusivity (upon agreement).
- Personalized annual updates including projects supported and photos.
- This sponsorship level requires an initial deposit of \$5,000 to start with the balance paid over the sponsorship year.*

*See [Why Deposits](#) for more information & exceptions

Sponsorship Levels



1,000,000 Baby Turtles Saved (\$100,000 minimum donation per year)

Want to stand out from your competition?

Be the first in your industry to commit to saving a **million hatchlings per year!**

- Benefits noted for the previous category.
- Posts on 2 Facebook, 2 Twitter feeds, & 1 Instagram feed (4x per year per feed, 20 posts total).
- Inclusion in SEE Turtles monthly newsletter & global updates (30,000+ subscribers) (1x per year).
- Top listing of logo on sponsor page & SEE Turtles Annual Reports including a donor profile (1x as space is available).
- Branded page on SEE Turtles website detailing how the donations are spent.
- Special social media promotions including live events & giveaways.
- Online presentation about the partnership for company staff, clients, and/or customers.
- Press release and blog post about the sponsorship.
- Special "1 Million Hatchlings Saved" Logo for use on website, products, & social media.

*Please note: This sponsorship level requires an initial deposit of \$10,000 to start with the balance paid over the sponsorship year. See [Why Deposits](#) for more information and exceptions.

Why Do We Ask For A Deposit?

We know this can be an unusual request so we wanted to give a bit of explanation. SEE Turtles requests deposits from sponsors for a few reasons. First, it takes time for our staff to set up sponsorships, including adding links and logos to our website, promoting on social media, and processing the paperwork. We have had situations in the past where sponsors committed to donating but then did not follow through with the donation, or only donated a small amount which was not enough to cover staff time. The deposit, which is based on future donations and not an additional fee, helps to ensure that we cover the time involved and offers true benefits to our programs.

Second, we have invested years of hard work and investment to build a strong reputation and branding. When a sponsor uses our brand name, logos, and photos in marketing products that promote donations, we need to ensure that those claims are backed up with actual funds and not just a promise of funds.

Exceptions to our deposit requirement:

In limited cases, we may be able to offer a waiver of the deposit for brands with strong histories of partnerships with nonprofits or those with a history of supporting our work. For sponsors who donate beyond the initial deposit amount, the deposits are waived in future agreements.

Sea Turtles & Plastic

If there is a poster species for the worldwide epidemic of plastic pollution, it's sea turtles. The mothers swim through islands of plastic on their migrations and crawl through plastic to find their spots to nest on beaches. SEE Turtles believes the long-term solution is ending single use plastic. But even if all plastic production was to stop today, millions of tons would still be floating in the ocean, impacting sea turtles, other ocean wildlife, and humans.

We will advocate for reducing plastic use while searching for ways to help get this waste out of sea turtle habitat, in ways that support conservation efforts and local communities and reusing this waste into useful products.

Our Plastic Campaign:

- Working with conservation organizations around the world to rid plastic in sea turtle habitats.
- Supporting new and expanded upcycling efforts that benefit conservation & reduces waste.
- Advocating for less plastic use. We will encourage people to reduce plastic at home while advocating for governments and businesses to take strong actions to reduce the creation of plastic in the first place.



Sea Turtles & Plastic Sponsorship Opportunities

- **Our Plastic Campaign:**

We have several projects run by our partners around the world to turn the trash washing up on nesting beaches into useful products that support local communities. These include upcycling with Precious Plastic machines, recycling plastic bags into crocheted handbags, and other efforts.

These projects cost US \$3,000 - \$10,000 and sponsors can cover the full project cost or partner with us on a matching campaign to raise funds from individuals.

- **Cause Marketing**

Donate a fixed amount or percentage of a product cost to this campaign to show your customers you are doing something about the plastic crisis. This is a great option for plastic alternatives or upcycled or ocean plastic products.

Sponsors can dedicate the full donation to our plastic campaign or split it with our Billion Baby Turtles campaign, where 5 hatchlings will be saved per dollar and help reduce plastic in sea turtle habitats.



Our Reach



BillionBaby
Turtles
SEE TURTLES!



60,000+ on four feeds



35,000+ on four feeds



15,000+ on one feed



50,000+ email subscribers



40,000+ avg visitors per month



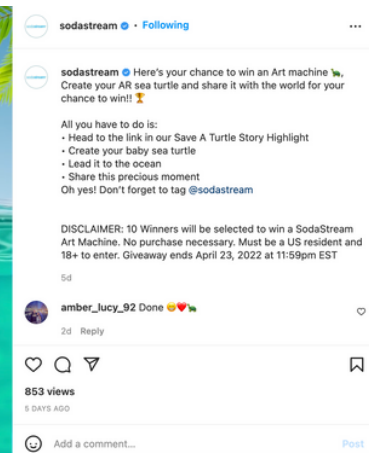
Sponsor Profiles

Sodastream

For Earth Day 2022, Sodastream has partnered with SEE Turtles.org to save baby sea turtles, with parts of the proceeds from every Sodastream machine sold during the month of April going to save one baby sea turtle!

Sodastream is the first 1 million hatchling Billion Baby Turtles sponsor. Their donation will help save sea turtles at more than 20 beaches in 16 countries around the world. The sponsorship included a video with TV star David Hasselhof and an augmented reality game where you can release your own baby sea turtle.

sodastream®



Sponsor Profiles

Nature's Path / EnviroKidz:

Nature's Path is one of the largest organic food companies in North America. Through their EnviroKidz brand, they donate 1% of profits to environmental organizations working to save endangered species.

They have supported SEE Turtles' work since 2008, helping to save tens of thousands of hatchlings. Their donations have launched and expanded our educational program and they are a lead sponsor of Billion Baby Turtles and support our School Fundraiser Contest & Save The Wild podcast.

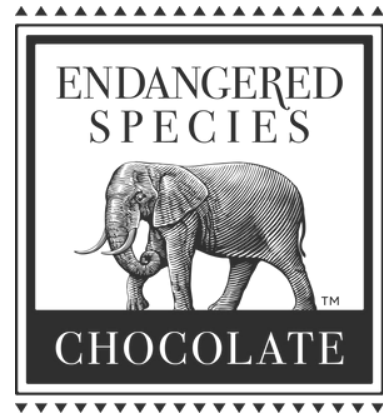


Sponsor Profiles

Endangered Species Chocolate:

Endangered Species Chocolate is one of the largest natural chocolate companies in the US. SEE Turtles and Endangered Species Chocolate had a three year partnership as part of their 10% Promise program. Our project split ten percent of profits with two other organizations and we are featured on their Sea Turtle Bar.

Our partnership also included a grant contest to give away \$5,000 in donations to wildlife conservation and lead sponsorship of Billion Baby Turtles and our School Fundraising Contest.



Win a 3 Pack of Endangered Species Chocolate!

Testimonial:

"You'd be hard-pressed to find a more dedicated and effective conservation group as SEE Turtles."

Partner Guidelines



**BillionBaby
Turtles**
seeTURTLES!

SEE Turtles works with businesses who lead their industries in environmental practices.

We partner with companies that:

- Do not have direct impacts on sea turtles and other ocean life by generating large amounts of plastic waste or pollution, catching sea turtles in fishing gear, developing coastal habitats in an unsustainable way, significantly contributing to global warming, or keeping wild ocean animals in captivity that should not be captive.
- Have a strong record of reducing their environmental impact including energy usage, waste production, and habitat degradation and benefit the communities and employees that the company depends on.
- Have a customer base who support wild and healthy oceans and will promote our work to their customers.
- Promote racial and social justice in the company and in the community.
- Can commit to a minimum annual donation of at least \$250 (or more, depending on level chosen) to offset costs for partnership set up and promotion.

About Us



SEE Turtles was launched in 2008 as the world's first effort to protect sea turtles through ecotourism. Since then, we have expanded to include educational programs and the Billion Baby Turtles and Too Rare To Wear programs. To date, we have brought more than 1,000 people to visit turtle projects, generated more than US \$1 million for turtle conservation and local communities, saved more than 6 million turtle hatchlings at more than 50 nesting beaches around the world, and reached more than 10,000 students with our educational programs.



SEE Turtles is an independent 501c3 organization based in Oregon. We received the Changemakers Award from the World Travel & Tourism Council and the Skål Sustainable Tourism Award for our work to protect ocean wildlife.

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