



# CONSERVATION

through Research, Education & Collaboration



CORPORATE SPONSORSHIP

# MOBULIDS IN PERIL

Mobulid rays have historically evaded commercial fishing, but in recent years a new market has opened, and they are now heavily sought after for their gill plates for use in Asian Medicine. In addition, they are increasingly falling victim to fisheries targeting other species, such as tuna and swordfish.

As a result, fisheries catching manta and devil rays as bycatch, and those targeting them for their gill plates, have devastated populations around the world.

Manta fisheries in Sri Lanka.  
© Simon Hilbourne

Cover image: Oceanic manta  
in the Maldives  
© Guy Stevens



# CORPORATE SPONSORSHIP

Our vision is a sustainable future for the oceans where manta rays and their relatives thrive in healthy, diverse marine ecosystems. By raising awareness of the threats these enigmatic rays face, and co-ordinating global research and conservation efforts, it is our mission to turn the tide for these species and the habitats on which they depend.

Become a Manta Trust sponsor to support our core initiatives and charitable aims, and together we can make a difference.



Our team is comprised of a diverse group of researchers, scientists, conservationists, educators and media experts; working together to share and promote knowledge and expertise. We take a multifaceted approach to mobulid (manta and devil ray) conservation, which sets us apart from others in the field. By conducting long-term, robust scientific studies, we aim to build the solid foundations upon which governments, NGO's and conservationists can make informed and effective marine management decisions. With a network of over 25 projects worldwide, we specialise in collaborating with multiple parties to drive conservation as a collective; from businesses and governments, to individuals and local communities.

We specialise in creating tailored sponsorship agreements, to best benefit our corporate partners. Whatever the size or details of your agreement, by becoming a Manta Trust sponsor you will:

- ✦ Support global efforts to research and conserve vulnerable manta and devil rays.
- ✦ Gain promotion to a passionate and active community of ocean lovers.
- ✦ Demonstrate your commitment to supporting the UN's Sustainable Development Goals.
- ✦ Join other elite supporters such as Carl F. Bucherer and Salesforce.

A school of feeding Munk's pygmy devil rays, Mexico.  
© Guy Stevens



Healthy soft coral reef in the Maldives.  
© Simon Hillbourne

## Our conservation approach - research, education, collaboration

# OUR IMPACT

Founded in 2005 by Dr. Guy Stevens, the Maldivian Manta Ray Project has evolved into one of the largest and longest-standing manta conservation groups in the world. It is from this project that the Manta Trust was formed in 2011, and in less than a decade it has grown into a global network of mobulid focused research and conservation projects, working in over 25 countries, with a shared mission.

The Manta Trust has now positioned itself as the leading authority on mobulid rays. A few of our key achievements to date include:



We contributed critical data and expertise for the re-assessment to “Vulnerable” status of both species of manta on the IUCN Red List of Threatened Species in 2011, and successfully campaigned for all mobulid species to be granted legally-binding international protection in the trade of products sourced from their body parts, under Appendix II of CITES.



We have played a key role in gaining national protection for manta rays in the Maldives and Thailand, as well as in Indonesia and Peru which are home to some of the world’s largest mobulid fisheries.



Our Maldives Marine Education Programme has been working with school children since 2015 to research the effectiveness of marine education for conservation purposes, increase youth participation in marine activities and increase marine awareness across the wider Maldivian community.

Manta Trust co-founders, Dr Guy Stevens and Thomas P. Peschak published the world’s first book on manta rays in 2017. ‘MANTA: Secret Life of Devil Rays’ combines ground-breaking photography with the latest scientific research from our projects around the globe.



In 2017, we launched [How to Swim with Manta Rays](#) to provide tourists and operators with research-backed guidelines and tools to minimise the impact their interactions have on the mantas they encounter.



We assembled thirty mobulid experts to develop “[Research Priorities to Support Effective Manta and Devil Ray Conservation](#)”, published in 2018 to stimulate and focus future research to facilitate improved science-based management of mobulids.



To learn more about our impact please see our [Case for Support](#).

# CONSERVATION GOALS

We want to see all species of manta ray and their relatives protected or effectively managed for sustainable or non-consumptive use, by the people closest to them, in a means that promotes wider ocean conservation. We have identified four key threats that need to be addressed in order to achieve this.

## TARGETED FISHERY

Targeted fishing of mobulid rays has greatly increased, driven by the demand for gill plates, which are used as a Traditional Asian Medicine.

**Our goal:** No demand for mobulid products.



## TOURISM

Unregulated or badly managed tourism can negatively affect the animals and in turn the tourism industry.

**Our goal:** To see well managed mobulid tourism.



## BYCATCH

Mobulid rays are incidentally caught in at least 30 fisheries in 23 countries.

**Our goal:** Limit mobulid bycatch worldwide.



## ENVIRONMENTAL CHANGES

Reef degradation, pollution and lower plankton productivity limit their food supply and suitable habitat.

**Our goal:** To ensure healthy ecosystems for mobulids.



Manta and mobula fisheries in Sri Lanka.  
© Simon Hillbourne



To learn more about our conservation goals and approach please see our [Global Strategy & Action Plan for Mobulids](#).

# OUR COMMUNITY

As more and more people travel, sail, surf, snorkel and scuba dive, we have seen public interest in the oceans grow dramatically over the last decade. Wildlife documentaries are for the first time really bringing the ocean to life for viewers; combining cutting-edge underwater cinematography with inspired storytelling to engage an international audience with charismatic species and hidden habitats. The BBC's Blue Planet II series featured breath-taking footage of cyclone-feeding manta rays in the Maldives (filmed with the Manta Trust's assistance) and devil rays dancing in bioluminescence in the Sea of Cortez; it was the most watched TV show of 2017, viewed by over 14 million people around the world. This growing public interest has not gone unnoticed as businesses and governments are embracing the blue growth agenda.

Our supporter base is global and diverse, but our followers share a passion for the natural world; they are adventurous, sporty, creative and love to travel. Our social media platforms, which are constantly growing, allow us to interact with and educate our supporters daily; nearly 40% of this audience are from the USA and UK, but we also have followers in Europe, Australia, Canada, Mexico, Indonesia, and the Maldives. At the end of 2018 we launched The Cyclone, a membership platform that rewards and engages our most dedicated supporters. Overall, our online supporter base increased by 24% over 2018.

Reef manta and videographer in the Maldives.  
© Guy Stevens



 >28,000

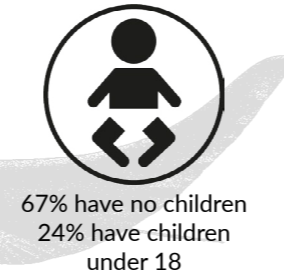
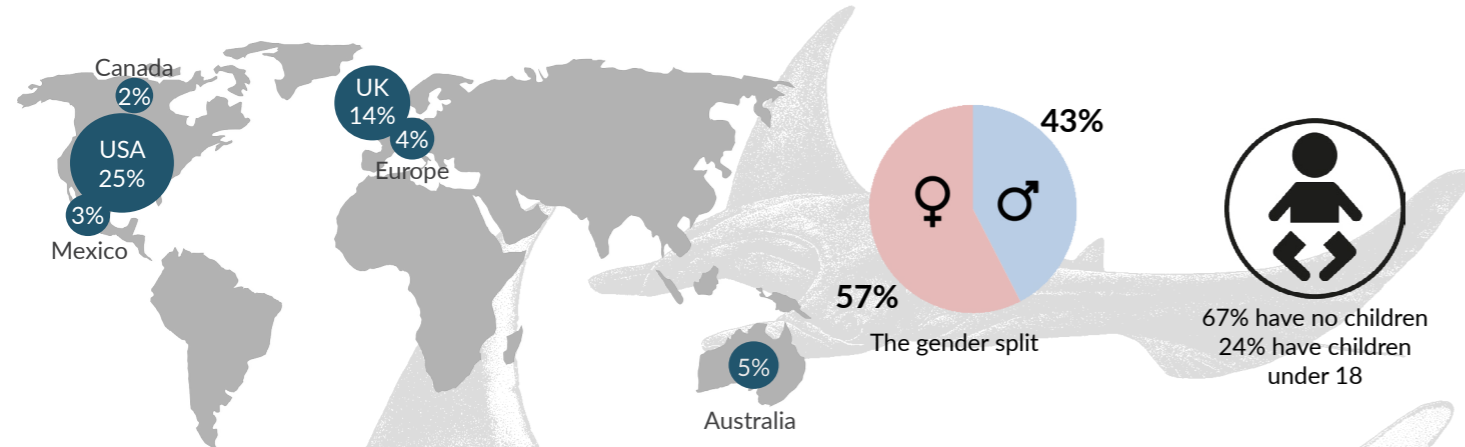
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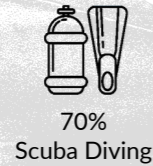
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# OUR AUDIENCE

## WHERE OUR COMMUNITY IS FROM



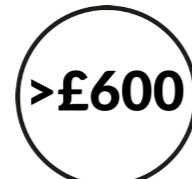
## THEIR HOBBIES



19% are students  
8.5% in biology/life science



91% travel abroad yearly  
56% more than once



78% spend this much on their holidays



35% eat a diet low in or excluding meat, seafood and dairy



Oceanic manta cruising over the reef in the Maldives.  
© Guy Stevens

# OUR PATRONS



**Steve Backshall**  
Wildlife TV Presenter



**Valerie Taylor**  
Conservationist, Cinematographer & Shark Ambassador



**Roger Munns**  
Underwater Cameraman



**Sarah Richards**  
Founder of GirlsthatScuba



**Doug Allen**  
Polar & Underwater Cameraman & Photographer



**Zoona Naseem**  
First Maldivian female PADI course director

Opposite: Oceanic manta ray illustration by Marc Dando



# ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE

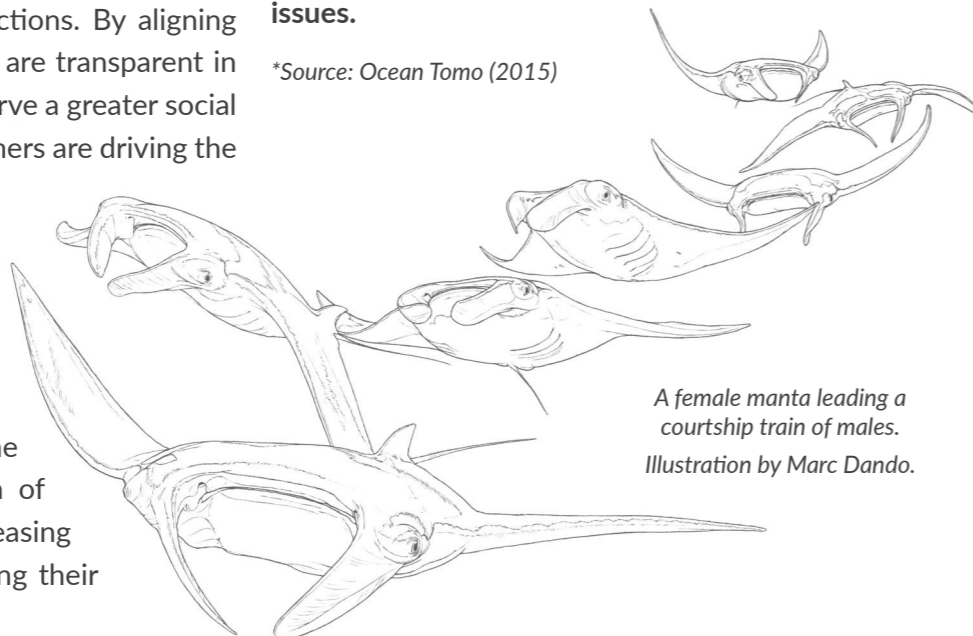
Today's consumers expect the values of a company to be reflected throughout their business functions, not just in the ad copy. With unprecedented access to information through online content, consumers have visibility into almost everything a company does, as well as the means to quickly coordinate and amplify grassroots movements through social media. The millennial generation is leading the charge in holding companies accountable for their actions. By aligning themselves with organisations that are transparent in their business practices, and that serve a greater social and environmental purpose, consumers are driving the growth of ESG.

ESG is the application of environmental (E), social (S) and governance (G) disciplines within a business; a practical approach to how the business is run, and the values that govern it. The growth of ESG is also being driven by an increasing number of investors who are putting their money where their values are.

Forty years ago, nearly 85% of company value was based on tangible assets; such as machinery, buildings and inventory. Today, this has reversed, as nearly 85% of a company's value comes from intangibles, such as brand recognition and goodwill.\*

**So, there has never been a better time for your business to sponsor a charity addressing vital conservation issues.**

\*Source: Ocean Tomo (2015)



Diver and sickle fin devil ray in the Azores.  
© Danny Copeland



In 2015, the United Nations set [17 Sustainable Development Goals](#), providing investors with the leading ESG framework for considering opportunities. The Manta Trust's global research and conservation efforts are already contributing towards achieving the targets for eight of these goals.



# SPONSOR US

Corporate Sponsors of the Manta Trust share our vision of a sustainable future for manta rays and the oceans. They use their networks and influence to extend our reach, and their contributions help to drive our research and conservation work, as well as cover vital operational costs. They provide our core team with the stability we need to plan ahead, work on long-term projects and coordinate and support our global network.

We understand that one size does not fit all, and we are open to creative new ideas for collaboration, so we do not prescribe fixed sponsorship packages. **Instead, we specialise in creating tailored sponsorship agreements, to best benefit our corporate partners.**

Reef manta ray appearing through a school of fish in the Maldives.  
© Guy Stevens

All [Corporate Sponsors](#) are promoted on our website. Other advantages of sponsoring us could include, but are not limited to:

- ❖ Use of our logo on your website, marketing materials or products.
- ❖ Promotion on our social media platforms, in our newsletter, to our Cyclone members, and at conferences and events.
- ❖ Use of our high-quality underwater images and footage.
- ❖ Volunteer and hands-on conservation opportunities for your staff.
- ❖ Creation of new, high-quality, media content.
- ❖ Manta Trust staff presence and presentations at your events.
- ❖ Naming a manta ray.

If you want to become a Corporate Sponsor of the Manta Trust, please [contact us](#) today to discuss your needs and what you have to offer. For more inspiration, please read on to see some examples of some of our most successful, innovative partnerships.

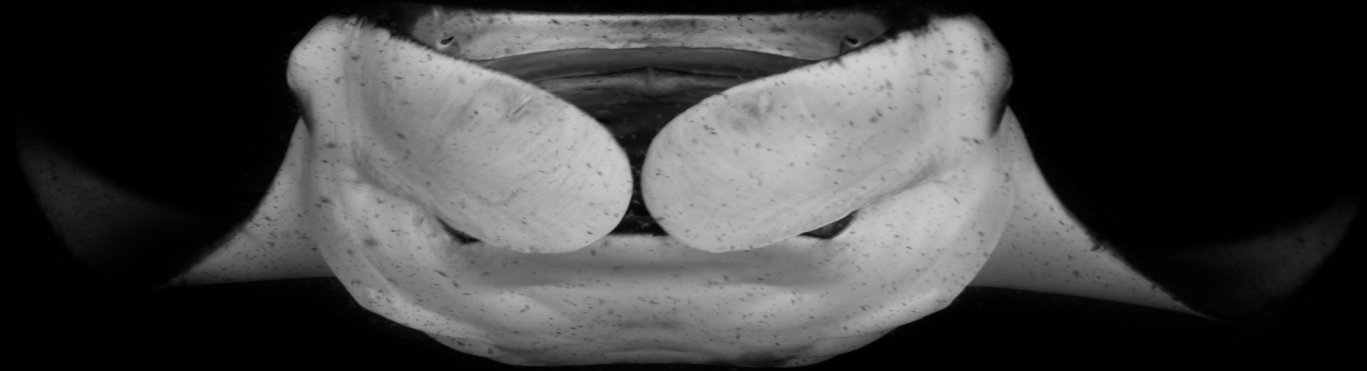
Reef manta feeding in Hanifaru Bay, the Maldives.  
© Simon Hillbourne

# CARL F. BUCHERER

Since 2014, the Manta Trust has been working with Swiss luxury watchmaker Carl F. Bucherer. During this time, they have given financial support towards the Manta Trust's core operational costs as well as purchasing satellite tags to track the movement patterns of oceanic manta rays in the Pacific Ocean, funding research into manta feeding ecology in the Maldives, and supporting the production of our 'How to Swim with Mantas' code of conduct film for use in the global manta tourism industry.

In 2017, Carl F. Bucherer launched the Patravi Scubatec Manta Trust watch; a limited-edition dive watch series of 188 watches. Each has a unique engraving on the back of the case depicting the pattern on the stomach of a specific manta ray and its identification number.

*'We are proud to be a partner of the Manta Trust,' says Sascha Moeri, Carl F. Bucherer's Chief Executive. 'With the new Patravi ScubaTec Manta Trust Limited Edition, we are paying tribute to the Trust's admirable work. By purchasing this model, watch connoisseurs not only become the proud owner of a truly unique timepiece, they also contribute to the conservation of manta rays.'*



Our fruitful partnership continues in 2019, with the launch of the Black Manta Watch, and a new research project looking at the movements of manta rays in the Mexico Caribbean and continued support of our core operations. Learn more about these exclusive timepieces [here](#).

# SALESFORCE

In 2018, Salesforce staff used their Volunteer Time Off to take part in a Maldives trip organised in partnership with [Manta Expeditions](#). They spent a week on a liveaboard accompanied by Manta Trust research scientists, attending daily educational presentations, assisting with real citizen science and running local outreach activities for our [Marine Education Programme](#). In this way, the Salesforce team were able to enjoy world-class scuba diving and unforgettable

manta ray encounters, whilst learning about marine research and conservation and helping our Maldivian Manta Ray Project in the field. Through the Salesforce grant matching program, Salesforce staff were able to match-fund, making a large charitable donation to Manta Trust. Their contribution has helped to further support our Maldives Marine Education Programme and our core operations team.



Following the success of 2018's trip, Salesforce staff have booked Manta Expeditions to the Maldives and Komodo in 2019.

Mass feeding reef mantas in the Maldives.

© Simon Hillbourne

Opposite: Reef manta feeding at night.

© Simon Hillbourne

Back cover: Oceanic manta in the Revillagigedo Archipelago, Mexico

© Guy Stevens



For more information, please contact:

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