



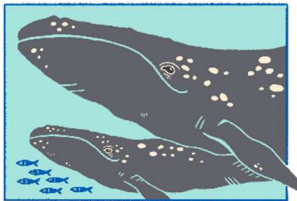
## **THE MARINE MAMMAL CENTER**

### **50th ANNIVERSARY SPONSORSHIP OPPORTUNITIES**

Join us as we celebrate 50 years of ocean impact. Founded in 1975, The Marine Mammal Center rescues upward of 600 marine mammals annually, more than any other organization in the world. We are leading the field in ocean health through marine mammal rescue and rehabilitation, science, and education. We can only succeed with your help. Together, we can create a better future for marine mammals, our ocean and humans alike. Please join us.

The Center will be hosting 50th Anniversary celebrations at our main hospital in Sausalito, California, and near our field offices in Monterey County and San Luis Obispo County.

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### **Presenting Sponsor**

**\$250,000**

#### **Presenting Sponsor Anniversary Campaign Recognition**

- Presenting Sponsor recognition in 50th Anniversary logo tagline to be used in conjunction with anniversary events
- Presenting Sponsor name and logo on homepage for one year (670,000+ unique visitors annually)
- Presenting Sponsor name, logo, link and blurb on 50th Anniversary sponsor recognition webpage
- Presenting Sponsor name and logo in anniversary-related media and advertisements, such as press releases, on-site signage, banners and ads in our two highest performing media outlets: Bay Nature and Marin Magazine (the Center's PR efforts garner \$15M+ in ad value annually)
- Verbal thank you to Presenting Sponsor at all 2025 in-person and virtual events
- Co-branding and merchandising opportunities, to be determined
- Story in one monthly e-newsletter (60,000+ subscribers)

- Presenting Sponsor recognition at choice of Seal Symphony, Release Celebration Series or culminating event
- Presenting Sponsor name and logo recognition in three 50th Anniversary emails (60,000+ email subscribers)
- Mentions and tags in eight social media posts and support is referred to as “partnership” (the Center has a highly engaged digital audience with more than 200,000 followers)

#### **Presenting Sponsor 50th Anniversary Event Benefits**

- Sponsor table at culminating event
- Ten tickets to culminating event
- Presenting Sponsor recognition in event programs
- Presenting Sponsor podium recognition at all 50th Anniversary events
- Name and logo prominently featured in culminating event signage
- Name and logo on 50th Anniversary event-related advertising and media
- Name and logo on all 50th Anniversary event invitations
- Name, logo and link on culminating event webpage
- Name and logo in culminating event emails (60,000+ email subscribers)
- Opportunities for environmentally sustainable branded merchandise in event gift bags
- Name in commemorative annual report

#### **Presenting Sponsor Employee and Hospitality Benefits**

- Invitations for ten people per release to all Patient Release Celebrations in 2025
- Choice of one corporate volunteer day for up to fifteen employees or one behind-the-scenes tour for up to 30 employees



### **Platinum Sponsor \$100,000**

#### **Platinum Sponsor Anniversary Campaign Recognition**

- Platinum Sponsor name, link and logo on 50th Anniversary sponsor recognition webpage
- Platinum Sponsor name and logo in anniversary-related media and advertisements, such as press releases, on-site signage, banners and ads in our two highest performing media outlets: Bay Nature and Marin Magazine (the Center’s PR efforts garner \$15M+ in ad value annually)
- Co-branding and merchandising opportunities, to be determined
- Story in one monthly e-newsletter (60,000+ subscribers)

- Platinum Sponsor recognition at choice of Seal Symphony, Release Celebration Series or culminating event
- Platinum Sponsor name and logo recognition in three 50th Anniversary emails (60,000+ email subscribers)
- Mentions and tags in six social media posts and support is referred to as “partnership” (the Center has a highly engaged digital audience with more than 200,000 followers)

#### **Platinum Sponsor 50th Anniversary Event Benefits**

- Sponsorship table at culminating event
- Ten tickets to culminating event
- Name and logo in event programs
- Name and logo featured on culminating event signage
- Name and logo on 50th Anniversary event-related advertising and media
- Name and logo on 50th Anniversary event invitations
- Name, logo and link on culminating event webpage
- Name and logo in culminating event emails (60,000+ email subscribers)
- Opportunities for environmentally sustainable branded merchandise in event gift bags
- Name in commemorative annual report

#### **Platinum Sponsor Hospitality and Employee Benefits**

- Invitations for eight people per release to all Patient Release Celebrations in 2025
- Choice of one corporate volunteer day for up to fifteen employees or one behind-the-scenes tour for up to 30 employees



### **Gold Sponsor \$60,000**

#### **Gold Sponsor Anniversary Campaign Recognition**

- Gold Sponsor name, link and logo on 50th Anniversary sponsor recognition webpage
- Gold Sponsor name and logo in anniversary-related media and advertisements, such as press releases, on-site signage, banners and ads in our two highest performing media outlets: Bay Nature and Marin Magazine (the Center’s PR efforts garner \$15M+ in ad value annually)
- Co-branding and merchandising opportunities, to be determined
- Story in one monthly e-newsletter (60,000+ subscribers)
- Gold Sponsor recognition at choice of Seal Symphony, Release Celebration Series or culminating event

- Gold Sponsor name and logo recognition in three 50th Anniversary emails (60,000+ email subscribers)
- Mentions and tags in four social media posts (the Center has a highly engaged digital audience with more than 200,000 followers)

#### **Gold Sponsor 50th Anniversary Event Benefits**

- Sponsorship table at culminating event
- Eight tickets to culminating event
- Name and logo in event programs
- Name and logo featured in culminating event signage
- Name and logo on 50th Anniversary event-related advertising and media
- Name and logo on 50th Anniversary event Invitations
- Name, logo and link on culminating event webpage
- Name and logo in culminating event emails (60,000+ email subscribers)
- Opportunities for environmentally sustainable branded merchandise in event gift bags
- Name in commemorative annual report

#### **Gold Sponsor Hospitality and Employee Benefits**

- Invitations for eight people per release to all Patient Release Celebrations in 2025
- Choice of one corporate volunteer day for up to fifteen employees or one behind-the-scenes tour for up to 30 employees



### **Silver Sponsor**

**\$40,000**

#### **Silver Sponsor Anniversary Campaign Recognition**

- Silver Sponsor name, link and logo on 50th Anniversary sponsor recognition webpage
- Story in one monthly e-newsletter (60,000+ subscribers)
- Silver Sponsor name and logo recognition in three 50th Anniversary emails (60,000+ email subscribers)
- Mentions and tags in three social media posts (the Center has a highly engaged digital audience with more than 200,000 followers)

#### **Silver Sponsor 50th Anniversary Event Benefits**

- Six tickets to the culminating event
- Name and logo in event programs

- Name and logo on culminating event signage
- Name, logo and link on culminating event webpage
- Name and logo in culminating event emails (60,000+ email subscribers)
- Opportunities for environmentally sustainable branded merchandise in event gift bags
- Name in commemorative annual report

#### **Silver Sponsor Hospitality and Employee Benefits**

- Invitations for six people per release to all Patient Release Celebrations in 2025
  - Choice of one corporate volunteer day for up to fifteen employees or one behind-the-scenes tour for up to 30 employees
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### **Bronze Sponsor** **\$25,000**

#### **Bronze Sponsor Anniversary Campaign Recognition**

- Bronze Sponsor name, link and logo on 50th Anniversary sponsor recognition webpage
- Story in one monthly e-newsletter (60,000+ subscribers)
- Bronze Sponsor name and logo recognition in three 50<sup>th</sup> Anniversary emails (60,000+ email subscribers)
- Mentions and tags in two social media posts (the Center has a highly engaged digital audience with over 200,000 followers)

#### **Bronze Sponsor 50th Anniversary Event Benefits**

- Six tickets to the culminating event
- Name and logo in event programs
- Name and logo on culminating event signage
- Name, logo and link on culminating event webpage
- Name and logo in culminating event emails (60,000+ email subscribers)
- Opportunities for environmentally sustainable branded merchandise in event gift bags
- Name in commemorative annual report

#### **Bronze Sponsor Hospitality and Employee Benefits**

- Invitations for four people per release to all Patient Release Celebrations in 2025
  - Choice of one corporate volunteer day for up to fifteen employees or one behind-the-scenes tour for up to 30 employees
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### **Special Rescue Vehicle Sponsorship - \$60,000+**

The Marine Mammal Center manages a fleet of 17 rescue trucks and vans that travel along 600 miles of California coast from Santa Barbara to Mendocino County. Sponsor name and 50th Anniversary Congratulations with your name and logo placed on one or more vehicles for one year. Vehicles can be featured at special 50th Anniversary events, such as Patient Release Celebrations, when not in use for rescues.

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### **Local Business Sponsors - \$500+**

Local businesses that give a portion of proceeds, in-kind support or other donations with a goal of \$500 or more annually will receive a special 50th Anniversary "Friend of The Marine Mammal Center" window decal. Decals are good for one year but can be extended with renewed support.

Your business will receive materials for sponsorship announcement on funder's own channels provided by the Center upon request.

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If you are interested in sponsoring in other ways, we are happy to work with you to design a sponsorship and recognition plan that best fits our shared goals and needs.

**To secure a sponsorship or if you have questions, please contact:**

**Danya Winterman at (415)-707-3958 or [wintermand@tmmmc.org](mailto:wintermand@tmmmc.org)**

As a supporter of The Marine Mammal Center, you are part of the solution for a healthier ocean and planet for all. Thank you!

Founded in 1975, The Marine Mammal Center is a 501(c)(3) organization.

Federal Tax ID Number: **51-0144434**





Founded in 1975 by three compassionate volunteers, The Marine Mammal Center receives more than 95 percent of its \$22 million annual operating budget from charitable gifts contributed by individuals, foundations and corporations, with 5 percent from government agencies and other sources. This generosity makes the

Center's impact possible by supporting a team of 135 staff and 1,400 actively engaged volunteers. Our California rescue range spans 600 miles of coastline from north of Santa Barbara to the northern tip of Mendocino, including the entire San Francisco Bay up to the San Joaquin Delta. Our physical locations in California include our headquarters in Sausalito and triage facilities in Morro Bay and Castroville. In Hawai'i, we operate education and conservation outreach programs and a state-of-the-art hospital dedicated to the endangered Hawaiian monk seal.

The Center's teaching hospital and training programs operate globally. Students and professionals from around the world come to the Center to train in internships, fellowships and other learning opportunities at all of the Center's physical locations.

The Marine Mammal Center:

- ... is a leading contributor to the global body of research and knowledge about marine mammal medicine and health.
- ... generates research findings and scientific outputs at volumes to top academic institutions.
- ... gathers and provides research data and specimens that is free to access for studies in service to ocean conservation and marine mammal health.
- ... cares for individual marine mammals to understand and ensure population and ocean health
- ... is a resource and thought leader in animal care, education and scientific communities.
- ... is the only organization permitted by the National Oceanic and Atmospheric Administration (NOAA) to treat and rehabilitate Hawaiian monk seals, one of the most endangered pinnipeds in the world. About 30 percent of the Hawaiians monk seals alive today are due to the collaborative efforts of the Center and its partners.
- ... delivers a robust offering of high-impact education programs to inspire and support the next generation of ocean stewards.
- ... responds to more than 15,000 calls annually to our response hotline from concerned citizens who are reporting marine mammals in distress.
- ... advocates for effective policies and laws that protect marine mammals.
- ... trains groups all over the world in marine mammal rescue and disentanglement, including work with entangled whales.