



# Corporate Partnership Proposal for

## Why should you get involved in this project?



*"Our oceans cover 70% of our planet and yet most people know little about them. We should all be taught to respect and value our precious marine worlds and what better place to start that appreciation than at school level. Incredible Oceans is a great idea and it would be amazing to see it rolled out into every school as part of the curriculum."*

**Michaela Strachan**

Award Winning TV Presenter, Author & Public Speaker

## What's so special about oceans?

Oxygen, water, food and climate: our Oceans are not an optional extra for us, or anything else on Earth. Yet we don't inspire young people to respect them. We pollute, over use, and treat the blue 70% of our planet without regard and we don't teach much about it in schools.

## What is Incredible Oceans (IO)?

- It's an education outreach programme, in this phase designed for 5-11 year olds.
- First phase IO will reach 300 schools impacting 55,000+ children, plus their families.
- Our charismatic presenter Russell Arnott (MSc Oceanography) will give entertaining science lectures based on the successful Royal Institution lecture format.
- The lectures will be recorded on DVDs with full multi-ability lesson plans, activities, teacher's guides, posters and stickers. Every school will receive a life-sized inflatable bottlenose dolphin plus group activity sheets.
- It's a cross-curricular, learning programme attractive to educators, which will spark a life-long appreciation for marine life using the wow factor of whales and dolphins.

## Who we are

We are the team that in 4 years built WhaleFest into the world's biggest marine education outreach event – where brands reach 15,000 visitors, plus receive extensive TV, press and social media coverage including celebrity tweets.

Whales are big: \$2.1 billion is spent annually on whale watching alone.

## How can you make a difference?

To support Incredible Oceans and put your brand in front of thousands of children, teachers and parents we have negotiable packages from:

**£5,000 - Endorsing Sponsor to £20,000 - Lead Sponsor**

Differing packages feature: exclusive branding of modules, embedded video interviews, branding on DVDs, posters and materials, web and social media promotions.

## Incredible Oceans Live!

In 2017 the first phase of Incredible Oceans culminates in a festival for participating schools that informs and entertains about our oceans, marine science and all the people working to make a difference.

**£5,000 - Endorsing Sponsor to £20,000 - Lead Sponsor**



## Pro bono and corporate volunteering

We recognise that within your company there will be a wealth of talent and expertise. Volunteering, senior skills sharing and pro bono opportunities would be of real benefit to us. We can place skilled workers from a variety of professional backgrounds in different parts of IO and take a flexible approach to employee volunteering needs.

## Impact, evaluation and publicity

We will monitor and evaluate the impact of the project and of your brand, pre- and post-completion. Plus run a paid PR campaign to help engage with the audience.



*"Projects like Incredible Oceans can start to make a difference. You only need a small percentage of the participants to think that this might be a significant part of their later life and you've made a difference."*

**Steve Backshall**

TV Presenter, Adventurer, Author & Wildlife Expert

## Endorsements

This project is supported by leading educators, scientists and conservationists.



To find out more about how we can make a difference together please contact:

**Project Manager: Gina Gow**

**E: [gina.gow@incredibleoceans.org](mailto:gina.gow@incredibleoceans.org) M: 07712 823065**

**Project Director: Ian Rowlands**

**E: [ian.rowlands@incredibleoceans.org](mailto:ian.rowlands@incredibleoceans.org) M: 07775 871953 T: 01273 355011**

[www.incredibleoceans.org](http://www.incredibleoceans.org)