



LOGGERHEAD

MARINELIFE CENTER

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FIFTEENTH ANNUAL

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*Go Blue Awards  
Celebration*

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*Sponsorship Opportunities*

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Friday, January 26, 2024

6:00 p.m.

Loggerhead Marineline Center

*Contact Information*

Lynne L. Wells, Go Blue Awards Celebration Co-Chair

Loggerhead Marineline Center

14200 US Highway 1, Juno Beach, FL 33408

(561) 627-8280 ext. 131 | [bluefriends@marinelife.org](mailto:bluefriends@marinelife.org)



## FIFTEENTH ANNUAL

# Go Blue Awards Celebration

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Dear Friend of Loggerhead Marinelifelife Center,

On January 26, 2024, please join us as we gather for the 15th Annual Go Blue Awards Celebration dinner to recognize the great strides in conservation being made locally, across the state, nation, and world. The Go Blue Awards is an extremely impactful event, as it increases awareness of ocean conservation issues as well as raising important funds in support of Loggerhead Marinelifelife Center (LMC). We ask you to please consider supporting LMC as a 2024 Awards Sponsor.

The 15<sup>th</sup> Annual Go Blue Awards Celebration will feature notable special guest and keynote speaker in ocean conservation Jim Toomey, who will also be presented with the Eleanor Fletcher Award for Lifetime Achievement. Eleanor was the founder of the Center and was an innovative pioneer in marine conservation. Primarily self-taught, she educated thousands of children about sea turtles and initiated cultural change to preserve and protect sea turtles and marine environments. Like Eleanor, Jim exemplifies a lifelong, extraordinary commitment to marine conservation education through their work.

This year's Go Blue Awards will take place at Loggerhead Marinelifelife Center. It is an extraordinary opportunity to witness firsthand the impact the Center is making towards ocean conservation, education, and sea turtle rehabilitation and research. Sponsors at the Atlantic Ocean level and above will receive tickets to a captivating evening as part of our prestigious By the Sea Lecture Series on January 25<sup>th</sup>. This special evening prior to the awards will feature Go Blue Awards Keynote Speaker, Jim Toomey for an intimate Q&A session hosted by LMC President & CEO, Andy Dehart.

As a sponsor, you will gain extensive visibility among the Loggerhead community. Sponsorship offers a unique chance to showcase your brand to numerous individuals associated with LMC.

Thank you for your consideration in supporting LMC as a Go Blue Awards Sponsor and we hope you will join us for this special event. Please review the many Sponsorship opportunities and contact us for more information at [bluefriends@marinelife.org](mailto:bluefriends@marinelife.org) or (561) 627-8280 ext. 131. As you consider this tax-deductible philanthropic opportunity, visit [marinelife.org/goblue](http://marinelife.org/goblue) to learn more about the Go Blue.

Warm regards,

Lynne L. Wells  
Go Blue Awards Co-Chair  
Blue Friends Society Co-Chair,  
LMC Board of Directors

Peter H. Wells  
Go Blue Awards Co-Chair  
Blue Friends Society Co-Chair





FIFTEENTH ANNUAL

# *Go Blue Awards Celebration*

“The Go Blue Awards showcases the amazing work being done in ocean conservation around the globe”

– Lynne Wells, Blue Friends Society Co-chair



**300,000+**

Annual visitors to LMC



**70,000**

Newsletter subscribers



**113K**

Facebook



**84.7K**

Instagram



**5.5K**

Twitter



**310,000+**

Annual website impressions

**2.3MM**

Annual page views

**60%**

of global consumers rated sustainability as an important purchase criterion.

Reinforce your environmental & sustainability messaging with LMC.



## *Loggerhead Marinelife Center*

***Sea turtles tell us the health of the ocean, the ocean tell us the health of our planet.*** For 40 years Loggerhead Marinelife Center (LMC) has been committed to the rehabilitation of sick and injured sea turtles. LMC is one of Florida's most unique cultural destinations focused on sea turtle and ocean conservation. We are delighted to provide free admission and conservation education to more than 300,000 visitors annually.



***Our mission*** is to promote conservation of ocean ecosystems with a special focus on threatened and endangered sea turtles. ***Our vision*** is to be a leading authority locally and internationally in ocean conservation via sea turtle research, rehabilitation and educational programs.



### *Go Blue Awards Celebration*

Under the guidance of co-chairs, Lynne and Pete Wells, the Go Blue Awards have become **Palm Beach County's preeminent ocean conservation awards ceremony**. The celebration has garnered local, national, and international recognition – helping to spotlight the great work that occurs every day in the Center's world-class sea turtle hospital and research laboratory.

The Go Blue Awards recognizes individuals, organizations and businesses who have promoted, implemented or made significant contributions to protect and conserve our precious "Blue" marine environment. The public nominates worthy recipients and an independent panel of judges reviews all nominations within each of the five categories and establishes finalists for each award category.

An esteemed panel of judges that will select this year's award recipients. Past judges include: Fabien Cousteau, Dr. Sylvia Earle, Greg Marshall; Cristina Mittermeier; Paul Nicklen; Joel Sartore; and Jim Toomey, among many others. The award categories are as follows:

- The **Eleanor Fletcher Award**, named for the founder of LMC, recognizes an individual who has exemplified a lifelong, extraordinary commitment to marine conservation education through their work or volunteer activities.
- The **Blue Ambassador of the Year Award** recognizes an individual who has made significant contributions in marine conservation through volunteer-related activities.
- The **Blue Hatchling Youth Award** recognizes an individual under age 17 who has made significant contributions in marine conservation through volunteer-related activities.
- The **Blue Business of the Year Award / Nonprofit of the Year Award** recognizes a business or nonprofit that has made outstanding contributions toward promoting and encouraging conservation, restoration, or preservation of marine life and/or marine ecosystems through their business practices, products, or technology.

## *Keynote Speaker – Jim Toomey*

### **2024 Eleanor Fletcher Award for Lifetime Achievement**

Jim Toomey is the creator of the daily comic strip Sherman's Lagoon, which is syndicated to over 150 newspapers in 20 countries and six languages. Sherman's Lagoon combines two of his lifelong passions - art and the sea. Jim's cartoon books have sold over half a million copies worldwide. He also served as the former Executive Director of Mission Blue.



A native of Alexandria, Virginia, and the son and grandson of engineers, Jim earned a degree in mechanical engineering and had every intention of following the family tradition. While attending college, he drew political cartoons for the college newspaper, and after graduation, while holding down his engineering job, he began to develop a comic strip in his spare time.

Through the years, Sherman's Lagoon has grown its client list to over 150 daily newspapers. The lead character, Sherman the Shark, is more than just a comic hero; he's an ocean champion, introducing people everywhere to our underwater world, and educating readers on the important challenges facing our ocean today. The conservation message in his comic strip earned him the Environmental Hero Award in 2000, presented by NOAA "for using art and humor to conserve and protect our marine heritage" He was given the award again in 2010.

Jim has since repurposed his cartooning skills into filmmaking, and has produced several award-winning short videos for clients such as the United Nations, Pew Charitable Trusts, and the World Resources Institute. Playing the role of host and animator, he specializes in making science and environmental issues understandable in short, entertaining and visually rich videos.

In August 2015, Jim, his wife Valerie, and their two children embarked on a two-year cruise in a 45-foot catamaran, sailing over 12,000 miles, visiting 32 countries and territories, and crossing an ocean. Jim wrote a book about the experience called Family Afloat. For more information, visit [Mariner Studios](#).



## Sponsorship Opportunities

	<b>SOLD</b> World Ocean \$25,000	<b>SOLD</b> Keynote Speaker \$20,000	<b>SOLD</b> Sponsor's Reception \$15,000	Atlantic Ocean \$10,000	Pacific Ocean \$7,500	Arctic Ocean \$5,000	Caribbean Sea \$2,500	Mediterranean Sea \$1,250
<b>Corporate Visibility &amp; Brand Recognition</b>								
Exclusive Presenting Sponsorship	✓							
Opportunity for a 5 minute presentation on stage prior to keynote speaker introduction at awards	✓							
Opportunity to introduce keynote speaker at awards	✓							
Company logo and tagline featured in a promotional video shown during the event	✓							
Sea turtle naming opportunity	✓							
Seated with CEO, Chief Science Officer, COO, or a VP at awards dinner	CEO	CSO	COO	VP				
Designated feature post on all event-related social media platforms	✓							
Listed prominently in all event press releases	✓	✓	✓					
Private dinner with keynote speaker		✓						
Opportunity to introduce keynote speaker at sponsor's reception		✓	✓					
Name & logo prominently displayed at sponsor's reception	✓		✓					
VIP Tour of Sea Turtle Hospital & LMC for 10 guests	✓	✓	✓					
Name & logo on event website with hyperlink to company homepage	✓	✓	✓	✓	✓	✓	✓	✓
Gordon Gray Circle of 100 membership for 1 year	✓	✓	✓	✓	✓			
Color ad in digital event program	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	Name Listed
Recognition during Sponsor Reception & digital event program, social media and related marketing materials	✓	✓	✓	✓	✓	✓	✓	✓
Blue Friends Society membership for 1 year	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion in LMC Impact Report	✓	✓	✓	✓	✓	✓	✓	✓
Preferred Seating with Table Signage at dinner; Sponsor's Reception, and After-Party	16 guests	10 guests	8 guests	8 guests	6 guests	4 guests	2 guests	1 guest
Invitations to Thursday Lecture by the Sea	4 guests	4 guests	4 guests	2 guests	0 guests	0 guests	0 guests	0 guests

## 2024 Sponsorship Commitment Agreement

### THANK YOU for your support of the 2024 Go Blue Awards Celebration

To confirm your participation as a sponsor for the Go Blue Awards Celebration please complete this agreement and return to Jinara at: jreyes@marinelife.org or mail to: 14200 US Highway 1, Juno Beach, FL 33408.

We are interested in participating as a sponsor:

<b>SOLD</b> <del>World Ocean Sponsor \$25,000</del>	_____ Pacific Ocean Sponsor \$7,500
<b>SOLD</b> <del>Keynote Speaker Sponsor \$20,000</del>	_____ Arctic Ocean Sponsor \$5,000
<b>SOLD</b> <del>Sponsor's Reception Sponsor \$15,000</del>	_____ Caribbean Sea Sponsor \$2,500
_____ Atlantic Ocean Sponsor \$10,000	_____ Mediterranean Sea Sponsor \$1,250

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Promotional Materials:

- **Written/Printed** – for promotional materials where we will list our sponsors, please indicate exactly how you would like your name/organization's name to appear:  
\_\_\_\_\_
- **Logo Branded** – for promotional materials where a logo can be used, kindly provide a high resolution version of your desired logo in an eps or equivalent file.

#### Payment Method:

☐ Check Enclosed

☐ Credit Card

☐ Send Invoice

\*a 3.5% fee will be added to credit card payments to cover processing fees

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVC Code \_\_\_\_\_

Billing Address:  
(If different than above) \_\_\_\_\_

We look forward to your participation in the **15th Annual Go Blue Awards Celebration** on Friday, January 26, 2024. For questions or more information, please contact Lynne Wells at (561) 627-8280 x131 or bluefriends@marinelife.org.

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