

**LOGGERHEAD**  
MARINELIFE CENTER

# **Guest Engagement Guide**

## **For Hotels, Resorts, Associations & Properties**

A large sea turtle, likely a Hawksbill, is shown swimming in clear, turquoise water. The turtle's head is in the foreground, facing right, with its eye visible. Its shell is a mix of brown and tan with distinct patterns. Three small, yellow and black striped fish are swimming near the turtle's head. The word "Mission" is overlaid in large white text on the left side of the image.

# Mission

To promote conservation of ocean ecosystems with a special focus on threatened and endangered sea turtles.

**Dear Friend of Loggerhead Marineline Center (LMC),**

As you welcome guests and enjoy a stunning view of the Atlantic Ocean, consider the magnificent sea turtles with which you share this coastal paradise.

Your resorts, hotels, or condos are on the ocean because your guests love it. LMC is here for the same reason. There are seven species of sea turtles found worldwide, five of which are regularly found off the coast of Florida. Three of these species nest here in Palm Beach County. You are living and working among one of the world's most densely populated stretches of beach for nesting sea turtles, which are critically important to ocean ecosystems. Since we are incredibly fortunate to enjoy these beautiful beaches along with the thousands of sea turtles that nest here, it's our job – and honor – to be good neighbors and ocean stewards.

The sea turtle tells us the health of the ocean, the ocean tells us the health of the planet. This compelling statement perfectly summarizes our mission of ocean conservation. But we can't do it alone. We believe that with your help we can reduce the tourism impact on our beaches to keep sea turtles safer and beaches cleaner, all while enhancing your guests' experience. As a valued member of the oceanfront community, we invite you to join us in protecting these endangered species by helping us share simple, ocean- friendly actions with your guests and **we are excited to offer several opportunities to support this effort.**



# Ways to Involve Your Resort and Help Save Endangered Sea Turtles

In 2024, LMC's research biologists documented 14,951 leatherback, loggerhead, and green sea turtle nests in north Palm Beach County.

The South Florida beaches that we call home are considered some of the world's densest areas for sea turtle nesting. Here's how you can help support sea turtle conservation and share unique nature experiences with your guests:



Become a Seasonal Partner in Education and share ocean conservation through engaging programs for your guests



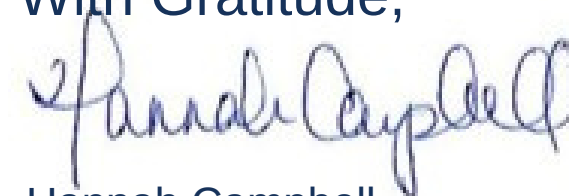
Schedule a lesson with an LMC staff member to engage your staff and train them on best practices regarding sea turtle nesting season.



Sponsor LMC's Rehabilitation, Research, Education, and Conservation efforts to support sea turtle patient treatments, nesting efforts, and critical research projects to help protect sea turtles and our oceans.

We look forward to working together to share ocean conservation with you, your team, and your guests. On behalf of our entire team at LMC, thank you for your consideration and your passion for our ocean. We are counting on you to help protect the sea turtles who share our coastal home.

With Gratitude,

A handwritten signature in blue ink that reads "Hannah Campbell".

Hannah Campbell  
Vice President of Education

# Themed On-site Outreaches

Allow us to engage your guests without them leaving your property. Interactive and informative “Turtle Talks” are available year-round for hotel guests, corporate groups, staff team builders, and Associations. These talks are designed to focus on important topics in ocean conservation and include time for a Q & A session following the presentation.

|                                                 |       |
|-------------------------------------------------|-------|
| 1 Hour Themed Outreach 1 Hour                   | \$375 |
| Themed Outreach through a Seasonal Partnership* | \$325 |



**All About Sea Turtles (Year-round)** LMC educators introduce guests to South Florida sea turtles in this general presentation on our favorite ‘locals.’ Topics include: identification, history, ecology and conservation.

**Sea Turtle Nesting in South Florida (March - October)** LMC educators present an interactive and informative talk on sea turtle nesting behavior, trends and impacts in South Florida with special footage of the nesting process.

**Sea Turtle Beach Walk (March - October)** Invite your guests to join LMC educators on an educational beach walk. Guests will learn about sea turtle tracks, sea turtle nesting, dune ecology, and much more! \*Must have beach access for this program. \*\*Sea turtle activity is dependent on beach, sea turtle activity is not guaranteed\*\*

**Nesting Season Staff Training (March - October)** This unique training is designed for your guest-facing staff! During this training, your staff members will learn best practices to maximize positive impact on the beaches and ocean, particularly during nesting season.

\*See page 6 for Seasonal Partnership information

# Share Sea Turtle Conservation with Your Guests

**Seasonal Partnerships in Education** Provide your guests with the opportunity to learn about sea turtles during their stay at your property. A seasonal partnership in education includes weekly programs for your guests right at your hotel. Seasonal Partners in Education receive benefits such as a discounted rate for each outreach and a complimentary Sea Turtle Nesting Season Staff Training.

**Seasonal Partnership options include:**

- **Weekly on-site outreaches** are conducted at your property to educate your guests on the sea turtles of South Florida. Outreaches are conducted based on your guests' needs and options include "Turtle Talks" for families, hands-on Junior Veterinary Labs for children, Biologist Beach Walks, or pool-side biofact lessons.
- **Nesting Season Staff Training** is conducted for your guest-facing staff on the Do's and Don'ts of Sea Turtle Nesting Season presented by an LMC staff member. During this training, your staff members will learn best practices to maximize their positive impact on the beaches and ocean, particularly during nesting season.
- **Respect the Locals Resort Package** gives your guests the opportunity to learn how they can be more sea turtle friendly throughout their stay without leaving their rooms. The Respect the Locals Resort Package will provide each room with educational information on sea turtles and ocean-front rooms with sea turtle friendly lighting window decals. This package also includes an educational lobby display.
- **Sea Turtle Plushie Program (Year-round)** reaches even the youngest conservationists by including a co-branded sea turtle plushie in each room. Each sale supports the care of the sea turtle patients at LMC.



# Hands-on Conservation Experiences

**On-site Self Guided Beach Clean-up\*** Engage guests in ocean conservation with a self-guided beach clean-up with LMC conservation staff. This program is perfect for groups as a team-building activity that also helps to keep our beaches clean and marine life safe. All clean-up materials are provided, a pre clean-up conversation with the LMC Conservation team is included, as well as a custom sort report will be created highlighting your beach clean-up impact.

**Conservation Conversation** Dive into the world of conservation with this 30 minute presentation with our experts! Learn about the conservation-based initiatives that our team has developed and implemented. With programs focusing on sustainable fishing interactions, sea turtle safe boating, habitat restoration, and pollution prevention, learn about these programs and how you can make a difference. A Q and A session with one of our conservation team members will follow the presentation. \*Must have a screen (such as a tv or projector screen) and the ability to connect a laptop for a powerpoint presentation.

If you are interested in either of these options, please contact the conservation department at [conservation@marinelife.org](mailto:conservation@marinelife.org) with the following information:

Group Name, Cleanup Option Chosen, Requested Date & Time, Estimated Number of Participants, Questions, Comments, or Concerns.

\*Must have waterway access on site



**Private Beach Clean-up On-site**  
• For 50 people  
• Additional 25 people

**Conservation Conversation**

**\$750**  
Additional \$100

**\$500**

# Sea Turtle Adoptions

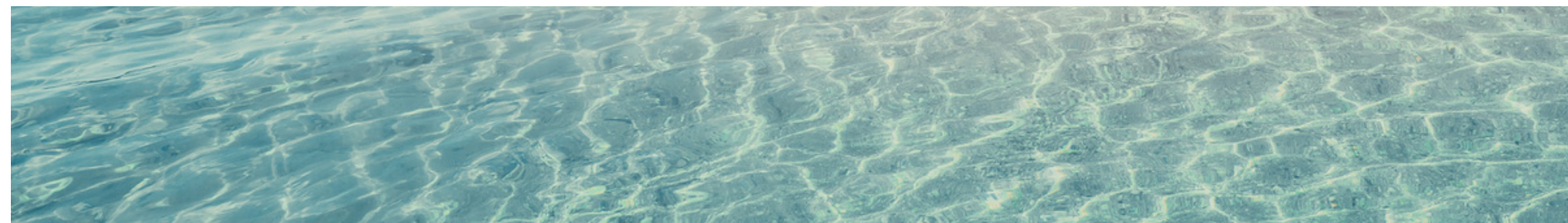
A Sea Turtle Adoption is a unique opportunity to offer to your guests! These symbolic adoption packages directly benefit the continued care and treatment of our sick and injured sea turtles. It helps provide the food, medication, hospital care, and tank maintenance critical to their health.



## LMC offers two options for your guests:

You can purchase a batch of adoptions from [www.shop-marinelife.org/adoptions](http://www.shop-marinelife.org/adoptions) to have available to give to guests when they checkout. Select a turtle, then select the package. Under "Name on Certificate" enter "Blank", select the quantity, and add to the cart. Proceed through the online store checkout to purchase and your adoption packages will be mailed to you. With this option, you would have the adoption package available for the guest at the time they checkout. We would notify you when the turtle has been released. If a turtle is released and you still have adoption packages for that released turtle, replacement certificates and photos of another adoptable turtle would be mailed to you.

Purchase one adoption at a time from [www.shop-marinelife.org/adoptions](http://www.shop-marinelife.org/adoptions) for a guest at the time they decide to adopt. You or the guest could select the turtle and the package, and a name that can be added to the adoption certificate. During checkout, the hotel would be the billing address, and the guest is the shipping address. If the guest or hotel would like for LMC to email the guest when the turtle is released, the guest email would need to be included in the comments box. LMC would mail out the adoption package to the guest directly.



# Sea Turtle Sponsorships

LMC annually reaches 900,000 guests with our transformational STEM education programs and partners with nearly 200 organizations across six continents and 16 countries in ocean conservation. Would you like to deepen your engagement with us? Please consider a sponsorship!

## Sponsorship Opportunities

**Event Sponsorships** Sponsor one of our premiere events such as TurtleFest, World Ocean Weekend Film Fest, and the Go Blue Awards. These events celebrate conservation of ocean ecosystems and sea turtles.

**Educational Programs Sponsorships** Help educate the next generation of ocean activists. Our Floating Classroom project will directly teach science and marine ecosystem conservation. Our annual Unwrap the Waves program empowers kids to take practical conservation actions.

**Sea Turtle Sponsorships** Consider sponsoring a sea turtle satellite transmitter or naming one of our sea turtle patients. These are fantastic ways to share your love of turtles with anyone who visits our Center.

## Beach Cleanup Sponsorships

We host beach cleanups every week and your sponsorship will directly benefit the beaches in Palm Beach County.





**Contact Us!**

**Jill Zerkowski**

**Community Engagement Coordinator**

**jzerkowski@marinelife.org**

**(561) 627-8280 ext.128**



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