



Reef Check

Corporate Sponsorship Opportunities



Diving with purpose

For nearly 3 decades, Reef Check has been empowering people worldwide to save our oceans and create a sustainable future through education, research, and conservation.

In 2006, we brought the same strategy to California where Reef Check helps ensure the long-term sustainability and health of the nearshore rocky reefs and kelp forests.

We train scuba divers to be citizen scientists familiar with local marine life and how to survey kelp forests, providing them with the skills to conduct scientific surveys and leading them in monitoring kelp forests along the West Coast of North America.

Reef Check volunteer citizen scientists are divers, fishermen, kayakers, surfers, boaters, and a wide range of people who take a proactive role in making sure that our nearshore ecosystems are healthy and well managed.

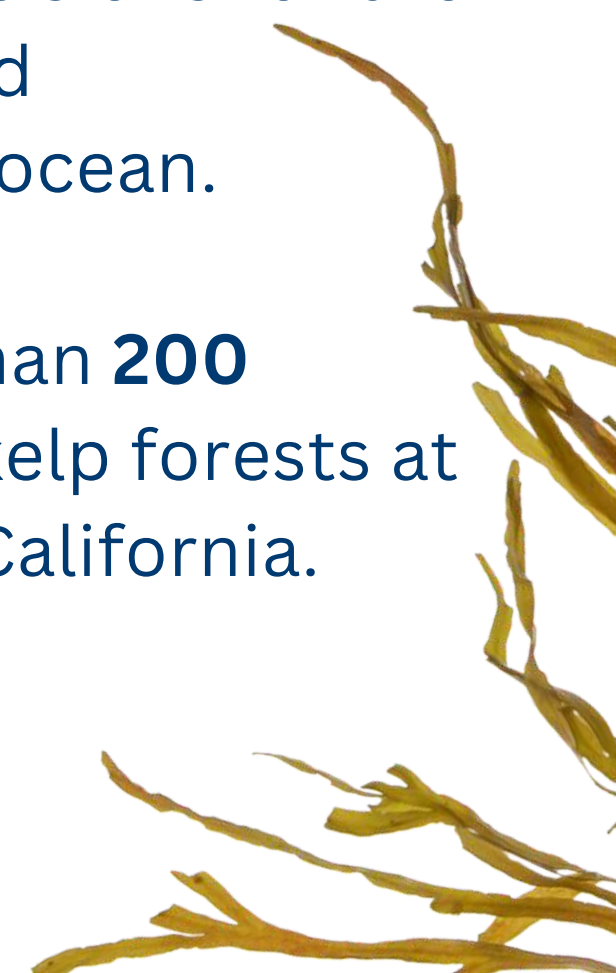


California is an important piece of the worldwide marine ecosystem puzzle

Kelp forests provide the habitat, food, and refuge that wildlife needs to thrive, and they create a beautiful backdrop for ocean recreation, whether through scuba diving, kayaking, or just enjoying the beach and tidepools.

We monitor kelp forests inside and outside of California's marine protected areas (MPAs). We work with marine managers, researchers, and the public to provide scientific data needed to make informed, science-based decisions for the sustainable management and conservation of California's ocean.

Last year we trained more than **200 citizen scientists** to survey kelp forests at more than 130 sites across California.





★ **Kelp forests need your help**

Under the mounting pressure of climate change, ecosystems are changing, affecting the diverse marine life that depends on it. But with the devoted vigilance of our citizen scientists, Reef Check is ready to capture these changes and protect our iconic kelp forests.

★ **Kelp forests are essential to our local economy and your business**

Marine life isn't the only thing that benefits from these kelp forests – people do too. The underwater ecosystem supports our communities through countless economic, recreational, educational, and intrinsic benefits, from fishing and tourism to scuba diving and birdwatching.

★ **It's time to unite**

We have a window of time to take action together. Our approach is to collaborate with a range of partners including schools, universities, tourism operators, environmental groups, government agencies, and individuals interested in marine conservation.



“Kelp forests urgently need your help. Climate change has a huge impact, not only on kelp forests and the life within them, but our local businesses and economy. Everything connects to our oceans, and without fisheries and tourism, local businesses are significantly at risk. Through our long-term monitoring, restoration, and education programs Reef Check has the unique opportunity to identify key areas that are environmentally and economically important and intervene before more damage is done. With your support, we can work together to safeguard our natural resources now and for the future.”



**JAN FREIWALD, PHD
EXECUTIVE DIRECTOR
REEF CHECK FOUNDATION**



Why Work with Us?

Reef Check offers local action with a global connection to more than 40 chapters worldwide, working in both coral reef and kelp forest ecosystems since 1997.

Using the power of citizen science, we offer cost-effective solutions that fill gaps in knowledge about kelp forests and empower communities to actively understand, manage, and protect their local reef resources.

We provide a trusted and inclusive approach to engaging volunteers, collecting long-term kelp forest health data, educating communities, restoring kelp forests, and delivering on-ground action.

What does Reef Check do to support kelp forests in CA?



Monitor

We train and lead volunteer citizen scientists to conduct long-term monitoring at 130+ sites, from Del Norte to San Diego. This information is crucial to understanding long-term trends and the overall health of kelp forests and to devise action to protect and restore them.



Restore

We have several restoration projects underway at sites in Mendocino and Monterey counties where we are experimentally testing different urchin removal methods to restore kelp forests.



Protect

Our data is made freely available to anyone who requests it to make informed, evidence-based conservation and policy recommendations for managing these natural resources.



Educate

We aim to increase diversity and environmental justice by fostering the next generation of diverse marine scientists through our Dive into Science education program.

Your support will restore our local reefs

By partnering with Reef Check, you will align your company with education and conservation projects that are essential to California's unique ecosystems, the community, and the regional economy.



We need your help NOW- before it is too late!

What Our Partners Say:

“We believe that as a successful company, we have an obligation to give back to the community and try and help make the world we live in a better place. As many of our products are water-related, we feel strongly about protecting the ocean for future generations. We are proud to support Reef Check and feel that they are one of the best environmental groups active today, as they not only point out problems, they have developed solutions that actually work to restore ecosystems.”

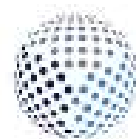


RUSS LESSER, DIVE N' SURF

Reef Check key supporters include:



VOITED



Houlihan Lokey



SOUTHERN CALIFORNIA
EDISON

An EDISON INTERNATIONAL Company

How your business will benefit

Business



- Work with a trusted environmental brand
- Increase customer goodwill
- Positive publicity and media promotion
- Tax-deductible giving

Staff



- Encourage staff loyalty. 79% of workplace givers were with the company for more than 3 years and 56% for more than 7 years.*
- Inspire employee engagement. 80% of employees believe workplace giving shows a commitment to the community and makes their company a better workplace.

Community



- Inspire positive community action and engagement
- Help share information about kelp forests
- Be recognized as a community-focused organization



Become a Kelp Forest Champion

Become part of a network of local and global organizations stepping up to be part of the solution by empowering more people to save our local kelp forests.



Coastal Guardian

\$25,000 annually

Foster program-level capacity for citizen science, education, conservation, and on-the-ground restoration projects for an entire year.

Your support will:

Fund monitoring on larger reef sites across the California coast. We have more than 130 monitoring sites from Del Norte to Monterey to San Diego, and have been actively exploring data applications to report on the health of these kelp forests. Support multiple surveys in a specific geographic area (e.g., Channel Islands, Big Sur, Catalina Island, etc.)

This includes:

- Data collection and analysis
- Training for local volunteers
- Boat charters to access hard-to-reach locations
- Local restoration projects
- Staff time and resources



Your benefits:

- Company logo on all relevant communication materials and website
- Opportunity for staff to join us on a field activity
- Opportunity to have experts from Reef Check speak to staff at company events
- Acknowledgment on social media (Facebook, Instagram, LinkedIn)
- Annual updates on the health of local kelp forests
- Project stories and updates with photos and videos, with opportunities for your logo to be included in impact reports from the field
- Plaque at your place of work
- Display the Reef Check Champion logo on your website



Kelp Conservator

\$10,000 annually

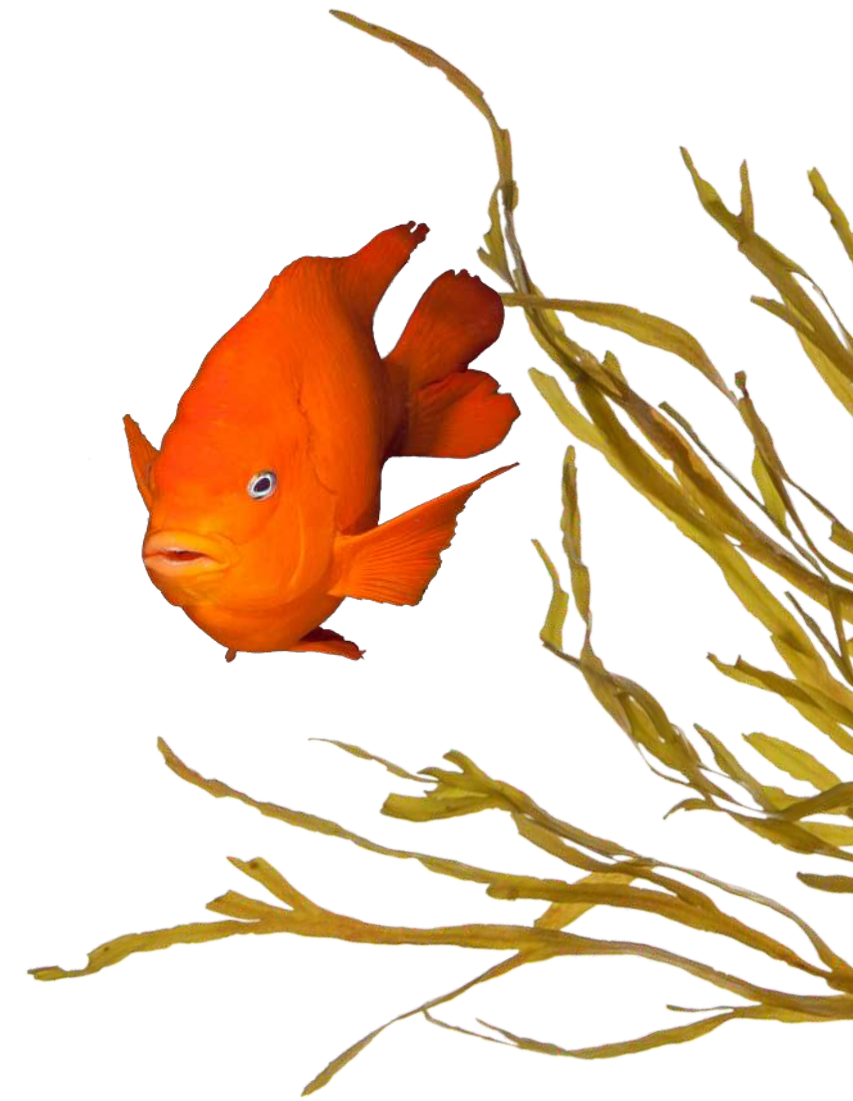
Expand your influence by supporting both monitoring and volunteer training in a region. Your support will be directed towards our rigorous training programs that are conducted each year with new and returning volunteers.

Your support will provide:

- Training and recertification for local volunteers
- Data collection and analysis
- Boat charters to access hard-to-reach locations
- Staff time and resources

Your benefits:

- Company logo on all relevant communication materials and website
- Acknowledgment on social media (Facebook, Instagram, LinkedIn)
- Annual update reports on the health of local kelp forests
- Project stories and updates with photos and videos, with opportunities for your logo to be included in impact reports from the field
- Plaque at your place of work
- Opportunity to display your logo on our website



Rocky Reef Defender

\$4,000 annually

This program gives ocean enthusiasts an easy way to support community-based monitoring and conservation of kelp forests. Have a favorite dive site? Interested in supporting a specific restoration project? Sponsor any of Reef Check's survey sites and your donation will allow Reef Check to strengthen and empower local communities through scientific research, education, and community engagement.

Your support will:

- Allow trained Reef Check volunteers to access priority monitoring sites
- Purchase temperature loggers to continue to monitor changes in ocean temperatures
- Share findings through communication and education activities

Your benefits:

- Recognition of your support to Reef Check for display at your business
- Social media shout-outs and your logo on our website
- Opportunities for your logo to be included in promotional images from the field



Biodiversity Buoy

\$1,000 annually

Your support will provide:

Organizational support that is essential to keep our operations afloat. Like a buoy, you offer safety and keep us afloat! Workplace giving has demonstrated engagement, retention, productivity, and social benefits.

Your benefit:

We will announce your donation on our popular social media platforms (Facebook, Instagram, LinkedIn) and in our newsletter





Contact



Reef Check Foundation
5760 Lindero Canyon Rd. #1116
Westlake Village, CA 91362
USA



310.305.1081



rcinfo@reefcheck.org