



**2011 International Coastal Cleanup
Sponsorship Proposal**

THE PROOF IS IN THE NUMBERS
SEE THE IMPACT OF OUR CLEANUP
EFFORTS IN PUERTO RICO

In 2010, more than **13,500** volunteers including families, organizations from both private and corporate sectors participated in the International Coastal Cleanup in Puerto Rico.

These volunteers donated their time to remove more than **210,000** pounds of debris from over 417 miles of shorelines. The ICC integrated more than **250** coast including beaches, rivers, lakes and other bodies of water in 61 municipalities.

All in **Four hours**.

All for One purpose;
Engage the Puerto Rican community to
Protect, Preserve and Learn
to co-exist with nature.



Who is Scuba Dogs Society?

Scuba Dogs Society is a 501(c)3 nonprofit corporation fully dedicated to environmental conservation. Scuba Dogs Society has a long history leading the most influential conservation efforts in Puerto Rico. We are proud to say that we have been working since 1993 creating awareness and engaging thousands of volunteers into taking action to help clean up, protect, and preserve our natural resources. Our efforts take place during the year through specific events that are coordinated by our staff and attended by thousands of volunteers.

Vision: A clean, healthy environment in perfect harmony with mankind.

Mission: Enhance our way of life through environmental conservation efforts; from the top of the mountain to the heart of the city, along the coastline and to the greatest depths of the ocean.

Every year, the amount of volunteers we receive surpasses the last, being the best example that our educational campaigns and cleanup efforts are reaching a broader audience. Additionally, last year we were the recipients of two awards, the EPA Environmental Quality Award for Protecting and Enhancing Environmental Quality and the Natural Choice Awards for the best, non-profit environmental organization in Puerto Rico.



In order to keep up with our ever-expanding programs, activities and volunteers, we have developed a strategic partnership for our Coast to Coast Cleanup Program. This will in turn benefit your company with more events, community involvement, stronger branding, goodwill image, tax deductions, and, of course, the corporate reassurance of doing the right thing `by giving back to nature and the community.



Since our beginnings, we have excelled in bringing together government, private and public organizations, as well as local communities to achieve our common goal to have a cleaner, healthier environment. When we work together, we can really make a difference preserving our natural resources and improving our quality of life. It is very simple; we are all in this together and if you are not part of the solution, you are part of the problem.

Please feel free to share with us your questions, comments and suggestions. We appreciate your support and look forward to continuing our success together for years to come.



Strategic Plan

Objective

To make a significant contribution to the preservation of all natural resources on the Island through cleanups, reforestation, workshops, recycling, installing trash containers, and rescue of entangled species, while presenting your company as a socially and environmentally responsible business contributing to the environment, local communities and the economy of Puerto Rico.



Strategy

Integrate government, private sector, communities and volunteers to work together to help clean and preserve our coasts and underwater environment.

Create a strategic alliance with sponsors interested in supporting the year round Coast to Coast program.

Prepare and launch an aggressive media campaign to generate awareness and motivate massive participation.



2010 Results

2010 Top Ten Participating Countries

RANK	COUNTRY OR LOCATION	NUMBER OF VOLUNTEERS
1	UNITED STATES	245,447
2	PHILIPPINES	145,733
3	CANADA	29,038
4	DOMINICAN REPUBLIC	27,622
5	INDIA	15,135
6	SOUTH AFRICA	12,747
7	PUERTO RICO	12,558
8	BRAZIL	12,217
9	MEXICO	12,105
10	ECUADOR	9,435
114 COUNTRIES AND LOCATIONS		615,407

SOURCE: OCEAN CONSERVATION INTERNATIONAL, COASTAL CLEANUP

Last year Puerto Rico positioned 7 PLACE in the Top Ten countries with volunteer participation amongst 114 countries.

In 25 years celebrating the ICC, Scuba Dogs has helped position Puerto Rico amongst the Top Ten countries with Volunteers with only 11 years of involvement.

25-Year Top Ten Participating Countries

RANK	COUNTRY OR LOCATION	NUMBER OF VOLUNTEERS
1	UNITED STATES	3,618,462
2	PHILIPPINES	2,907,608
3	CANADA	251,141
4	JAPAN	227,762
5	VENEZUELA	187,027
6	BRAZIL	134,701
7	SOUTH AFRICA	106,253
8	INDIA	104,443
9	PUERTO RICO	86,915
10	PANAMA	85,600
152 COUNTRIES AND LOCATIONS		8,763,377

SOURCE: OCEAN CONSERVATION INTERNATIONAL, COASTAL CLEANUP

This is Proof of what happens when Everyone contributes



2010 Results

2010 Top Ten Items

RANK	DEBRIS ITEM	NUMBER OF DEBRIS ITEMS	PERCENTAGE OF TOTAL DEBRIS ITEMS
1	CIGARETTES/CIGARETTE FILTERS	1,892,526	19%
2	BEVERAGE BOTTLES (PLASTIC)	1,094,921	11%
3	BAGS (PLASTIC)	980,067	10%
4	CAPS, LIDS	882,936	9%
5	FOOD WRAPPERS/CONTAINERS	853,633	9%
6	CUPS, PLATES, FORKS, KNIVES, SPOONS	524,853	5%
7	BEVERAGE BOTTLES (GLASS)	440,756	4%
8	STRAWS, STIRRERS	433,376	4%
9	BEVERAGE CANS	429,167	4%
10	BAGS (PAPER)	300,031	3%
TOP TEN TOTAL DEBRIS ITEMS		7,825,730	79%
TOTAL DEBRIS ITEMS WORLDWIDE		9,843,121	100%

SOURCE: OCEAN CONSERVANCY/THE TERRA CONSULTING/2010

WHERE DO 2 MILLION CIGARETTE FILTERS MIGHT END UP?

WHAT HAPPENS WHEN DEBRIS REACHES THE OCEAN?



International Coastal Cleanup

Island Wide. Saturday, September 17, 2011

- The largest grassroots environmental effort conducted yearly in over 100 countries worldwide.
- SDS is in charge of training and providing for 250+ site captains throughout the island.
- Cleaning up of the entire island with the active participation of thousands of volunteers.
- In 2010 we placed 5th in the world in number of volunteers amongst over 100 participating countries.



Limpieza
Internacional
de Costas

17 septiembre 2011

ADUEÑATE

Hazte capitán o voluntario en 



Sponsorship Level

Main Sponsor - \$10K

- Your Brand or Company Logo in all the advertising campaign (must enter before Monday, August 8) and our website with active hyperlink
- One-page informative flyer of your company in all press kit (must be provided)
- Sponsorship mention and recognition in the official event press release
- Public relations rights to participate in live interviews (Media Tour), send press release and invite the Press for coverage in your main sponsored coastal zone
- Promotional rights in all coastal zones with product sampling, banners, etc.
- Two (2) passes for the Enrique Martí Coll Eco-Urbanism Congress in November, 2011 (valued in \$80 each)
- Two (2) memberships to the Scuba Dogs Society with VIP discounts and benefits of the “Jauría Ambiental” membership program valid thru December 31, 2012 (valued in \$30 each)

Sponsor - \$5K

- Your Brand or Company Logo in our website with active hyperlink
- Sponsorship mention and recognition in the official event press release
- Promotional rights in all coastal zones with product sampling, banners, etc.
- Public relations rights to invite the Press for coverage in your main sponsored coastal zone
- One (1) pass for the Enrique Martí Coll Eco-Urbanism Congress in November, 2011 (valued in \$80)
- One (1) membership to the Scuba Dogs Society with VIP discounts and benefits of the “Jauría Ambiental” membership program valid thru December 31, 2012 (valued in \$30)



Contributor- \$2K

- Your Brand or Company Logo in our website with active hyperlink
- Sponsorship mention and recognition in the official event press release
- Public relations rights to invite the Press for coverage in your main sponsored coastal zone
- Promotional rights in your coastal zone with product sampling, banners, etc.

