

# Cause Marketing Partnership

Partner with Ocean Conservation Alliance

Prepared by: Ocean Conservation Alliance  
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## About Ocean Conservation Alliance

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Ocean Conservation Alliance is an international nonprofit dedicated to protecting marine ecosystems through research, advocacy, and education. Our work has resulted in 50+ protected marine areas, 1M+ plastic bottles removed from oceans, and education reaching 10M+ people globally. We seek corporate partners who share our commitment to ocean sustainability for long-term cause marketing collaborations.

## Our Audience

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Our Ocean Conservation Alliance reaches over **2,000,000** people through our events, social media, and community engagement.

Our supporters: 65% millennials and Gen Z, 70% college educated, 80% environmentally conscious consumers who prefer sustainable brands, 60% willing to pay premium for eco-friendly products. Strong social media engagement (2M+ followers).

# Sponsorship Packages

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We offer the following sponsorship opportunities to partner with Ocean Conservation Alliance:

## Global Sponsor

**\$500,000/year**

### Benefits Include:

- Exclusive global partnership designation
- Co-branding on all major initiatives
- Product certification as "Ocean Alliance Approved"
- Access to research and thought leadership
- Joint PR campaigns and press releases
- Employee volunteer program development
- Executive board participation opportunities
- Documentary/content creation partnership
- Social media collaboration (500+ posts per year)
- Impact reporting and storytelling rights
- Speaking opportunities at events

## Regional Sponsor

**\$150,000/year**

### Benefits Include:

- Regional partnership designation (North America)
- Co-branding on regional programs
- Product sustainability certification
- Quarterly joint PR campaigns
- Employee engagement programs
- Social media collaboration (100+ posts)
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## Program Sponsor

**\$50,000/year**

### Benefits Include:

- Specific program sponsorship (Beach Cleanup Initiative)
- Logo on program materials
- Social media recognition
- Employee volunteer days
- Quarterly impact reports
- Co-branded events

## Next Steps

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We're excited about the opportunity to partner with you! Here's how to move forward:

1. **Review this proposal** and select the sponsorship package that best fits your marketing goals.
2. **Contact us** to discuss customization options or ask any questions you may have.
3. **Sign the agreement** and submit payment to secure your sponsorship.
4. **Provide your logo** and marketing materials for placement and promotion.

## Contact Information

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**Organization:** Ocean Conservation Alliance

**Contact:** Dr. James Taylor

**Email:** [partnerships@oceanconservation.org](mailto:partnerships@oceanconservation.org)

**Phone:** (555) 789-0123

## Additional Information

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501(c)(3) nonprofit. All partnerships include comprehensive impact measurement and storytelling assets. Ideal for brands in outdoor, apparel, food/beverage, and consumer goods sectors seeking authentic environmental positioning.

Thank you for considering a partnership with Ocean Conservation Alliance. We look forward to creating a successful sponsorship together!