

CAPITOL HILL OCEAN WEEK® 2017 & NMSF OCEAN AWARDS GALA™

Capitol Hill Ocean Week® **June 13-15, 2017**
NMSF Ocean Awards Gala™ **June 13, 2017**

Ronald Reagan Building & International Trade Center, Washington, D.C.

Capitol Hill Ocean Week® moves to a new venue in 2017—the Ronald Reagan Building, already host to the NMSF Ocean Awards Gala™—offering exclusive new opportunities for sponsors and exponential potential for growth as the nation’s interest in ocean issues increases.

The premier, annual ocean-related conference in our nation’s capital, Capitol Hill Ocean Week® offers unique opportunities to interact with peers and advance marine policy goals. The NMSF Ocean Awards Gala™ gathers the nation’s ocean leaders and political base to celebrate ocean champions and recognize political leaders. Speakers, invited guests, and attendees include Congressional Members and staff, Administration officials, local and state government representatives, business executives, military officials, academic luminaries, and leaders in the nonprofit sector.



Attendance: 600+ policymakers, business, and conservation leaders attended CHOW16

Live Webcast: >8,000 views of live webcast during the 3 days of the conference



Global Reach: Web cast viewed by people in 37 countries on 5 continents

On the Hill: 168 Members of Congress on Honorary Committee; 3 Members participated in CHOW panels; 7 attended Ocean Awards Gala



Social Media: 3,000+ tweets by more than 800 contributors created more than 2M impressions of #CHOW2016

Ocean Awards Gala: Record attendance of 559 guests set in 2016 to honor 3 awardees



CAPITOL HILL OCEAN WEEK® 2017 & NMSF OCEAN AWARDS GALA™
 SPONSORSHIP AND PARTICIPATION OPPORTUNITIES

SPONSORSHIP LEVELS PREVIEW

		SIGNATURE \$50K PAGE 3	PRESENTING \$30K PAGE 4	CO-HOST \$20K PAGE 4	CHAMPION \$15K PAGE 5	PARTNER \$10K PAGE 5	FRIEND \$5K PAGE 6
CHOW 2017 CONFERENCE	Premier Registrations	16	12	10	8	8	4
	Panel introduction	•					
	Online Broadcast	Topical session + ad	30 second ad played daily				
	30-second video played at start of panel session	All sessions	Selected sessions				
	Reserve private meeting space for 10	•	•				
	Sponsor promo material given to all attendees	•	•	•			
	Feature organization leader as panelist on interstitial web casts	•	•	•			
	Exhibit Booth	Elite	Elite	Select	Select		
	Ad in Earth Is Blue Magazine	Full Page Ad, Premier Position	Full Page Ad	½ page	¼ page		
	Recognition in conference information email blasts	Logo featured	Logo	Name featured	Name featured		
	Digital ad on CHOW Web Site	•	•	•	•	•	
	Banner ad on mobile event app	•	•	•	•	•	
	Logo on event signage and web site sponsor page	•	•	•	•	•	•
OCEAN AWARDS GALA	Gala Tickets	16	12	10	8	8	4
	VIPs at dinner table(s)	4	2	2	2		
	Color ad in dinner program	Double page spread	Full Page	Full Page	1/2 page	1/4 page	

LOOKING FOR...

FULL SPONSORSHIP DESCRIPTIONS.....PAGES 3-6
 ADDITIONAL SPONSORSHIP OPPORTUNITIES.....PAGE 7
 TICKETS AND REGISTRATION.....PAGE 8

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SIGNATURE 3 AVAILABLE		\$50,000 (\$42,024 IS TAX DEDUCTIBLE)
CAPITOL HILL OCEAN WEEK®	CONFERENCE	OCEAN AWARDS GALA™
<p><u>Program</u> Select a mutually agreeable topic for interstitial panel on online broadcast of CHOW 2017</p> <p><u>Promotional</u> 30-second ad played at least daily on online broadcast of CHOW 2017 <i>Average 5,000 online viewers</i></p> <p>Full-page, color ad in Earth is Blue magazine, premier position <i>Est. 10,000 copies distributed to National Marine Sanctuary sites and visitor centers throughout the U.S. Premier position is inside front or inside back cover. (Must submit ad by 3/30/17)</i></p> <p>Logo featured in CHOW 2017 email blasts <i>Multiple emails sent to 5,000+ recipients</i></p> <p>30-second video shown at the start of all CHOW 2017 sessions <i>600+ on-site conference attendees Average 5,000 online viewers</i></p> <p>Positioning as sponsor of conference and Ocean Awards Gala</p> <p>Logo on NMSF website, mobile app, and event signage for conference, and program and signage, name on invitation, for Ocean Awards Gala</p> <p>Sponsorship announced on Social Media <i>100,561 Facebook fans and 19,200 Twitter followers as of August 2016</i></p>	<p><u>Attendance</u> Premier conference registration for up to 16 guests</p> <p><u>Program</u> Speaker from your organization included on an <u>online broadcast panel</u></p> <p>5 minute introduction to one mutually agreeable panel session</p> <p>Reserve private meeting space for up to 10 people</p> <p>Receive printed copy of CHOW 2017 Summary Report</p> <p><u>Promotional</u> 'Elite' exhibit booth <i>600+ on-site conference attendees See page 6 for booth descriptions.</i></p> <p>Digital ad on CapitolHillOceanWeek.org</p> <p>Banner ad on mobile event app</p> <p>Organizational material or giveaway 600+ on-site conference attendees</p>	<p><u>Attendance</u> 16 tickets to reception and dinner</p> <p>4 VIPs/VIP guests at sponsored tables <i>VIPs may include honorees and their guests, Members of Congress, Administration and NOAA officials, members of the NMSF Board of Trustees, and other dignitaries.</i></p> <p><u>Promotional</u> Two-page spread, color journal ad in Ocean Awards Gala program <i>Distributed to more than 500 dinner attendees</i></p>

CAPITOL HILL OCEAN WEEK® 2017 & NMSF OCEAN AWARDS GALA™
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PRESENTING		\$30,000 (\$23,547 IS TAX DEDUCTIBLE)
CAPITOL HILL OCEAN WEEK®	CONFERENCE	OCEAN AWARDS GALA™
<p><u>Promotional</u> Full-page, color ad in Earth is Blue magazine <i>Est. 10,000 copies distributed to National Marine Sanctuary sites and visitor centers throughout the U.S. (Must submit ad by 3/30/17)</i></p> <p>Logo featured in CHOW 2017 email blasts <i>Multiple emails sent to 5,000+ recipients</i></p> <p>30-second video shown at the start of selected CHOW 2017 sessions <i>600+ on-site conference attendees Average 5,000 online viewers</i></p> <p>Positioning as sponsor of conference and Ocean Awards Gala</p> <p>Logo on NMSF website, mobile app, and event signage for conference, and program and signage, name on invitation, for Ocean Awards Gala</p> <p>Sponsorship announced on Social Media <i>100,561 Facebook fans and 19,200 Twitter followers as of August 2016</i></p>	<p><u>Attendance</u> Premier conference registration for up to 12 guests</p> <p><u>Program</u> Speaker included on an <u>online broadcast panel</u></p> <p>Reserve private meeting space for up to 10 people</p> <p>Receive printed copy of CHOW 2017 Summary Report</p> <p><u>Promotional</u> 'Elite' exhibit booth <i>600+ on-site conference attendees See page 6 for booth descriptions.</i></p> <p>Digital ad on CapitolHillOceanWeek.org</p> <p>Banner ad on mobile event app</p> <p>Organizational material or giveaway <i>600+ on-site conference attendees</i></p>	<p><u>Attendance</u> 12 tickets to reception and dinner</p> <p>2 VIPs/VIP guests at sponsored table <i>VIPs may include honorees and their guests, Members of Congress, Administration and NOAA officials, members of the NMSF Board of Trustees, and other dignitaries.</i></p> <p><u>Promotional</u> Full-page, color journal ad in Ocean Awards Gala program <i>Distributed to more than 500 dinner attendees</i></p>
CO-HOST		\$20,000 (\$14,948 IS TAX DEDUCTIBLE)
CAPITOL HILL OCEAN WEEK®	CONFERENCE	OCEAN AWARDS GALA™
<p><u>Promotional</u> Half-page, color ad in Earth is Blue magazine <i>Est. 10,000 copies distributed to National Marine Sanctuary sites and visitor centers throughout the U.S. (Must submit ad by 3/30/17)</i></p> <p>Name featured in CHOW 2017 email blasts <i>Multiple emails sent to 5,000+ recipients</i></p> <p>Positioning as sponsor of CHOW 2017 conference and Ocean Awards Gala</p> <p>Logo on NMSF website, mobile app, and event signage for conference, and program and signage, name on invitation, for Ocean Awards Gala</p> <p>Sponsorship announced on Social Media <i>100,561 Facebook fans and 19,200 Twitter followers as of August 2016</i></p>	<p><u>Attendance</u> Premier conference registration for up to 10 guests</p> <p><u>Program</u> Speaker from your organization included on an <u>online broadcast panel</u></p> <p>Receive printed copy of CHOW 2017 Summary Report</p> <p><u>Promotional</u> 'Select' exhibit booth <i>600+ on-site conference attendees See page 6 for booth descriptions.</i></p> <p>Digital ad on CapitolHillOceanWeek.org</p> <p>Banner ad on mobile event app</p> <p>Organizational material or giveaway to all attendees at the conference <i>600+ on-site conference attendees</i></p>	<p><u>Attendance</u> 10 tickets to reception and dinner</p> <p>2 VIPs/VIP guests at sponsored table <i>VIPs may include honorees and their guests, Members of Congress, Administration and NOAA officials, members of the NMSF Board of Trustees, and other dignitaries.</i></p> <p><u>Promotional</u> Full-page, color journal ad in Ocean Awards Gala program <i>Distributed to more than 500 dinner attendees</i></p>

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CHAMPION		
		\$15,000 (\$11,254 IS TAX DEDUCTIBLE)
CAPITOL HILL OCEAN WEEK®	CONFERENCE	OCEAN AWARDS GALA™
<p><u>Promotional</u> Quarter-page, color ad in Earth is Blue magazine <i>Est. 10,000 copies distributed to National Marine Sanctuary sites and visitor centers throughout the U.S. (Must submit ad by 3/30/17)</i></p> <p>Name featured in CHOW 2017 email blasts <i>Multiple emails sent to 5,000+ recipients</i></p> <p>Positioning as sponsor of CHOW conference and Ocean Awards Gala</p> <p>Logo on NMSF website, mobile app, and event signage for CHOW 2017 conference, and program and signage, name on invitation, for Ocean Awards Gala</p> <p>Sponsorship announced on Twitter and Facebook <i>100,561 Facebook fans and 19,200 Twitter followers as of August 2016</i></p>	<p><u>Attendance</u> Premier conference registration for up to 8 guests</p> <p><u>Program</u> Receive printed copy of CHOW 2017 Summary Report</p> <p><u>Promotional</u> 'Select' exhibit booth <i>600+ on-site conference attendees See page 6 for booth descriptions.</i></p> <p>Digital ad on CapitolHillOceanWeek.org</p> <p>Banner ad on mobile event app</p>	<p><u>Attendance</u> 8 tickets to reception and dinner</p> <p>2 VIPs/VIP guests at sponsored table <i>VIPs may include honorees and their guests, Members of Congress, Administration and NOAA officials, members of the NMSF Board of Trustees, and other dignitaries.</i></p> <p><u>Promotional</u> Half-page, color journal ad in Ocean Awards Gala program <i>Distributed to more than 500 dinner attendees</i></p>

PARTNER		
		\$10,000 (\$6,521 IS TAX DEDUCTIBLE)
CAPITOL HILL OCEAN WEEK®	CONFERENCE	OCEAN AWARDS GALA™
<p><u>Promotional</u> Positioning as sponsor of CHOW 2017 conference and Ocean Awards Gala</p> <p>Logo on NMSF website, mobile app, and event signage for CHOW 2017 conference, and program and signage, name on invitation, for Ocean Awards Gala</p> <p>Sponsorship announced on Twitter and Facebook <i>100,561 Facebook fans and 19,200 Twitter followers as of August 2016</i></p> <p><u>Promotional</u> Positioning as sponsor of CHOW 2017 conference and Ocean Awards Gala</p>	<p><u>Attendance</u> Premier conference registration for up to 8 guests</p> <p><u>Program</u> Receive printed copy of CHOW 2017 Summary Report following close of symposium</p> <p><u>Promotional</u> Digital ad on CapitolHillOceanWeek.org</p> <p>Banner ad on mobile event app</p>	<p><u>Attendance</u> 8 tickets to reception and dinner</p> <p><u>Promotional</u> Quarter-page, color journal ad in Ocean Awards Gala program <i>Distributed to more than 500 dinner attendees</i></p>

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FRIEND		\$5,000 (\$3,323 IS TAX DEDUCTIBLE)
CAPITOL HILL OCEAN WEEK®	CONFERENCE	OCEAN AWARDS GALA™
<p><u>Promotional</u> Positioning as sponsor of CHOW 2017 conference and Ocean Awards Gala</p> <p>Logo on NMSF website, mobile app, and event signage for CHOW 2017 conference, and program and signage, name on invitation, for Ocean Awards Gala</p> <p>Sponsorship announced on Twitter and Facebook <i>100,561 Facebook fans and 19,200 Twitter followers as of August 2016</i></p>	<p><u>Attendance</u> Premier conference registration for up to 4 guests, with sponsor ribbons on name badges <i>Premier registration includes breakfast meet & greet, CHOW store discount, attendee list, and opportunity to reserve meeting space.</i></p> <p><u>Program</u> Receive printed copy of CHOW 2017 Summary Report following close of symposium</p>	<p><u>Attendance</u> 4 tickets to reception and dinner</p>

GALA ONLY	
TABLE SPONSOR \$3,500	RECEPTION DISPLAY \$2,000
<p><u>Attendance</u> 10 tickets to reception and dinner <i>Tables at Ocean Awards Gala seat 10 guests</i></p> <p><u>Promotional</u> Logo on signage at the Ocean Awards Gala, on capitolhilloceanweek.org, and in printed program book</p> <p>Tax-deductible amount: \$2,397 <i>Sponsors who do not use any or all tickets of their table will receive an increased tax-deductible amount.</i></p>	<p><u>Attendance</u> 2 tickets to the reception and dinner</p> <p><u>Program</u> Display an exhibit focusing on your organization’s work at the Ocean Awards Gala cocktail and dessert receptions. Reception display sponsors will be acknowledged by master of ceremonies from podium.</p> <p><i>Organization must be able to install and take down exhibit on same day as event. Shipping costs are the responsibility of sponsoring organization, although NMSF can arrange for delivery and return of exhibit. No paper literature may be distributed. No videos requiring sound may be shown as part of the exhibit.</i></p>

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

OVERALL CHOW 2017

CONTRIBUTOR SPONSOR

\$2,500

Logo on CHOW web site, mobile event app, and event signage. 2 premier registrations to conference, and 2 tickets to Ocean Awards Gala.

AT THE CONFERENCE

HAPPY HOUR SPONSOR

\$10,000

2 AVAILABLE

Exclusive space for happy hour event at close of daily CHOW sessions for up to 100 people (standing) at CHOW 2017 conference. Promotional signage throughout venue highlighting networking event sponsorship. Includes light food and beverage.

REFRESHMENTS SPONSOR

\$5,600/DAY 3 AVAILABLE

\$15,000 EXCLUSIVE 3 DAY

Placards with logo recognizing sponsorship of two daily refreshment breaks with snacks and drinks at CHOW 2017 conference. Promotional signage throughout venue highlighting refreshments sponsorship.

General sponsors may add to sponsorship package for \$3,000 per day.

BAG SPONSOR

\$5,000

1 AVAILABLE

Exclusive sponsor of reusable shopping bag distributed to all 600+ attendees at CHOW 2017. Organization logo printed on bag.

BOOTH SPONSOR

\$2,500

3 DAYS

\$1,000

1 DAY

Purchase a single-table booth space at the CHOW 2017 conference to showcase your work to more than 600 on-site attendees. Booth sponsorship includes 2 premier registrations. Booth sponsors receive a 'Select' exhibit booth, which is 8ft. x 8ft. space. 'Elite' exhibit booths are 8 ft. x 16ft. spaces limited to Signature and Presenting sponsors. Overall conference sponsors with exhibit space will be given choice of space.

General Partner, Friend, and Contributor sponsors may add 3-day booth sponsorship package for \$1,000.

NETWORKING EVENT SPONSOR

\$2,500

3 AVAILABLE

Exclusive meeting space for networking event during lunch break for up to 100 people at CHOW 2017 conference. Promotional signage throughout venue highlighting networking event sponsorship. No food or drinks provided.

TICKETS AND REGISTRATION

NMSF OCEAN AWARDS GALA™



Past sponsors who increase their support by at least one level from the previous year will receive 2 additional tickets to the Ocean Awards Gala. (beyond what is included with the new sponsorship level)



Individual tickets will be available for **\$295** each.

CAPITOL HILL OCEAN WEEK® CONFERENCE



Premier Registration

- All full conference sponsorships include premier registration—no need to purchase separately
- Premier registrations can be purchased by non-sponsors for:
Early Bird \$100 (before 5/1) • **Regular** \$150 (after 5/1) • **On-site** \$200(3 days)/\$100(1 day)
- All premier registrants (sponsored or individually purchased) receive standard registration benefits, **plus**:
 - Entrance to breakfast meet & greet prior to each day's sessions
 - 20% discount in the NMSF Store at CHOW
 - Attendees list for CHOW 2017
 - Access to lounge for online broadcast viewing

Standard Registration

- No charge
- Entrance to all panel sessions
- Two snack breaks per day

PLEASE NOTE



In an effort to decrease our environmental footprint, there will be no printed program for the CHOW 2017 conference. We encourage attendees to download the CHOW Mobile App, which will be available no later than two weeks prior to the conference start.



No lunch will be served at CHOW 2017. We encourage attendees to visit the expansive food court at the Ronald Reagan Building. However, breakfast will be provided for premier registrants, and a morning and afternoon snack will be provided for all attendees.



Be advised that no food or drink, including water, will be allowed in the auditorium where panel sessions will take place, but is allowed throughout the rest of the conference center. Premier registrants plan to arrive early to participate in breakfast meet-and-greets.