

Tour de Turtles:

a sea turtle migration marathon

www.tourdeturtles.org



2010 Program Description and Sponsorship Proposal

Contact Information:

David Godfrey

Executive Director

david@conserveturtles.org

(352) 373-6441

4424 NW 13th St., Ste B-11

Gainesville, FL 32609





Introduction

Sea Turtle Conservancy is excited to announce the third annual **Tour de Turtles: a sea turtle migration marathon** — an online sea turtle migration-tracking event. Introduced in 2008, Tour de Turtles is an Internet-based program that utilizes the satellite-tracked migration of sea turtles as the core component of an educational program aiming to raise awareness about threats to sea turtles and encourage positive stewardship of ocean and coastal habitats. Scheduled to begin in August 2010, Tour de Turtles will track up to 10 individual sea turtles for approximately three months as they leave their respective nesting beaches and “race” to complete the equivalent of a marathon. Rather than the typical human marathon of 26.2 miles, the Tour de Turtle participants will swim to complete a 26.2 hundred kilometer (1,628 miles) migration.

The first turtle to complete the distance will “win.” Along with the goal of being the first to complete the marathon, each of our participant turtles also will swim to raise awareness about a Cause related to sea turtle conservation. For example, one turtle will focus on educating the public about the problem of marine pollution, while another will focus the spotlight on the issue of artificial lights on nesting beaches. From web pages specifically dedicated to each swimmer, people can view competitor photos and videos, learn about their cause, view their latest migration-tracking map, and even watch and hear mock interviews with marathon participants.

Tour de Turtles is a multimedia experience using interactive online maps, videos, games and educational activities centered on the biology and conservation of sea turtles and their habitats. It is designed to provide the broadest possible audience with a fun and educational approach to science, geography and marine conservation — all utilizing the satellite-tracked migration of sea turtles. This program allows people to identify with and track individual turtles and gets them even more involved by offering the opportunity to support each turtle’s Cause during the Causes Challenge. The Causes Challenge is a side competition that challenges each turtle to raise the most money for the issue they are representing.

Since STC began tracking sea turtles in 1996, millions of people have logged on to the website to see where sea turtles go, and more than 16,000 teachers have registered to use STC’s educational materials as part of their curriculum. This represents an estimated half a million students that have tracked sea turtle migrations in the classroom. To make Tour de Turtles useful to teachers and students, a full compliment of online material will be available for use in the classroom and at home. These materials include a free Educator’s Manual and classroom activities that incorporate Tour de Turtles with standard classroom curriculum such as math, geography and science.

Each competing turtle will have its own primary financial sponsor. Sponsorships for Tour de Turtles competitors are available to corporate and private entities on a limited basis, ranging in cost from \$5,500 to \$7,500 – depending on the species of turtle being tracked. Along with competitor sponsorships, STC is offering sponsorship opportunities for the Tour de Turtles website and events. Costs and benefits of sponsorship are presented on the last three pages of this document.



About Our Organization

Sea Turtle Conservancy (STC) is a nonprofit 501(c)(3) organization headquartered in Gainesville, Florida, and is the world's oldest sea turtle research and conservation organization. It is the mission of STC to ensure the survival of sea turtles within the Wider Caribbean basin and Atlantic through research, education, training, advocacy and protection of the natural habitats upon which they depend. STC concentrates conservation activities on globally-significant sea turtle populations and habitats. Founded in 1959 by world-renowned sea turtle biologist Dr. Archie Carr, STC has 50 years of conservation and research experience. Within the last decade, STC has more than doubled its programmatic work to expand its influence internationally. While STC's work benefits all sea turtle species, the organization focuses on green, leatherback, hawksbill, loggerhead and olive ridley sea turtle species.

Tour de Turtles: An Educational Focus

Developed to help increase awareness and encourage environmental stewardship, Tour de Turtles is a three-month-long educational event hosted by STC in partnership with program sponsors. It all takes place online at www.tourdeturtles.org. The focal point of the event is the marathon itself, which will be depicted by regularly-updated maps which show the migratory movements and distances traveled by each of the participant turtles being tracked by satellite. A Leader Board will provide a quick glimpse at the status of each turtle, along with links to detailed maps for each turtle. By providing this unique event focused on the migratory habits of sea turtles, STC will engage audiences and encourage them to learn more about sea turtle biology, threats and conservation efforts. A full suite of educational components have been developed to provide audiences and educators with useful resources, with special attention given to providing teachers with tools they can use to incorporate this program into classroom activities. On the Tour de Turtles website, users will find a free, downloadable Educator's Manual that provides background information about sea turtles; tips on how to integrate the program into lesson plans; and interesting classroom activities that are targeted to different education levels. Interactive graphics, games and online quizzes also will be available on the website. As a way to show support for sea turtle research and conservation, educators and the general public can symbolically adopt one of the satellite-tagged turtle competitors, helping to support one or more of the featured turtle causes.

Migration-Tracking Education Program Statistics

More than 16,000 teachers, representing an estimated 640,000 students, have registered to use STC's Migration-Tracking Education Program. These statistics do not even include teachers and students that have utilized the program without registering online. As a result of the Migration-Tracking Education Program, STC's website has received 25 awards for online educational resources, website design and informative content. The program has successfully tracked over 200 sea turtles, representing almost 40 research projects worldwide.



Tour de Turtles Logistics

To enhance the excitement of the program, while maintaining the validity of the research, Tour de Turtles features live releases that can be viewed by the public. Because the different species of sea turtles nest at varying times during the season, all of the turtles' starting dates will need to be coordinated with the last satellite-transmitter deployment. Other than this small time discrepancy, the turtles' travels will be viewed in real time on the Tour de Turtles' website. The turtles will start at several different locations, each an important nesting site for the species being released. This will add a geographic component to the educational program. The four potential locations are Chiriquí Beach, Panama; Las Bocanitas, El Salvador; Melbourne Beach, Florida; and Tortuguero, Costa Rica. These locations are some of the most important nesting beaches in the Western Hemisphere. In human marathons, runners must reach a distance of 26.2 miles. The Tour de Turtles goal of 2,620 kilometers (1,628 miles) is a play on the human marathon, just converted to kilometers with distance added in the spirit of competition. The first turtle to reach that distance will be the winner of the marathon. Along with the distance marathon, the public will be able to adopt a turtle to help it win the Causes Challenge. The amount of support for each turtle's cause will be graphically represented to see which cause receives the most support. This element will give audiences a personal involvement in the marathon. Tour de Turtles adoptions will function similar to STC's Adopt-A-Turtle program with modifications to reflect the Tour de Turtles theme and the turtles' causes. While the first turtle to complete the distance may do so within three months, the program will continue to follow all the turtles for as long as they send satellite-signals.

Tour de Turtles Website

From August to December 2009, the Tour de Turtles (www.tourdeturtles.org) website received nearly 30,000 unique visitors, including people from all 52 states and 121 countries. The Tour de Turtles website also recorded over 200,000 page views. In addition, the Tour de Turtles website is linked to and from STC's primary website (www.conserveturtles.org). Since 2004, visitations to STC's primary website have doubled. In 2009, the STC website registered 26.7 million hits and an average of 3,130 unique visitors per day.

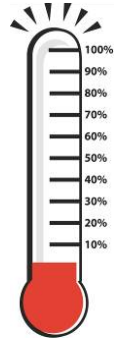
To view the Tour de Turtles website, please visit www.tourdeturtles.org. In addition to current content, the 2010 Tour de Turtles website will include additional educational resources, games and activities, videos and animations. If you would like to learn more about the program and all of the components of the website, please contact Rocio Johnson at rocio@conserveturtles.org or Dan Evans at drevans@conserveturtles.org. The Tour de Turtles website is supported, in part, by MeGotta, Inc., a software and graphics design firm. MeGotta is an official Tour de Turtles Sponsor.



About the Causes Challenge

One goal of Tour de Turtles is to raise awareness about the different species of sea turtles and the various threats to their survival. With only one out of 1,000 hatchlings reaching adulthood, conservation must focus on combating human-caused threats. As with many human marathons, each turtle will swim to raise awareness about a particular “cause” or threat. Some of the causes are specifically related to certain sea turtle species, while others are representative of threats to particular marine ecosystems utilized by sea turtles. For example, a loggerhead turtle might represent the issue of commercial fisheries bycatch because this species is indiscriminately caught in large numbers by longline fisheries.

Participating audiences will have the opportunity to support turtle participants and their causes. This support will be measured with a “goal thermometer” associated with each turtle. The aim is to promote participation among educators and the general public by encouraging donations that will combat sea turtle threats. While 2009 loggerhead turtle competitor Squirt, sponsored by Disney, did not reach the marathon distance first, he won the Causes Challenge by raising more than \$3,500 toward his cause! This secondary competition will give species that might take longer to complete the marathon migration an opportunity to win the Causes Challenge by generating support.



About the Turtle Competitors



The five to ten turtles that will be tracked as part of the 2010 Tour de Turtles marathon event are entirely real, and the migrations of these turtles will be tracked live throughout the event. A personalized webpage will be developed for each of the sponsored turtles, which will include actual photos of the turtles and, in some cases, video taken of the satellite transmitter attachment process and subsequent turtle release. However, in order to make this program more appealing and interactive for kids and savvy Internet users, STC and

MeGotta will develop animated caricatures of each turtle. Each turtle will have a unique design customized for each sponsor. Dory, one of the 2009 Tour de Turtles participants, was a loggerhead turtle sponsored by Disney and released in Florida. She is pictured above as she returns to the ocean with her transmitter. Dory’s caricature is pictured on the right.



Visitors to the event website will have access to animated games and maps incorporating each caricature. Some of the games will allow users of the website to interact with and manipulate the movements of the turtles within their representative habitats. To test this feature, visit the [TurtlePlayer](#), accessible through the Tour de Turtles website. These fun, online resources will keep people coming back to the Tour de Turtles website to monitor the progress of each turtle and to have fun playing interactive games with these lifelike caricatures.

Promotion and Media

The 2010 Tour de Turtles will be promoted internationally through press releases distributed via electronic newswires; photo opportunities and media events surrounding each turtle release; targeted mailings to media, educators and direct promotions to STC members; and online promotions on STC's website and on social websites such as Facebook, Twitter and YouTube. Tour de Turtles will also be advertised to new and previously registered educators, schools and educational associations via emails and mailing of informational postcards announcing the launch of the 2010 program. In addition, teachers will be reached via education websites and forums. STC will also attend educational conferences to reach teachers on a more personal level. Furthermore, the program and live sea turtle releases will be heavily promoted through social networking groups, viral promotions and community calendars to ensure maximum participation at the live events.

Corporate sponsors are encouraged to utilize their own marketing techniques to raise awareness and promote their involvement in the program. However, STC will also work personally with each sponsor to develop activities and materials related to their specific sponsorship. STC Marketing and Communications Coordinator Rocio Johnson can be reached at rocio@conserveturtles.org to coordinate marketing efforts with sponsors. And finally, a number of exciting opportunities exist to generate national TV network coverage of the program when turtles are released live at the Archie Carr National Wildlife Refuge in Florida. Additionally, the release in Las Bocanitas, El Salvador, will feature public media events and TV news coverage in Spanish. Throughout the event, STC will generate media coverage focused on the progress of the turtles and the winners of Tour de Turtles and the Causes Challenge.



Tour de Turtles Statistics August – October 2009

Website Visitations

- 28,484 total visitors from 121 countries
- 24,308 visitors from the United States
- 203,069 page views
- 4 minutes 59 sec. average time on Tour de Turtles website

TdT Community Site Visitations

- 18,396 page views
- 5,667 people used TurtlePlayer
- 451 total animation views
- 4,943 total video views

Educator Registrations

- 366 new registrations
- 16,000 total registered educators

Event Attendance

- TdT Social – 175 people
- TdT Live Releases – 1,500 people

Social Networking

- TdT e-mail subscribers: 1,692
- Facebook fans: 2,109
- Twitter followers: 1,072



Sponsorship Opportunities

As part of the 2010 Tour de Turtles, STC is seeking a limited number of sponsors to financially support different aspects of this educational program. Sponsorships are tax deductible. For more information about Tour de Turtles and how you can become a sponsor, please contact: David Godfrey, Executive Director, Sea Turtle Conservancy, 4424 NW 13 St., Ste B-11, Gainesville, FL 32609, david@conserveturtles.org; Phone (352) 373-6441.

Competitor Sponsorship - \$5,500 - \$7,500

(12 sponsorships available)

- Ability to name the sponsored turtle;
- Sponsor logo and/or name incorporated into competitor turtle's caricature image;
- Acknowledgement in Tour de Turtles press release;
- Prominent acknowledgement and logo placement on Tour de Turtles and STC websites;
- Direct reciprocal link from Tour de Turtles website;
- Right to use sponsored turtle's images and migration map in corporate promotions;
- Logo placement on Tour de Turtles t-shirts;
- Sponsor logo featured on Tour de Turtles Start Gate;
- Sponsor acknowledgement during webcast;
- Invitation to private V.I.P guided sea turtle walk;
- Four tickets to attend the Kick Off event on Saturday, July 31, 2010 at 6 pm in Melbourne Beach, Florida;
- Cause-related publicity associated with the world's oldest sea turtle conservation group, celebrating 50 years!

Website Sponsor - \$2,500

(1 sponsorship available)

- Prominent banner placement on Tour de Turtles website for three months (maximum 2 rotating designs)
- Sponsor logo incorporated into Jacques Chell caricature image, host of Tour de Turtles featured on homepage;
- Acknowledgement in Tour de Turtles press release;
- Acknowledgement and logo placement on Tour de Turtles website;
- Direct reciprocal link from Tour de Turtles website;
- Logo placement on Tour de Turtles t-shirts;
- Sponsor logo featured on Tour de Turtles Start Gate;
- Two tickets to attend the Kick Off event on Saturday, July 31, 2010 at 6 pm in Melbourne Beach, Florida;
- Cause-related publicity associated with the world's oldest sea turtle conservation group!



Event Sponsors \$550

(10 sponsorships available)

- Two tickets to attend the Kick Off event on Saturday, July 31, 2010 at 6 pm in Melbourne Beach, Florida;
- Prominent logo display on Kick Off welcome banner;
- Acknowledgement on Kick Off printed materials;
- Acknowledgement and logo placement on Tour de Turtles website;
- Direct reciprocal link from Tour de Turtles website;
- Two tickets to participate in a guided sea turtle walk during 2011 nesting season;
- Cause-related publicity associated with the world's oldest sea turtle conservation group!

Live Release Sponsor – T-shirts \$550

(2 sponsorships available)

- Logo featured on Tour de Turtles T-shirts;
- Acknowledgement and logo placement on Tour de Turtles website;
- Direct reciprocal link from Tour de Turtles website;
- Two tickets to attend the Kick Off event on Saturday, July 31, 2010 at 6 pm in Melbourne Beach, Florida;
- Two tickets to participate in a guided sea turtle walk during 2011 nesting season;
- Cause-related publicity associated with the world's oldest sea turtle conservation group!



Sponsorship Benefits Chart

Type of Sponsorship

Sponsorship Benefits	Sea Turtle Competitor	TdT Website	Webcast	Live Release T-shirt	Live Release Refreshments	Launch Event
Number Available	42 3	1	4 0	2	4 0	10
Tax-Deductable Donation	\$5,500 - \$7,500	\$2,500	\$350	\$550	\$350	\$550
Name a Competitor	√					
Press Release Mention	√	√				
Logo Turtle Caricature	√	√				
Logo & Link on TdT Website	√	√	≠	√		√
Logo & Link on STC Website	√					
Logo on T-shirts	√	√		√		
Logo on Start Gate	√	√				
Webcast Feature	√		≠		≠	
Tickets to Kick Off Event	√	√	≠	√	≠	√
Logo on Kick Off Banner						√
Logo on Kick Off Program						√
Tickets to Sea Turtle Walk	√			√	≠	√
Banner on TdT Website		√	≠			
Refreshment Signage					≠	