

# Tour de Turtles:

a sea turtle migration marathon

[www.tourdeturtles.org](http://www.tourdeturtles.org)



## 2019 Program Description and Sponsorship Proposal

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## Introduction

Sea Turtle Conservancy is excited to announce the 12th annual **Tour de Turtles: a sea turtle migration marathon** — an online sea turtle satellite-tracking event. Launched 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 to raise awareness about threats to sea turtles and encourage positive stewardship of ocean and coastal habitats. This year, Tour de Turtles will track more than a dozen individual sea turtles for approximately three months, as they leave their respective nesting beaches and race to complete a “turtle marathon.” Tour de Turtles competitors will race to swim the furthest distance during the three-month-long migration marathon. Along with the goal of traveling the most kilometers in the marathon, each of our participant turtles also will swim to raise awareness about a Cause related to sea turtle and marine conservation.



To make Tour de Turtles possible, each competing turtle will have an individual financial sponsor. Sponsorships for Tour de Turtles competitors are available to corporate and private entities on a limited basis. Along with the primary competitor sponsorships, STC is offering sponsorship opportunities for specific Tour de Turtles public events. The costs and benefits of sponsorships are presented in the last three pages of this document.

## About Our Organization

Sea Turtle Conservancy (STC), a nonprofit 501(c)(3) organization headquartered in Florida, is the world’s oldest sea turtle research and conservation organization. STC’s mission is to ensure the survival of sea turtles worldwide through research, education, training, advocacy and protection of the natural habitats upon which they depend. Founded in 1959 by world-renowned sea turtle biologist Dr. Archie Carr, STC has 60 years of conservation and research experience. Learn more on our website [www.conserveturtles.org](http://www.conserveturtles.org).

## Tour de Turtles: An Educational Focus

Tour de Turtles is a three-month-long educational event hosted by STC and program sponsors to increase awareness about sea turtle conservation and encourage environmental stewardship. It takes place primarily online at [www.tourdeturtles.org](http://www.tourdeturtles.org). The focal point of the event is the marathon itself, which will be depicted through regularly-updated maps showing the daily migratory movements and distances traveled by each of the participating turtles. Through 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. With a strong focus on education, the Tour de Turtles website offers a free, downloadable Educator’s Guide that provides background information about sea turtles, tips on how to integrate the program into lesson plans, and interesting classroom activities that target different education levels. Interactive graphics, games and online quizzes are also available on the website. A series of well-attended public events are also held as each turtle is released to start their migration.

## Tour de Turtles Logistics

Each participating sea turtle will be outfitted with a safe, accurate satellite-tracking device that sends a signal each time the turtle surfaces to breathe. Transmitters are attached to adult female turtles after they successfully deposit eggs on their respective nesting beaches, just before they begin their migrations back to distant foraging grounds. In addition to tracking the movements of each turtle, Tour de Turtles will carefully calculate the distances traveled by each turtle following the release of the last competing turtle. The turtles will compete with the goal of swimming the furthest distance in three months. At the end of October, the turtle that has traveled furthest will earn the title of Winner of the Tour de Turtles. *[Note: Even beyond the end of the Tour de Turtles race, STC will continue to track each of the turtles online for as long as their transmitters are working, which in some cases lasts well over one year!]*

### About the Turtle Competitors

The “competitors” are wild sea turtles of a variety of species that will be tracked as part of STC’s ongoing research about sea turtle migratory patterns and habitat usage. The turtles, obviously, do not know they are participants in a race and will be behaving normally as they carry out their migrations. Turtles tracked as part of the Tour de Turtles marathon will be adult females that are tagged with satellite transmitters after they complete the nesting process at several sites in Florida and around the Caribbean. Each turtle will be tracked in real time, and their movements will be plotted on digital maps and posted online for all to see. The cumulative distance each turtle travels beginning on the official start of the race will be carefully tracked and used to calculate the winner of the race. As part of the online program, a unique animated caricature depicting each turtle and its sponsor’s logo will be created (*see the 2011 Little Tikes loggerhead caricature at right*). The turtles will have individual, personalized web pages within the Tour de Turtles site, each of which will include real photos of the turtles and, in some cases, video taken of the satellite transmitter attachment process and subsequent turtle release. Combining real sea turtles with animated characters online will allow kids to forge a connection with the turtle competitors in a fun and engaging way. Each competitor page will also include links to the regularly-updated tracking maps and background information about issues impacting sea turtles and their habitats. These issues will be the “Cause” each turtle is swimming to raise awareness for.



### About the Causes

The 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. Participating audiences will have the opportunity to learn about pressing threats to sea turtle survival, while also supporting individual turtle competitors and their Causes through tax-deductible donations. Some of the Causes include boat strikes, poaching, climate change, lighting, marine debris, etc.



## Promotion and Media

The Tour de Turtles will be promoted internationally through:

- Press Releases and Feature Stories
- Targeted Media Events
- Public Turtle Releases
- Direct Promotions to STC Members and Supporters
- Online Promotions on STC's Website
- Social Media (Facebook, Twitter and Instagram)
- Educator outreach, K-12 Schools and Educational Associations
- Exclusive Partner Promotions

A number of exciting opportunities exist to generate media coverage for Tour de Turtles and associated public turtle release events.

**Corporate sponsors are encouraged to utilize their own marketing techniques to raise awareness and promote their involvement with Tour de Turtles. STC will work individually with each sponsor to develop marketing materials related to their specific turtle and cause. STC's Communications Coordinator can be reached at [lexie@conserveturtles.org](mailto:lexie@conserveturtles.org).**

### TdT Website Visitation in 2018

Page Views: 206,358  
Sessions (Visits): 60,032  
Unique Visitors: 42,148  
Average Time on Website: 2:02

### Event Attendance in 2018

Florida Kick-off Social - 300 people  
Florida Public Turtle Releases – 2,500 people  
International Turtle Releases – 1,500 people

### Social Networking Reach

Facebook Fans – 410,000 followers  
Twitter Followers – 24,900  
Instagram Followers – 47,700  
Email Subscribers - 18,000 subscribers

### Educator Participation in 2018

Total Registered Educators – 16,300  
Total Estimated Students Reached – 652,000

## Sample Media Promotions

An STC-produced Mini-Documentary about Tour de Turtles: <http://vimeo.com/102840145>

*Disney Parks Blog* – Sea Turtles Set Off On Migratory Journey:

<http://disney Parks.disney.go.com/blog/2014/07/wildlife-wednesday-on-your-mark-get-set-let-them-go-sea-turtles-set-off-on-migratory-journey/>

*Huffington Post* – Tourism Opportunities to Protect Sea Turtles: [http://www.huffingtonpost.com/dr-dave-randle/tourism-opportunities-to\\_b\\_6229226.html](http://www.huffingtonpost.com/dr-dave-randle/tourism-opportunities-to_b_6229226.html)

*TreadRight Foundation Blog* – The Tour Begins: <http://www.treadright.org/news/project-news/tour-begins>

*USA Today* - Loggerheads Return to Ocean at Tour de Turtles Event:

<http://www.usatoday.com/story/news/nation/2014/07/27/loggerheads-crawl-to-ocean/13250567/>

*Yahoo! News* – Tour de Turtles: <http://news.yahoo.com/photos/photo-provided-florida-keys-news-bureau-pine-tyme-photo-193133299.html>

*CBS Miami* - Sea Turtle Released with Satellite Transmitter for Tour de Turtles:

<http://miami.cbslocal.com/2014/08/15/rehabilitated-sea-turtle-set-for-release-with-satellite-transmitter/>



## Sponsorship Opportunities

As part of the Tour de Turtles, STC is seeking a limited number of sponsors to financially support this educational program. Sponsorships are tax deductible. For more information about Tour de Turtles and how you can become a sponsor, please contact: Lexie Beach, Communications Coordinator, Sea Turtle Conservancy, 4424 NW 13 St., Ste B-11, Gainesville, FL 32609, [lexie@conserveturtles.org](mailto:lexie@conserveturtles.org); Phone (352) 373-6441.

### Leatherback Competitor Sponsorship - \$8,000

- Ability to name the sponsored leatherback turtle
- Sponsor logo and/or name incorporated into turtle 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 STC website
- Direct reciprocal link from Tour de Turtles website
- Right to use sponsored turtle's images and migration map in corporate promotions
- One Sponsor Profile Feature in E-newsletter and/or Sea Turtle Blog
- Logo placement on Tour de Turtles t-shirts
- Sponsor logo featured on Tour de Turtles Start Gate
- Acknowledgement in Kick Off Program
- Four tickets to attend the Kick Off social in Melbourne Beach, Florida on Saturday, July 27, 2019
- V.I.P seating to watch the live release on Sunday, July 28, 2019
- Four Tour de Turtles T-shirts
- Social media acknowledgement and company page "Like."



### Loggerhead/Green/Hawksbill Competitor Sponsorship - \$6,000

- Ability to name the sponsored turtle
- Sponsor logo and/or name incorporated into turtle 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 STC website
- Direct reciprocal link from Tour de Turtles website
- Right to use sponsored turtle's images and migration map in corporate promotions
- One Sponsor Profile Feature in E-newsletter and/or Sea Turtle Blog
- Logo placement on Tour de Turtles t-shirts
- Sponsor logo featured on Tour de Turtles Start Gate
- Acknowledgement in Kick Off Program
- Four tickets to attend the Kick Off social in Melbourne Beach, Florida on Saturday, July 27, 2019





- V.I.P seating to watch the live release on Sunday, July 28, 2019
- Four Tour de Turtles T-shirts
- Social media acknowledgement and company page “Like.”

### Activities Sponsor at the TDT Kick-Off in Florida - \$550

- Acknowledgement and logo placement on Tour de Turtles website
- Direct reciprocal link from Tour de Turtles website
- Sponsor logo featured on Tour de Turtles Start Gate
- Prominent logo display on Kick Off welcome banner (see photo below)
- Prominent logo placement and acknowledgement in Kick Off Program
- Two tickets to attend the Kick Off social in Melbourne Beach, Florida on Saturday, July 27, 2019
- V.I.P seating to watch the live release on Sunday, July 28, 2019
- Three Tour de Turtles T-shirts
- Social media acknowledgement and company page “Like.”



### Kick-Off Event Sponsor - \$350

- Two tickets to attend the Kick Off social on Saturday, July 27, 2019 in Melbourne Beach, Florida
- Prominent logo display on Kick Off welcome banner (see photo below)
- Prominent logo placement and acknowledgement in Kick Off Program
- Acknowledgement and logo placement on Tour de Turtles website
- Direct reciprocal link from Tour de Turtles website
- Two Tour de Turtles T-shirts
- Social media acknowledgement and company page “Like.”



### Program Sponsor - \$200

- One ticket to attend the Kick Off event in Melbourne Beach, Florida on Saturday, July 27, 2019
- One Tour de Turtles T-Shirt
- Logo displayed on Kick Off welcome banner
- Logo and acknowledgement in Kick Off Program
- Logo placement on Tour de Turtles website



## Sponsorship Benefits Chart

Sponsorship Benefits	Sea Turtle Competitor	Activities	Kick Off	Program
Tax-Deductible Donation	\$6,000 - \$8,000	\$550	\$350	\$200
Name a Competing Turtle	√			
Rights to Turtle Map & Images	√			
Press Release Mention	√			
Logo on Turtle Caricature	√			
Logo & Link on TdT Website	√	√	√	√
Logo & Link on STC Website	√			
Logo on T-shirts	√			
Logo on Start Gate	√	√		
Social Media "Like"	√	√	√	√
E-newsletter/Blog Feature	√			
TdT T-Shirts	√	√	√	√
Tickets to Kick Off Event	√	√	√	√
Logo on Kick Off Banner	√	√	√	√
Logo on Kick Off Program	√	√	√	√
V.I.P Seating at Turtle Release	√	√		

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