

# Sustainable Travel Sponsorships



# Protecting Sea Turtles Helps Tourism

Around the world, six out of seven species of sea turtles are either threatened or endangered. One of their top threats is consumption of their eggs. To protect turtle nesting beaches, there are hundreds of small organizations working on small budgets with little access to grants from the small number of donors who support this kind of work. But there is hope, lots of it!

## Healthy Sea Turtle Populations Benefits Tourism

- Sea turtles help control populations of jellyfish who love to sting tourists.
- Sea turtles keep coral reefs and seagrass beds healthy, great for snorkelers and divers.
- Tourists love seeing sea turtles in the water and on the beach and participating in turtle watching or volunteer programs is a highlight for many.
- Turtle hatchlings provide food for a wide variety of wildlife, which your travelers will appreciate.



[Learn More About SEE Turtles](#)

# Why Partner With Us?

SEE Turtles is an innovative award-winning organization that makes a concrete difference for endangered sea turtles and local communities around the world.

Our sustainable travel sponsorships offer businesses an opportunity to engage a large and committed network of eco-minded consumers and show your company's green credentials.

Our sponsorships offer:

- A concrete and transparent way to show your customers your company's commitment to protecting the environment.
- Promotion to our network of **200,000+ social media followers and email subscribers.**
- Assets including photos, videos, and logos to share in marketing efforts.
- Promotions to help engage your customers.



# Benefits of a Sustainable Travel Sponsorship



## **Consumer Friendly & Transparent:**

We provide high quality assets for your clients and share concrete results from your support to use in your marketing.

## **Large Reach:**

For a small organization, we have a large and dedicated audience that includes more than 200,000 followers on Facebook, Twitter, Instagram, and email and our SEE Turtles website averages more than 40,000 unique visitors per month. [See our full reach here.](#)

## **Eye-Catching:**

We have high quality photos, video, and logos available for use by partners to help promote the partnership.

## **Leadership:**

SEE Turtles has been a leader in sea turtle conservation since 2008. We have generated more than \$1 million for turtle conservation and communities and our work has benefitted more than 60 important nesting beaches protected by 50+ organizations in 20 countries across the world. For these efforts, we won the Changemakers Award from the World Travel & Tourism Council.

## **True Partnership:**

We don't just ask for a check and put your name on our supporters page; we actively seek out ways to benefit both organizations. [See our benefits section](#) for how we help promote sponsors.

# Sustainable Travel Programs

SEE Turtles runs several programs focused on making the travel industry more friendly for sea turtles:

- **Sea Turtles & Plastic:** We support plastic cleanup and recycling programs that benefit turtles, communities, & travelers.
- **Too Rare To Wear:** Travelers are the biggest consumers of illegal tortoiseshell products, our campaign works to end this trade.
- **Sea Turtle Conservation Travel:** We love getting people to see these animals in the wild.



# Sea Turtles & Plastic Program

If there is a poster species for the worldwide epidemic of plastic pollution, it's sea turtles. The mothers swim through islands of plastic on their migrations and crawl through plastic to find their spots to nest on beaches. SEE Turtles believes the long-term solution is ending single use plastic. But even if all plastic production was to stop today, millions of tons would still be floating in the ocean, impacting sea turtles, other ocean wildlife, and humans.

We advocate for reducing plastic use while searching for ways to help get this waste out of sea turtle habitat, in ways that support conservation efforts and local communities and reusing this waste into useful products.

## Our Plastic Campaign:

- Works with conservation organizations around the world to reduce & recycle plastic in sea turtle habitats. The new products support conservation & local communities. We've supported projects in Colombia, Mexico, Kenya, Curacao, & Uruguay so far.
- Advocating for less plastic use. We will encourage people to reduce plastic at home while advocating for governments and businesses to take strong actions to reduce the creation of plastic in the first place.



# Travelers Against Plastic



Travelers Against Plastic (TAP) aims to get single use plastic out of the tourism industry while helping to keep plastic waste out of natural areas in destinations around the world. The campaign works with conservation organizations and tour operators to encourage travelers to use less plastic while traveling and participate in cleanup efforts in the destinations they visit.

TAP was started by Crooked Trails in 2012 and is now managed by SEE Turtles as part of our Sea Turtles & Plastic program. TAP encourages sustainable travel through outreach on social media and our website.

Visit [TravelersAgainstPlastic.org](http://TravelersAgainstPlastic.org)

### 6 Plastic Free Tips for Traveling

- CARRY A REFILLABLE WATER BOTTLE WITH A FILTER
- USE REFILLABLE TOILETRY CONTAINERS
- EAT FRESH FRUIT INSTEAD OF PACKAGED SNACKS
- BRING A REUSABLE SHOPPING BAG FOR SOUVENIRS
- SAY NO THANKS TO PLASTIC AMENITIES IN YOUR HOTEL
- PACK REUSABLE UTENSILS AND STRAWS

Learn more about plastic issues at [travelersagainstplastic.org](http://travelersagainstplastic.org)



### 6 Plastic Free Tips for Your Home

- USE REFILLABLE BOTTLES OVER PLASTIC
- CLEAN WITH NATURAL INGREDIENTS
- STORE LEFT OVERS IN GLASS CONTAINERS
- SKIP THE PLASTIC LINER IN YOUR TRASHCAN
- REUSE GLASS JARS FOR FLOWERS
- SWAP PLASTIC WRAP FOR BEESWAX

Learn more about plastic issues at [travelersagainstplastic.org](http://travelersagainstplastic.org)



### 6 Plastic Free Tips for Your Classroom

- ALLOW STUDENTS TO REFILL WATER BOTTLES
- GATHER BROKEN CRAYONS TO REMELT THEM
- DIP DRIED OUT MARKERS IN WATER
- TURN SCRAPS INTO CLASSROOM DECOR
- BUY COMMUNAL SUPPLIES LIKE GLUE AND PAINT IN BULK
- TEACH STUDENTS ABOUT THE ENVIRONMENT AND HOW THEY CAN HELP

Learn more about plastic issues at [travelersagainstplastic.org](http://travelersagainstplastic.org)



# Too Rare To Wear



Too Rare To Wear is a coalition of more than 100 tourism companies and conservation organization working to end demand for tortoiseshell products. Tortoiseshell comes from the critically endangered hawksbill turtle and can be found in more than 40 countries.

Travelers are the biggest purchasers of these products but often don't know they are buying endangered species products that are illegal to bring home. We work to educate travelers on this trade and how to avoid these products with unique tools.

Too Rare To Wear has become a leader in fighting the illegal wildlife trade:

- We have a coalition of 100 tourism companies and 50 conservation organizations raising awareness about this trade
- We launched SEE Shell, the world's first app to use AI to identify illegal tortoiseshell products
- Our support is helping local organizations fight this trade in Colombia, Costa Rica, Indonesia, Panama, and elsewhere
- We have reached more than 10 million people with our outreach efforts





# Sea Turtle Conservation Trips

SEE Turtles offers fun and unique trips to visit turtle conservation projects and participate in the conservation efforts. We currently run trips to Costa Rica, Mexico, Belize, the Galapagos, and elsewhere. Our trips include volunteer opportunities as well as cultural and adventure travel activities depending on the location.

We love to collaborate on these trips, please get in touch if you are interested in working with us to get people to visit a turtle conservation project. We can explore co-marketing trips, organize branded trips for your company, or connect you with projects in the destinations you already visit to support their efforts. [Contact us here.](#)



# Sponsorship Levels



## Basic Sponsorship (\$100 donation per year):

- Company link & logo on Travelers Against Plastic & Too Rare To Wear sponsor pages.
- Posts on TAP and Too Rare To Wear Facebook & Twitter feeds (1x per year per feed, 4 posts total).
- Inclusion in TAP monthly newsletter (1x).
- Regular update newsletter with images you can share on social media.
- Use of Sustainable Travel Sponsor logo and TAP and Too Rare To Wear logos and images on company products, website, & social media.
- Listing in SEE Turtles annual reports.

## Silver Sponsorship (\$250 donation per year)

- Benefits noted for the previous category.
- Posts on 2 Facebook, 2 Twitter feeds (2x per year per feed, 8 posts total).
- Higher listing of logo on sponsor pages and SEE Turtles annual report.
- Inclusion in TAP monthly newsletter (1x).
- Graphic showing your company's impact each year.
- Share our sustainable travel materials with your clients.



# Sponsorship Levels

## Gold Sponsorship (\$500 donation per year)

- Benefits noted for the previous category.
- Posts on TAP & Too Rare To Wear Facebook, 2 Twitter feeds (3x per year per feed, 12 posts total).
- Inclusion in SEE Turtles newsletter (6,000+ subscribers) (1x) & TAP newsletter (1x).
- Prominent listing of logo on sponsor page & in SEE Turtles Annual Reports.
- Our staff will work to identify opportunities to connect your travelers with sea turtle volunteer opportunities.
- Graphic showing your company's impact each year.
- Branded Travelers Against Plastic & Too Rare To Wear materials to share with your clients and on social media.

## Platinum Sponsorship (\$1,000 per year)

- Benefits noted for the previous category.
- Posts on TAP & Too Rare To Wear Facebook, 2 Twitter feeds (4x per year per feed, 16 posts total).
- Inclusion in SEE Turtles monthly newsletter & global updates (35,000+ subscribers) (1x per year).
- Prominent listing of logo on sponsor page & SEE Turtles Annual Reports including a donor profile (1x as space is available).
- Personalized annual updates including projects supported and photos.
- Branded Travelers Against Plastic & Too Rare To Wear materials to share with your clients and on social media.
- Use of our sustainable travel partner logo.

# Our Reach



60,000+ on three feeds



35,000+ on three feeds



20,000+ on two feeds



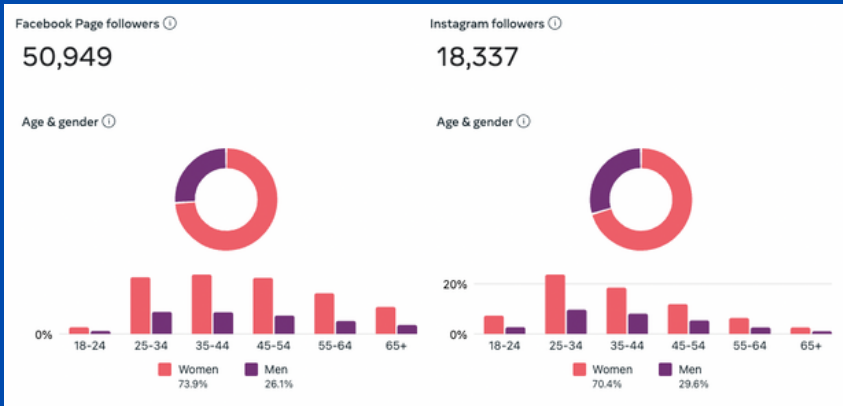
40,000+ email subscribers



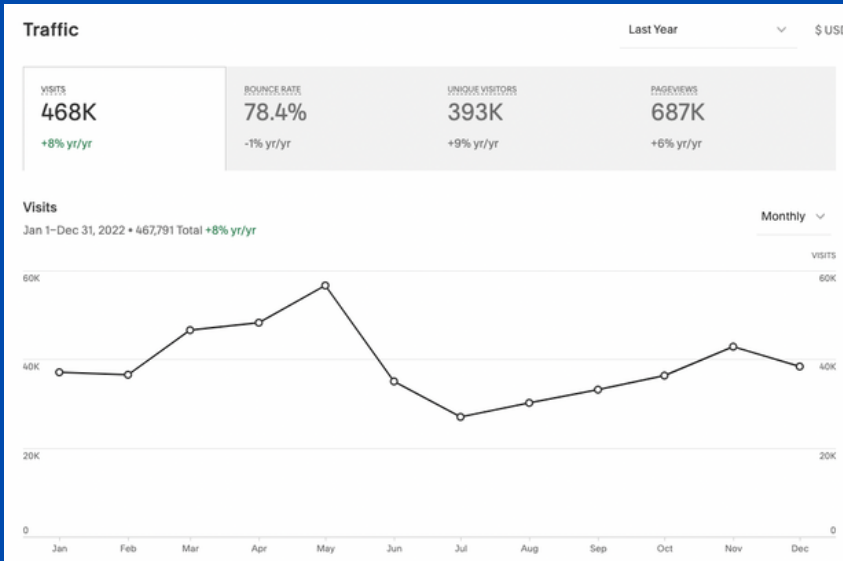
40,000+ avg visitors per month



# Demographics



SEE Turtles primary  
Facebook & Instagram  
Page Audience  
(as of June 2023)



SEEturtles.org website  
traffic for 2022

# Partner Guidelines

**SEE Turtles works with businesses who lead their industries in environmental practices.**

**We partner with tourism companies that:**

- Do not have direct impacts on sea turtles and other ocean life by generating large amounts of plastic waste or pollution, catching sea turtles in fishing gear, developing coastal habitats in an unsustainable way, significantly contributing to global warming, or keeping wild ocean animals in captivity that should not be captive.
- Have a strong record of reducing their environmental impact including energy usage, waste production, and habitat degradation and benefit the communities and employees that the company depends on.
- Support the communities and destinations where they work.
- Have a customer base who support wild and healthy oceans and will promote our work to their customers.
- Promote racial and social justice in the company and in the community.

# About SEE Turtles



SEE Turtles was launched in 2008 as the world's first effort to protect sea turtles through ecotourism. Since then, we have expanded to include educational programs and the Billion Baby Turtles and Too Rare To Wear programs. To date, we have brought more than 1,000 people to visit turtle projects, generated more than US \$1 million for turtle conservation and local communities, saved more than 8 million turtle hatchlings at more than 50 nesting beaches around the world, and reached more than 10,000 students with our educational programs.

SEE Turtles is an independent 501c3 organization based in Oregon. We received the Changemakers Award from the World Travel & Tourism Council and the Skai Sustainable Tourism Award for our work to protect ocean wildlife.

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