

In 1971, our founder J. Seward Johnson Sr. of the Johnson & Johnson family, in collaboration with famed inventor Edwin A. Link, had a vision to create an institute to **preserve the environment through a scientific understanding of the ocean**, and, 50 years later, that is how we continue to view our research.

# Events

- **Celebrating 50 Years of Ocean Science for a Better World®**
- Mini-Lecture Series at the Elliott Museum
- **Ocean Science Lecture Series Kick-off VIP Event**
- Celebrating 50 Years of Ocean Science Lecture Series
- **VIP Kick-off Event at the Elliott Museum**
- Mission: Ocean Discovery

Learn more about 50<sup>th</sup> Anniversary Events:  
[fau.edu/hboi/50](http://fau.edu/hboi/50)

## our reach

- Ocean Discovery **Visitors Center: 5,000+** people
- Mission: **Ocean Discovery: 10,000+** people
- Festivals and community **events: 33,000+** people
- Advertising value of all **media mentions: \$20.9M**
- FAU Harbor Branch **website: 170K** page views
- **Social media: 185K** total reach (Instagram & Facebook)
- **Twitter: 20K** average impressions
- **YouTube: 955** subscribers  
273 videos/274K views since 2013

## quick facts

- campus**  
144 acres, 32 facilities
- founded**  
1971
- people**  
200+ scientists, staff & students
- research**  
\$20M+ in research grants

Celebrating Ocean Science for a Better World®:

# Sponsorship Opportunities



**HARBOR BRANCH**

FLORIDA ATLANTIC UNIVERSITY®

**Act  
now!**

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FAU Foundation is a 501(c)(3) charitable organization, and its Tax Identification Number is 59-0917284.  
If you would like to decline benefits, please indicate this on the response form.

2021 marks the 50<sup>th</sup> Anniversary of our relentless pursuit of Ocean Science for a Better World®. Founded in the spirit of ocean exploration, Florida Atlantic University Harbor Branch Oceanographic Institute is driven by a **rich history of world-class research** dedicated to marine ecosystem conservation, ocean and human health, aquaculture innovation and food security, technological innovation and national defense.

# Sponsorship Opportunities

|   | Ocean Pioneer<br>Presenting<br>\$50,000 | Ocean<br>Crusader<br>\$25,000 | Ocean<br>Defender<br>\$10,000 | Ocean<br>Adventurer<br>\$5,000 |
|---|---|-------------------------------|-------------------------------|--------------------------------|
| Speaking opportunity at an Ocean Science Lecture Series event   | ✓                                       |                               |                               |                                |
| VIP reception for up to 20 guests at an Ocean Science Lecture Series event                            | ✓                                       |                               |                               |                                |
| Name an FAU Harbor Branch Scholarship Fund  | ✓                                       |                               |                               |                                |
| Sponsor Spotlight recognition in the FAU Harbor Branch e-Bulletin                                     | ✓                                       |                               |                               |                                |
| Six reserved front row seats for the Ocean Science Lecture Series 2022 season                         | ✓                                       |                               |                               |                                |
| Recognition at various VIP and public events  | ✓                                       | ✓                             |                               |                                |
| Recognition on 50 <sup>th</sup> Anniversary printed and electronic promotional materials              | ✓                                       | ✓                             |                               |                                |
| Logo recognition on 50 <sup>th</sup> Anniversary webpage  | ✓                                       | ✓                             |                               |                                |
| Corporate seat on the Executive Director's Council  | ✓                                       | ✓                             |                               |                                |
| Employee engagement event   | ✓                                       | ✓                             |                               |                                |
| Recognition in the FAU Harbor Branch e-Bulletin   | ✓                                       | ✓                             | ✓                             |                                |
| Recognition in 50 <sup>th</sup> Anniversary celebration event presentations                           | ✓                                       | ✓                             | ✓                             |                                |
| Opportunity to have table/materials/product at three Ocean Science Lectures                           | ✓                                       | ✓                             | ✓                             |                                |
| Recognition on 50 <sup>th</sup> Anniversary webpage sponsor listing                                   | ✓                                       | ✓                             | ✓                             | ✓                              |
| Recognition in sponsor appreciation advertisement in local media                                      | ✓                                       | ✓                             | ✓                             | ✓                              |
| One year of membership in FAU Harbor Branch's Corporate Partner Program at the Maritime Partner level | ✓                                       | ✓                             | ✓                             | ✓                              |
| Commemorative 50 <sup>th</sup> Anniversary gift   | ✓                                       | ✓                             | ✓                             | ✓                              |
| Early access invitations to additional events and programming   | ✓                                       | ✓                             | ✓                             | ✓                              |
| Opportunity to have table/materials/product at one Ocean Science Lecture                              | ✓                                       | ✓                             | ✓                             | ✓                              |

**Why Sponsor?**

By celebrating and supporting our 50<sup>th</sup> Anniversary, your organization will become a part of the legacy that has long informed ocean science research and global conservation efforts. Your unique position as a sponsor of our milestone celebration will provide your organization with exposure to a **community that so deeply cares** about the most pressing environmental issues of our time.