



# MIAMI DADE Coastal Cleanup

## 2009 SPONSORS

Robert Allen Law, Miami Seaquarium, Tonica Online, Ambientale, La Estancia Argentina, OMI Internacional, PaperStreet, Ferretti Group, ID Media Group, Choice Management, Brilliant Water, The Rotary Club of Miami Beach, La Revoltosa, Notre Dame of Miami, HSBC Private Bank, Sierra Club, Image Photo Services, FYBA, Johnston & Johnston, Coral Gables Rotary, Florida DEP, Salon RikRak, ComReal Miami, Sailboards Miami

To Whom It May Concern:

The Florida Coastal Cleanup began in 1988 as part of the International Coastal Cleanup, a world-wide event developed by the largest marine non-profit organization, the Ocean Conservancy. Dedicated to the preservation of marine life and the health of the oceans, the Ocean Conservancy uses the project to raise awareness on issues involving pollution. Detailed information is collected during the cleanup that has been pivotal in influencing policy reform as well as other measures important to reducing marine pollution and enhancing the conservation of marine life.

The International Coastal Cleanup is the largest single day volunteer event of its kind, with volunteers from across the globe helping to keep their marine environments clean. In its first year, the Florida Coastal Cleanup drew more than 10,500 Floridians that cleaned 915 miles of shoreline and collected 194 tons of debris. Since then, the number of volunteers and participating organizations has grown steadily, and the event continues to have a profound and positive impact.

Each year, *Robert Allen Law* coordinates the Miami-Dade Coastal Cleanup, a subdivision of the Florida Coastal Cleanup. In 2009, over 3,500 volunteers joined together at 31 coastal and inland cleanup sites to clear almost 40 miles of the coastline and collect over 10,000 pounds of debris!

This year, the event will be held on *September 25, 2010* from 9am to 12pm and will have nine new sites.

Your donation and sponsorship would help us tremendously in our efforts to expand the event. Attached you will find this year's sponsorship opportunities. If you would like to make a contribution, please make your check payable to Miami-Dade Coastal Cleanup, Inc. We will gladly arrange a pick up via courier for your convenience. For more information on the Miami-Dade Coastal Cleanup and the Ocean Conservancy, please visit [www.miamidadecoastalcleanup.org](http://www.miamidadecoastalcleanup.org) as well as [www.oceanconservancy.org](http://www.oceanconservancy.org).

Thank you very much for your time and consideration.

Sincerely,

**BOB ALLEN**

Robert N. Allen  
President of Miami-Dade Coastal Cleanup, Inc.



MIAMI DADE  
**COASTAL**  
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## 2010 MIAMI-DADE COASTAL CLEANUP SPONSORSHIP OPPORTUNITIES

### **Eagle Ray Sponsor: \$10,000+**

Name or logo included as part of event title on all promotional materials generated in-house and in all media outlets (PSAs)

Opportunity to provide product sample or information to volunteers

Name or logo featured in newspaper, radio, and TV promotional advertisements as well as PSAs and all print space donated by media sponsors

Prominent placing of your name or logo on T-shirts, posters, and brochures

Prominent positioning of your banner at any or all of the Miami Dade cleanup sites

Prominent placing of your name or logo featured in letterhead and on web site

### **Dolphin Sponsor: \$5,000+**

Opportunity to provide product sample or information to volunteers

Name or logo rotated into newspaper, radio, and TV promotional ads as well as PSAs and all print space donated by media sponsors

Prominent placing of your name or logo placement on T-shirts, posters, and brochures

Your banner placement at choice of 10 cleanup sites

Name or logo featured in letterhead and on web site

### **Blue Heron Sponsor: \$2,500+**

Name or logo rotated into newspaper, radio, and TV promotional ads

Name or logo placement on T-shirts, posters, and brochures

Your banner placement at choice of 7 cleanup sites

Name or logo featured in letterhead and on website

### **Barracuda Sponsor: \$1,000+**

Name or logo placement on T-shirts, posters, and brochures

Your banner placement at choice of 5 cleanup sites

Name or logo featured in letterhead and on website

### **Starfish Sponsor: \$500+**

Name or logo placement on brochures

Your banner placement at choice of 1 cleanup site

Name or logo featured in letterhead

Benefits are dependent on meeting the August 15th sponsorship deadline and are subject to modifications. For more details on the benefits of sponsorship, contact Daniel Pardo at 305-372-3300 or dpardo@robertallenlaw.com.

Miami-Dade Coastal Cleanup, Inc. is a tax approved 501(c)(3) public charity by the IRS and a Florida registered charity (#CH26608). A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free (800-435-7352) within the State. Registration does not imply endorsement, approval, or recommendations by the State.