CCMI

Festival of Trees 2022

A COCKTAIL PARTY TO BENEFIT CCMI

Friday 18th November 2022 | 7-10 pm | Grand Old House

Letter from the Field

Dear CCMI Supporter,

As we emerge from the Covid-19 pandemic and adjust to all the changes that have come as a result, a renewed focus on the state of our environment has emerged. There is increased recognition that further/ongoing habitat loss can result in dangerous public health concerns caused by increased interactions between humans and wildlife. Our planet is experiencing a variety of extreme climate and weather events that help to shine a light on the urgency of taking action against climate change.

At CCMI, our work has never been more important. While the reefs in the Cayman Islands overall are healthy, they are not immune to the pressures of warming seas, increased ocean acidification, coral disease, and the return of human activity after almost two years of the pandemic pause. Everything we do is to find solutions so coral reefs can survive in spite of these pressures.

Our team is working diligently on projects and programmes that are of importance not only to the Cayman Islands; these efforts may have far reaching implications throughout the Caribbean. As a centre of scientific excellence, we continue to lead the way in the region with innovative and impactful work as we aim to unlock the secrets of coral resiliency.

With a strong team working at CCMI, we have a proven track record for results. The organisation receives grants and donations specifically earmarked for research and education throughout the year, a testament to the confidence donors have in our abilities.

However, not all costs are supported through these grants, and the Festival of Trees is CCMI's main opportunity to raise funds to support the operational needs of the Little Cayman Research Centre such as laboratories, utilities, building and equipment maintenance, salaries, facility supplies, and more. This event – and your involvement in it – underpins the very existence of CCMI, allowing us to continue our work uninterrupted.

We now invite you to join this year's event as an event sponsor, Christmas tree sponsor, guest, and more! Take a look at the options available and contact our team to reserve your sponsorship package today.

Thank you for being one of CCMI's supporters. We look forward to seeing you at Festival of Trees in November!

Merry 'fishmas',

CCMI TEAM

Cocktail Party and Auction

For many years, the Central Caribbean Marine Institute (CCMI) hosted a fun and lively Christmas-themed event, Festival of Trees, for the annual gala. Supporters of the organisation decorated and donated Christmas trees and wonderful Christmas goodies to go with each tree to the event, which guests then bid on to raise money for CCMI's work in the Cayman Islands. This event changed into Festival of Seas, and it has continued annually to support the operations of CCMI.

After several years of fabulous and fun Festival of Seas events, we've decided to return to Festival of Trees for a fun throw-back experience! This was a crowd favourite before, and we look forward to reprising the magic of our holiday-themed event for our 24th anniversary.

Where: Grand Old House
When: Friday, 18th November; 7-10 pm
Attire: Christmas festive; silver, white & blue

Join us Friday, 18th November at historic Grand Old House, as we enjoy a wintery themed Festival of Trees cocktail party.

At this holiday extravaganza, you can support CCMI by bidding on beautifully decorated and gift-ladened Christmas trees and wreaths, win fabulous mystery prizes in our holiday themed raffle, enjoy holiday-inspired foods and an open bar, get in the holiday spirit with special sounds of the season by local musicians, and enjoy a breathtakingly beautiful evening dancing under the stars to celebrate the start of the season!

This is CCMI's major fundraising event of the year and will provide the funding necessary to continue our important work for the year to come.

Festival of Trees is CCMI's largest annual event that provides vital funding, ensuring our coral resilience research projects, coral restoration efforts, and our education programmes for primary students through university levels all continue to run without interruption, allowing us to have the maximum impact possible to help solve some of the most pressing problems facing our oceans and coral reefs today.

- CCMI's largest annual fundraiser
- Provides important financial support that underpins CCMI's research, conservation, outreach, and education programmes
- Allows CCMI to respond to immediate challenges and opportunities facing coral reefs in the Cayman Islands
- Important event to allow stakeholders to meet with and learn about the latest projects and programmes at CCMI
- Provides updates on impact CCMI's efforts have in the community and through the region

POTENTIAL SPONSOR REACH

Social media followers:
Facebook - **6,800+**
Instagram - **1,700+**
Twitter - **850+**
YouTube - **490**
Mailing list - **7,000+**

Total estimated digital reach (2021):
Facebook - **42,950**
Instagram - **5,432**
Tweet impressions - **44,063**
YouTube - **57,028** views

45m2
Coral outplanted to the wild

50+
PhD. MSc students and internships

100+
Published scientific reports

100+
Visiting scientists

1500+
km coral growth

1500+
Local scholarships

200,000+
Reefs Go Live reach

$1,000,000
Invested in field research every year

Sponsorship Levels

Headline Sponsor
CI$15k

As our Headline Sponsor, you will receive the highest level of benefit and exposure for your investment in making Festival of Trees a tremendous success! We invite your company to enjoy the many privileges and benefits for the Headline Sponsor.

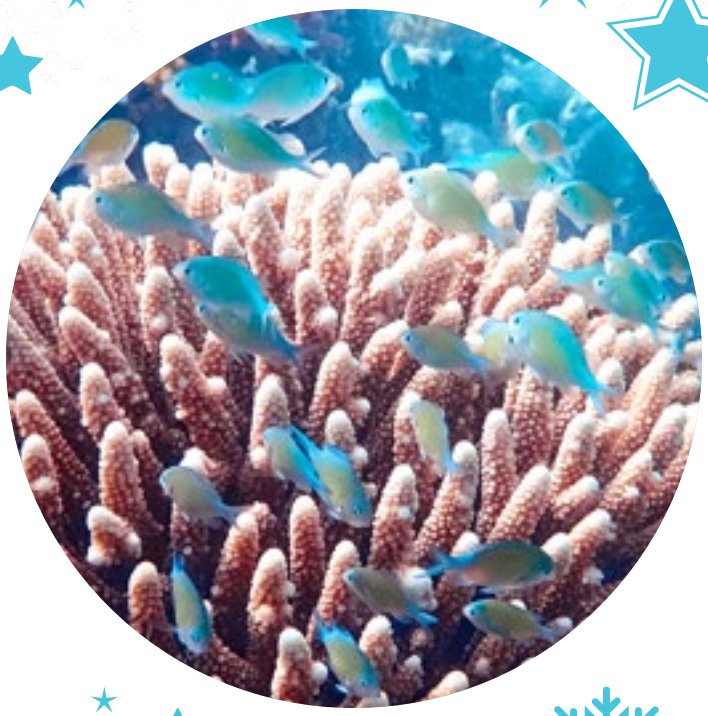
EVENT HOSPITALITY

- 20 tickets to Festival of Trees
- One complimentary raffle ticket for each of your guests
- Pack of 40 CCMI Christmas cards

BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Headline branding on the Festival of Trees event webpage
- Logo, company profile, and link to your company site on the CCMI event webpage
- Special acknowledgement in a press release and on CCMI website to announce your sponsorship
- Recognition via our social media channels
- Printed collateral including ticket, programme, and event signage and banners
- Company profile in the event programme
- One full-page company advertisement in the event programme
- Online bidding site for silent auction
- Verbal recognition at the event by CCMI
- The opportunity to address the audience
- Event slideshow profile
- Listing in the CCMI Annual Report
- Verbal acknowledgment of your company's sponsorship in all tv and radio coverage
- Invitation to participate in tv and radio appearances to promote the event with a CCMI representative



Platinum Star Sponsor
CI$10k

The Platinum Star Sponsors will enjoy prominent brand exposure and a night of holiday excitement.

EVENT HOSPITALITY

- 16 tickets to Festival of Trees
- Pack of 16 CCMI Christmas cards

BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Logo, company profile, and link to your company site on the CCMI event webpage
- Special acknowledgement on CCMI website to announce your sponsorship
- Recognition via our social media channels
- Event banners and slideshow
- Company profile in the event programme
- Half-page company advertisement in the event programme
- Online bidding site for silent auction
- Verbal recognition at the event by CCMI
- Listing in the CCMI Annual Report

Golden Angel Sponsor
CI$5k

The Golden Angel Sponsor package shines a spotlight on your company as you support CCMI for this event.

EVENT HOSPITALITY
- 12 tickets to Festival of Trees
- Pack of 12 CCMI Christmas cards

BRAND RECOGNITION
Your corporate logo and/or name will be featured on:

- Logo and link to your company on the CCMI event webpage
- Recognition via our social media channels
- Event banners and slideshow
- Quarter-page company advertisement in the event programme
- Online bidding site for silent auction
- Verbal recognition at the event by CCMI
- Listing in the CCMI Annual Report

Silver Bells Sponsor
CI$2.5k

Silver Bells Sponsors will be celebrated for their support with a great package of brand recognition and event hospitality.

EVENT HOSPITALITY
- 8 tickets to Festival of Trees
- Pack of 8 CCMI Christmas cards

BRAND RECOGNITION
Your corporate logo and/or name will be featured on:

- Logo and link to your company on the CCMI event webpage
- Recognition via our social media channels
- Event banners and slideshow
- Inclusion on sponsor thank you in event programme
- Online bidding site for silent auction
- Verbal recognition at the event by CCMI
- Listing in the CCMI Annual Report

Welcome Drink Sponsor
CI$4k

Help us welcome guests to Festival of Trees with a glass of cheer! You can help us decide what welcome drink is the right fit to set the mood for the evening while also proving a unique branding opportunity for your company!

EVENT HOSPITALITY
4 tickets to Festival of Trees

BRAND RECOGNITION
- Logo on CCMI event webpage, online auction site, event banner, printed in event programme, and on event slideshow
- Special social media recognition as welcome drink sponsor
- Special recognition at event as welcome drink sponsor (verbal recognition, welcome drink signage)

Pictures with Santa Photo Booth
CI$5k

You are never too old for the magic of Santa Claus! Guests to Festival of Trees can have their picture taken with Santa and receive a souvenir photo with St Nick as a memento of the event.

EVENT HOSPITALITY
4 tickets to Festival of Trees

BRAND RECOGNITION
- Logo included in all pictures with Santa photos with printed copies provided free to all guests
- Special social media recognition as pictures with Santa sponsor
- Logo on CCMI event and registration webpages, online auction site, event banner, printed in event programme, and on event slideshow
- Special recognition at event as pictures with Santa sponsor (verbal recognition, photo booth signage)

Christmas Tree Decorating Workshop
CI$5k

Join decorating experts for this special tree decorating workshop! Held in advance of Festival of Trees, this is a way to connect with a smaller group of CCMI stakeholders and sponsors while generating excitement for the festive evening event to come! All participants will decorate trees that will be auctioned off to benefit CCMI, enjoy a catered lunch, and enjoy a glass of sparkling wine as a way to kick off the holiday season!

EVENT HOSPITALITY
4 tickets to workshop
2 tickets to Festival of Trees

BRAND RECOGNITION
- Logo on workshop event registration page and all related workshop collateral, including tickets and signage
- Logo on CCMI Festival of Trees event webpage, printed in event programme, and on event slideshow
- Special social media recognition as workshop sponsor
- Special recognition at event as tree decorating workshop sponsor (verbal recognition, workshop signage)

Non-Ticketed Sponsorship Opportunities

If you would like to support CCMI and Festival of Trees but do not need event tickets as part of your benefit package, here are great options for your company to consider:

Christmas Tree Sponsor

Decorate and donate a themed Christmas tree or wreath to CCMI's Festival of Trees for us to auction off. Use it as a team building activity to get your team working together on a meaningful and fun project. Select your tree, decorations, colours, and tree theme – then add some fun surprises and gifts to go in/under the tree as a whole package for the auction! If you need assistance sourcing a tree or decorations, please contact CCMI to be put in touch with our contacts.

BRAND RECOGNITION

- Logo on Festival of Trees event webpage and in the event programme
- Logo on online auction site
- Logo on tree signage
- Social media recognition
- Verbal recognition at the event

Auction & Raffle Item

Part of the fun of Festival of Trees are the raffle, live and silent auctions, and other fundraising games we will host! Donate an item such as wine, art, jewellery, restaurant gift certificates, and more to help support the many ways we raise money in support of CCMI so we can continue our important work for coral reefs.

BRAND RECOGNITION

- Social media recognition
- Logo inclusion on online auction site
- Logo recognition at the event

Custom Sponsor

If you would like to explore custom sponsorship options, please contact us to discuss your options.

Santa's Helper
CI$1,000

Your corporate logo and/or name will be featured on:

- Festival of Trees event website
- Sponsor page in the event programme and on event signage
- Online auction site
- Copy of event programme
- Recognition via our social media channels
- Digital thank you image for your support

Stocking Stuffer
CI$500

Your corporate logo and/or name will be featured on:

- Festival of Trees event website
- Sponsor page in the event programme and on event signage
- Copy of event programme
- Recognition via our social media channels
- Digital thank you image for your support

Contact

TICKETS
events@reefresearch.org
SPONSORSHIPS AND AUCTION ITEMS
rlarkin@reefresearch.org
QUERIES
345.929.9635

www.reefresearch.org

PLEDGE SUPPORT WITH AN EARLY CHRISTMAS GIFT TO CCMI