SHARK ANGELS CHARITY AUCTION



Protect What You Love | Promote What You Do

Join Shark Angels to **inspire** divers, **protect** sharks, and **connect** with a global audience that cares as deeply about the ocean as you do.

Each year, timed with Shark Week, Shark Fest + Shark Awareness Day, we host our largest global fundraiser. Now in its **tenth year**, our auction has raised **over $375,000 for shark conservation** while connecting donors with **a passionate community of divers**. Funds support education, science, and advocacy programs, protecting the same oceans your customers explore.

Partners include SCUBAPRO, Dolphin Dream, Garmin, PADI, All Star Liveaboards, Beqa Lagoon and Atlantis Resort. **We'd love to see your name among them this year.**

Why donate?

Partnering with Shark Angels gives your brand **measurable exposure**, authentic **alignment** with a trusted nonprofit, and **storytelling** that resonates with your customers, all while helping protect the future of diving.

- **Targeted reach** to engaged divers and ocean travelers (primarily U.S. + European based, 25-55, high income)
- Participation in a high-profile, **cause-based campaign** timed when global attention is on the ocean + sharks
- A tailored **promotion plan** and a full, ready-to-use media kit specific to your brand
- **Alignment** with your values-driven customers who care about sustainability and ocean impact

82% Consumers that feel more positive about brands that support ocean conservation *(Marine Stewardship Council, 2023)*

77% Travelers that are more likely to recommend companies that give back *(American Express Travel, 2023)*

5.1M Extended audience reach

2.5X Multiple by which purpose-driven brands grow faster than those focused only on profit *(Deloitte, 2023)*

100% Auction proceeds that benefit shark conservation

Impact that inspires + delivers results

Your donation delivers the **reach** and **credibility** of a **cause-based marketing** campaign at a **fraction of the cost**. Our team invests over **200 promotional hours,** while also leveraging AI, into this campaign every year to ensure maximum visibility and engagement for every donor.

- **Exposure** to an engaged audience of divers and travelers (150K+ Shark Angels followers and 5M+ influencer reach)
- Inclusion in a cause-based global press release and **six-part email campaign** to 28K+ Shark Angel subscribers as well as expanded scuba diver lists
- A featured listing and backlink on the Shark Angels website and auction platform
- Assets + content optimized for SEO, AI and engagement | a **custom media kit** featuring your brand + ours

PREMIUM DONOR BENEFITS | ITEMS VALUED AT

$5,000+

Co-branded content including social video shared across all channels

A **dedicated email** spotlight with back link to your site

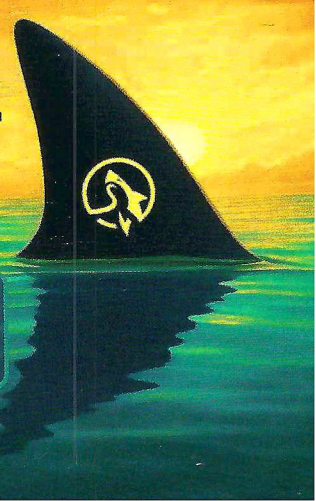
Extra organic placement on our site, and in our content such as "Dive Destination" and "Species in Focus"

About Shark Angels

Founded in **2007**, Shark Angels protects sharks and the oceans through education, **legislation**, **science**, and **advocacy**. From helping make **shark finning illegal for over 446 million** people to delivering **thousands of hours of free youth education**, we turn fear into fascination, and passion into action that protects the planet's most vital species.

Reach a passionate audience. Build cause-based credibility. Protect what drives your business.

Together we can turn the tides for sharks.



To participate, contact: **jamie@sharkangels.org**