

# TEAM OCEAN



**THE NATIONAL MARINE SANCTUARY SYSTEM** leads a growing network of 14 vast underwater parks from the depths of the Great Lakes to the sunlit shoals of the Northwestern Hawaiian Islands. These pristine sites are living laboratories and classrooms for advancement in ocean understanding and stewardship and are connected to 10,000 similar areas in more than 190 countries covering millions of square miles. We serve as the humble trustee for these valuable and fragile treasures.

**TEAM OCEAN** joins the Education, Science and Conservation programs at national marine sanctuary sites under one inclusive canopy with unified messaging. We bring community members into meaningful stewardship initiatives and cultivate a special connection to the ocean within our volunteer network. We empower the volunteers and visitors at national marine sanctuaries to take action, stay engaged, involve others and be intentional as an educated consumer and environmental steward.

**THE OPPORTUNITY BENEFITS** of a corporate partnership with our northern California sites, Monterey Bay and Gulf of the Farallones national marine sanctuaries, are derived from an unprecedented track record of success at both locations culminating in 253,902 volunteer hours donated by 6,223 volunteers, 24,842 educated students, 7,214 miles of coastline impacted and 2,204+ species of marine life served.

Partner with a northern California site, and align your brand with our dynamic and forward-looking Team Ocean programs and give your employees a purposeful engagement opportunity at an esteemed ocean park. See page 7 for the full list of corporate benefits.



NATIONAL MARINE  
SANCTUARIES

TEAM OCEAN

# ABOUT THE WORK: SCIENCE

Our highly educated and accomplished network of science staff and volunteer citizen scientists-in-training recognize, understand, respond to and forecast natural and human-caused environmental changes within sanctuaries.

## MONITORING:

Our sanctuaries conduct and support monitoring programs tailored to the data needs of each sanctuary, constituents and local partners. These programs target natural processes and human influences on water, habitat, living resources and maritime archaeological resources among other topics.

## RESEARCH:

As an enhancement to our monitoring programs, our staff, academics and citizen scientists address additional data needs through various research projects. Process studies, modeling and prediction are research activities conducted at our sanctuary locations.

## ANALYSIS:

Our 15 National Marine Sanctuary System Condition Reports summarize resources in each sanctuary, pressures on those resources, current conditions and trends and our organized responses to the pressures that threaten the integrity of the marine environment. These reports address the status and trends of water quality, habitat, living resources and maritime archaeological resources and the human activities that affect them.



# ABOUT THE WORK: EDUCATION



Nationally recognized as the leader in ocean education, we use our marine sanctuaries as living classrooms to communicate and educate teachers and students about the ocean and our collective connection to these waters.

## IN SCHOOL:

Our sanctuaries are living classrooms that can be explored in person through interactive digital labs and activities and provide teachers with resources and training to support ocean literacy in America's classrooms.

## IN FIELD:

Select teacher and student teams from around the country participate in a variety of in-field and laboratory-based activities focused on sanctuary and ocean conservation. These hands-on ocean field studies align with and are centered on educational standards, including subject areas such as geology, science, water systems, habitat monitoring and exploration.

## KNOWLEDGE:

Our sanctuaries are at the forefront of science, education and management of the nation's most important ocean parks. Sanctuary staff and volunteers are entrusted with not only protecting these areas, but also creating a knowledgeable public about our role in conservation.

# ABOUT THE WORK: CONSERVATION



Sanctuary staff and volunteers contribute to marine conservation in a variety of ways including coastal trash clean-ups, whale and other marine wildlife counts and water quality monitoring. Through projects both large and small, our expansive staff and volunteer network supports the conservation and oversight of our sanctuary environments.

## RESTORATION:

Habitat and resource restoration is a responsibility we regard with great respect and careful consideration. Our committed sanctuary team has developed multiple collaborative restoration efforts, e.g., a staff passion for tackling marine debris spawned monitoring program support, partner involvement and large-scale clean-up events and networks spanning entire states and coastal regions well beyond sanctuary areas.

## RESPONSIBLE RECREATION:

National marine sanctuaries further enforce stewardship messaging through etiquette programs including a multi-site on-the-water presence of sanctuary volunteers who provide information about sensitive wildlife and habitats to sanctuary visitors. From diving to bird watching and angling to surfing, the pinnacle of ocean recreation takes place within our national marine sanctuaries. Our sanctuary system promotes conservation while fostering compatible recreational and commercial activities.

*“Protect the ocean and you protect yourself”*

– Jean-Michel Cousteau

# ACHIEVEMENTS TO DATE

## SCIENCE:

Through our citizen science programs, we recognize, understand, forecast and respond to changes within sanctuaries. Our programs have resulted in:

- 1,073 committed volunteers
- 210,655 volunteer hours
- 5,789 miles of coastline covered plus an additional 3,200 sq. miles
- 368 sites impacted
- 2.7 million visitors & 7,500 students educated
- 1,135+ species served or protected

## EDUCATION:

Our education programs inspire students and teachers about math, science, technology and ocean education. Our programs have resulted in:

- 2,550 committed volunteers
- 27,420 volunteer hours
- 795 miles of coastline covered
- 383 sites impacted

- 3.5 million visitors & 9,842 students educated
- 69 species served or protected

## CONSERVATION:

National Marine Sanctuaries are leaders in ocean and marine life conservation and stewardship.

Our programs have resulted in:

- 2,600 committed volunteers
- 15,827 volunteer hours
- 630 miles of coastline covered plus an additional 7,000 sq. miles
- 202 sites impacted
- 7 million visitors & 7,500 students educated
- 1,000+ species and 7,500 marine animals served or protected



# OPPORTUNITY

Our programs support projects with scalable and sustainable frameworks and allow collaboration with corporate partners that provide measurable results and a clear return on investment. These core objectives of mutual cooperation and growth will continue to feed our partnerships and propel our science, education and conservation programs forward and well into the future.

## SCIENCE: Funding sought is \$1,612,000

### Funds will expand the following programs:

- First Flush (MB)
- Beach Coastal Ocean Mammal and Bird Education and Research Surveys (MB)
- Urban Water Quality Protection (MB)
- Snapshot Day (MB)
- Biotxin Plankton Monitoring Program (MB)
- SESAs (MB)
- Ocean Explorations (GOF)
- Beach Watch (GOF)
- Rocky Shore Partnership and California Biodiversity Monitoring (GOF)

## EDUCATION: Funding sought is \$1,590,000

### Funds will expand the following programs:

- Long-term Monitoring Program and Experiential Training for Students (MB & GOF)
- The Ocean Classroom (GOF)
- Bay Net (MB)

## CONSERVATION: Funding sought is \$680,000

### Funds will expand the following programs:

- Water Quality Alliance (MB)
- Team Ocean (MB)
- Team Ocean (GOF)



# OPPORTUNITY BENEFITS



Partnering with national marine sanctuaries is an investment in the future of science, education, conservation and the economy of our waters and the resources on which our nation greatly depends. Our partners benefit from the following advantages:

## **CRITICAL ASSOCIATION:**

Enhance brand prestige with support of essential ocean and marine stewardship programs, the advancement of crucial marine and coastal science initiatives and leading educational programs reaching millions of volunteers, teachers, students and consumers each year.

## **TRAVEL AND TOURISM INDUSTRY ACCESS:**

Expand your brand reach within the booming \$640B travel and tourism industry in and around our nation's marine sanctuaries. Monterey Bay and Gulf of the Farallones sanctuaries see millions of engaged visitors annually which creates vast opportunities for brand expansion.

## **BRAND VISIBILITY:**

Heighten brand visibility through offline, online and mobile media and editorial exposure through Gulf of the Farallones and Monterey Bay national marine sanctuaries' 1,200,000 media impressions

## **NEXT GENERATION LEADERSHIP:**

Help shape the trajectory of the next generation of leaders, educators, scientists, policy makers and consumers through our broad-reaching elementary through high school level education and citizen science programs.

# THANK YOU



Photo by: Amy Dean, Farallones Marine Sanctuary Association



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