



Monofilament Madness/ Marine Cleanup

October 29, 2016



The KLCB Marine Cleanup is an annual event during which volunteers go out in boats, kayaks, canoes, jet skis and anything else that floats, to remove monofilament fishing line and other harmful debris from the mangrove areas of Lee County. The boaters begin working at safe light and continue until noon at which time they are treated to a Volunteer Appreciation lunch. Because of the focus on fishing line, the project committee has affectionately dubbed the cleanup “Monofilament Madness”. It is hoped that through educational awareness, the people who are causing the problem will be reached and their behavior modified so that, among other reasons, wildlife will be spared agonizing deaths from entanglement in monofilament fishing line.



How is the cleanup’s success measured? The ultimate goal, of course, is to eliminate the monofilament and trash problem, and the success of attaining that goal would be measured by the lack of the problem. Until then, we measure the cleanup’s success by the growing awareness and willingness of hundreds of volunteers to dedicate a Saturday to the cause.



What is found? Nothing could have prepared us for the first Marine Cleanup day (October 29, 1993) when volunteers began unloading mounds of trash and huge tangles of monofilament line onto the dock at Tarpon Point Marina. As boat after boat pulled up to the dock, it became clear that the citizens of Lee County were very serious about cleaning up their beautiful waterways.



In addition to the role that your company is playing in protecting our precious resources, Monofilament Madness will also give you a chance to be promoted through prominent media coverage and marketing materials surrounding this event. Coordinators also encourage companies to use the event as a teambuilding opportunity to engage employees as volunteers.

For more information call 239-334-3488 or email Trish@klcb.org.

Monofilament Madness

October 29, 2016



Keep Lee County Beautiful respectfully requests that you consider supporting the community and the environment by becoming a sponsor of the Annual Monofilament Madness—Marine Cleanup event. Your sponsorship will reach 10,000 community volunteers and help to remove trash and debris from our environment. Details for each of the sponsorship levels below are described in the following page.

Sponsorship Level and Benefits	Whale \$1,500	Shark \$1,000	Tarpon \$750	Barracuda \$500	Turtle \$250	Starfish \$100
Presenting Sponsor— Lunch Sponsor	✓					
Press Releases & Email Alert	✓	✓				
Recognition at Kickoff Site	✓	✓	✓			
Homepage and Social Media Page Highlight	✓	✓	✓			
Logo on T-Shirts	✓	✓	✓	✓		
Banner at Kickoff Site	✓	✓	✓	✓		
Name on T-Shirts	✓	✓	✓	✓	✓	
Logo on Poster	✓	✓	✓	✓	✓	
Logo on Flyer	✓	✓	✓	✓	✓	✓
Company Presence at Cleanup Site of Choice	✓	✓	✓	✓	✓	✓
Logo on Event Website and Social Media	✓	✓	✓	✓	✓	✓

*Please see following page for details and description of each of the above benefits.

More Information

To learn more about sponsorship opportunities and how your company can help to protect and restore our environment, please contact KLCB at 239-334-3488. You can learn more about our organization at www.klcb.org.

Be a part of the 2016 Monofilament Madness—Marine Cleanup Day. In 2015, over 250 volunteers removed almost a ton of trash and recyclables from Lee County's watersheds including beaches, bays and inland waterways during the Monofilament Madness. KLCB will again coordinate multiple locations throughout Lee County in 2016. The Annual Monofilament Madness—Marine Cleanup event is an opportunity for your company to collaborate with a highly visible effort that will enhance the image of



your company as a positive contributor to the community and local environment. Monofilament Madness is also an ideal way to encourage employee participation alongside each other in a service event that connects companies to the community in which their employees live, work and play. We respectfully request your support of our volunteers!

Sponsorship Benefits:

Please refer to the previous page for an overview of benefits in relation to sponsorship levels.

Presenting Sponsor: Prominent logo placement and mentions in all of the event materials, lunch sponsor and right of first refusal for Monofilament Madness 2017

Press Releases & Email Alerts: Mention in pre- and post- event press releases (3); mention in email alerts sent to nearly 5,000 supporters

Recognition at Kickoff Site: Recognition at the kickoff site in front of up to 300 volunteers and the media, reaching thousands of community members

Homepage and Social Media Highlight: Highlighted on event homepage for at least one week during registration, and mention on social media page

Logo on T-Shirts: Placement of company logo on event T-Shirts *~Must confirm by October 1~*

Banner at Kickoff Site: Placement of company banner or signage at kickoff site (sponsor to provide)

Name on T-Shirts: Placement of company name on event T-Shirts *~Must confirm by October 1~*

Logo on Poster: Placement of company name/logo on ~MM posters distributed to marinas and placed at key locations throughout Lee County *~Must confirm by October 1~*

Logo on Flyer: Placement of company name/logo on event fliers and sponsorship banner at kickoff site *~Must confirm by October 1~*

Company Presence at a Site: Your company's volunteer team participation at site of your choice

Logo on Website and Social Media Outlet: Placement of company name/logo on KLCB website (with link)

Notes: The kickoff site is the premier cleanup site and center of all Monofilament Madness activity in Lee County and is the location for media, sponsors, volunteers, and coordinators to focus their attention and be recognized. Size and placement of company name/logo determined by sponsorship level.