

SARASOTA LIONFISH

DERBY

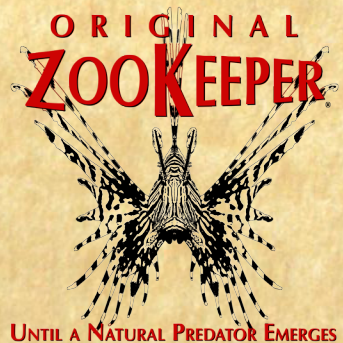
JULY 10-12, 2015

JULY 10: CAPTAIN'S MEETING, 6 - 8 PM, AT MOTE MARINE LABORATORY

JULY 11: FISHING (FROM 8 PM JULY 10 TO 10 AM JULY 12)

JULY 12: WEIGH-IN, 10 AM - 1 PM, AT SARASOTA OUTBOARD CLUB

MOTE.ORG/LIONFISHDERBY



WELCOME TO THE LIONFISH DERBY

You're invited to partner in the second annual Sarasota Lionfish Derby. This exciting and environmentally beneficial event will be hosted by Mote Marine Laboratory, a world-class marine science institution, in cooperation with Reef Environmental Education Foundation (REEF), which helps study and address the lionfish invasion and sanctions official Lionfish Derbies, and ZooKeeper, the Sarasota-based manufacturer of the leading lionfish containment unit used throughout invaded areas.

Lionfish Derbies are an important way to harvest large numbers of this invasive species that has spread along the eastern Atlantic coast, through the Caribbean Sea and the Gulf of Mexico. Derbies help to facilitate lionfish removal, provide research opportunity, public education, and the opportunity to taste lionfish for free.

This year's event will be based at Mote, with a captains' meeting on July 10, lionfish hunting July 11 on beautiful Gulf of Mexico and the lionfish weigh-in July 12 at the Sarasota Outboard Club next door to Mote. The venues, on Sarasota's City Island, provide easy access to Gulf waters and a gorgeous coastal location just a short distance away from the charming shopping and restaurant destinations of St. Armand's Circle.

This event provides several opportunities to meet and talk with competitors and with Mote and REEF representatives dedicated to the conservation, sustainable use and stewardship of marine ecosystems. The captains' meeting and awards ceremony will allow sponsors at certain levels to interact with competitors and answer questions about their products.

Sponsorship levels and options can be customized to fit your company's needs. Donations that are non-monetary will be considered, and if approved, will be recognized in the appropriate category.



ABOUT LIONFISH

Lionfish of the two species *Pterois volitans* and *Pterois miles* were introduced to the Atlantic via the U.S. aquarium trade beginning in the 1980s — and since then, they've invaded our waters with significant impact. Continuing to understand their distribution, abundance and impact on native communities of fishes and invertebrates along with eradication efforts remain top priorities.

Here are some lionfish facts, including reasons why their invasion is a major concern:

- The lionfish-invaded range is North Carolina to South America, including the Gulf of Mexico.
- In less than five years, lionfish have become established throughout the Caribbean.
- Lionfish may live for decades and reach sizes exceeding 19 inches.
- They inhabit all marine habitat types and depths down to 1,000 feet.
- Their venomous spines deter predators and cause mild to serious reactions in humans.
- Their temperature tolerance is approximately 50-95 degrees Fahrenheit.
- They sexually mature in less than a year.
- Reproduction occurs throughout the year.
- Lionfish eggs are held together in a gelatinous mass of 12,000 to 15,000 eggs and are dispersed at the ocean's surface by currents.
- Their larval duration is approximately 25 days.
- Lionfish can reach densities of more than 200 adults per acre.
- Lionfish are generalist carnivores that consume more than 70 species of fish and many invertebrate species. They can eat prey up to half their body length.
- They can prey upon commercially, recreationally, and ecologically important species.
- Dense lionfish populations can consume more than 460,000 prey fish per acre per year.
- On heavily invaded sites, lionfish have reduced their fish prey populations by up to 90 percent and continue to consume native fishes at unsustainable rates.
- Native predators exhibit avoidance for lionfish.
- Lionfish are susceptible to very few parasites compared to native species.
- Lionfish exhibit site fidelity.
- Lionfish have a high affinity for structure and feed primarily during dawn and dusk.
- Lionfish are edible and considered a delicacy.
- Local removal efforts (Lionfish Derbies) that are sustained can significantly reduce lionfish densities.

Sources: "Lionfish Quickfacts" by National Oceanic and Atmospheric Administration, REEF, U.S. Geological Survey and Simon Fraser University

SPONSORSHIP OPPORTUNITIES

To become a sponsor, please contact Allie Elhage: 941-587-7206, zookeeperlcu@gmail.com . Sponsors should send their logos (.eps or other vector files preferred) to zookeeperlcu@gmail.com by July 3. Please make sponsorship checks out to Reef Environmental Education Foundation. Mail checks to REEF Headquarters, P.O. Box 370246, 98300 Overseas Hwy, Key Largo, FL 33037.

Presenting Sponsor - \$2,000 donation (one sponsor)

- Up to two corporate banners displayed at scoring station & awards ceremony
- Time to address the audience at awards ceremony
- Your logo:
 - ◇ Prominently on all printed Derby materials
 - ◇ On main and sponsor pages of web site
 - ◇ Prominently on Derby banner
- Display table at scoring station
- Opportunity to provide captain's bag promotional items
- Recognition by MC and tournament organizers throughout the event
- Four Sarasota Lionfish Derby sport towels

Gold Sponsor - \$1,000 donation (max two sponsors)

- One corporate banner at scoring station & awards ceremony
- Your logo on:
 - ◇ All printed Derby materials
 - ◇ Sponsor page of website
 - ◇ Derby banner
- Opportunity to provide captain's bag promotional items
- Recognition by MC and tournament organizers throughout the event
- Two Sarasota Lionfish Derby sport towels

Silver Sponsor - \$750 donation (max four sponsors)

- Your logo on:
 - ◇ All printed derby materials
 - ◇ Sponsor page of website
 - ◇ Derby banner
- Opportunity to provide captain's bag promotional items
- Recognition by MC and tournament organizers throughout the event
- Two Sarasota Lionfish Derby sport towels

Reef Sponsor - \$250 Donation (or provide for Raffle Prize in the same amount)

- Your logo on:
 - ◇ All printed derby materials
 - ◇ Sponsor page of website
 - ◇ Derby banner
- Opportunity to provide captain's bag promotional items
- Recognition by MC and tournament organizers throughout the event
- Two Sarasota Lionfish Derby sport towels

SARASOTA LIONFISH DERBY

- Sarasota Lionfish Derby
- Presenting Sponsor
- Gold Sponsor
- Silver Sponsor
- Reef Sponsor

This agreement, signed by a duly authorized representative of the company, must be received by the Reef Environmental Education Foundation office or Allie ElHage, and will constitute a binding contract for the sponsorship amount indicated. Full payment and donations are due by July 3, 2015. This agreement will become effective upon acceptance by the tournament committee of the Sarasota Lionfish Derby.

Signed & Dated this _____ day of _____, 2015.

Sponsorship Level & Amount: _____

Name of Company to be listed for promotional items:

Marketing Contact Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ E-Mail: _____

Signature: _____