



THINK  
OCEAN

RIVER  
DERWENT/TRENT  
CLEAN-UP



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## WHO ARE WE

**WE ARE DEDICATED TO KEEPING OUR OCEANS & THE EARTH ALIVE!**

**We collect, recycle and transform waterways and marine litter into meaningful products.**

**Our focus is on the blue economy, working in a multi-dimensional way to further the cause. While we work on one-off efforts such as clean-ups we also have more of long-term strategic focus, encouraging truly sustainable practices. We've worked on numerous projects over the years, from rescuing whales and setting up sanctuaries, to cleanups, to research and expeditions, but our core mission is saving natural resources and transforming ecosystems and economies.**



## THE EVENT

We are cleaning up rivers, oceans and waterways around the world and our next mission is the Derwent and Trent rivers in Derbyshire.

For increased exposure, we have partnered with Derby Live and Darley Park Concert, where Think Ocean will take center stage with a two minutes video and a direct presentation to over 11,000 attendees at what is the biggest classic music concert in the UK. The natural amphitheater landscape allows spectators to enjoy an outdoor evening concert, followed by a firework finale.

## BUZZ POINTS



### ATTENDANCE

11,000 audience + 300  
Think Ocean volunteers



### PRESS

local and national press  
including TV, newspapers  
and radio



### MARKETING

Center stage video,  
promotional products  
and Think Ocean  
clothing with your logo.



### VIP

Hundreds of business  
owners and CEOs  
attending

# SPONSORSHIP OPTIONS



## EVENT TEE

Sponsor our t-shirt and get your company logo on over 300 Think Ocean's volunteers' tees. Get your company shown in all interviews and press photographs!!



## PROMOTIONAL MATERIAL

Sponsor our promotional material and get your company info and logo on leaflets handed directly to thousands of spectators, and/or shark fin flags positioned around the event venue.





# DARLEY PARK FESTIVAL

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Darley Park is an urban park on the banks of the River Derwent, just north of Derby City Centre, England, United Kingdom. It has a total area of 80 acres and forms the largest part of the Darley Open Spaces. The park is one of Derby's most popular outdoor spaces.

The Darley Park Concert is held annually in the park and is hosted by Derby Live. The natural amphitheatre landscape allows spectators to view down to a temporary stage set up and there is a firework finale.



**Sponsorship** brings  
new **audiences**

# THE BENEFITS

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## MAXIMIZE YOUR REACH

We use a variety of platforms to promote our events which includes social media, our website, radio and television. When you sponsor our event, you are not just advertising to its attendees. You will also potentially be harnessing the rest of Think Ocean following too.



## CREDIBILITY

As a business, by sponsoring an event, you immediately show authority and a sense of achievement, thus giving you credibility in your relevant industry and among your potential members. Attendees will see your brand throughout the event in a non-forceful way and are much more likely to come and find you and learn more this way.



## HARNESS YOUR TARGET MARKET

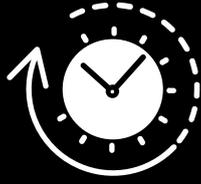
If you choose to sponsor an event that is relevant to the community, you gain awareness from hundreds, if not thousands of people in your target market, who you can potentially build long-standing, mutually beneficial relationships with.



## INFLUENCE & PERCEPTION

By aligning your company with Think Ocean's events that are actively involved in or causes or missions that your community is passionate about, you will be much more likely to create a stronger, instant connection with them.

Today's generation (Millennials, Generation Z) prefer a brand with a purpose, as in a brand with corporate social responsibility. It is imperative for brands to actively be involved in social causes and to back it up with sincere support in order to create a connection with this generation. Sponsoring events that are purpose-driven is the simplest way to achieve this.



## AMAZING RETURNS

- COMPANY LOGO ON OFFICIAL CLOTHING
- MENTION IN SPECIAL GUEST TALKS
- FLYERS AT EVENT
- BANNERS IN PROMINENT PLACES
- MEDIA COVERAGE
- YOUR COMPANY WILL ACTUALLY BE CLEANING OUR COUNTRY AND THE PLANET WITH US.

## WHY SPONSOR US

Sponsoring the carbon offsetting of our clean up gives you a dual impact – you will be promoting your company in front of a relevant & targeted group of event participants, but also you will be showcasing your engagement in the fight against climate change, showing you care for more than just business.



# YOUR INVESTMENT



## OFFICIAL CLOTHING SPONSOR

**FRONT LOGO £600**

**SIDE (SLEEVE) LOGO £400**

- OVER 300 VOLUNTEERS WEARING YOUR LOGOS
- ON STAGE PRESENTATION
- VISIBILITY FOR TV INTERVIEWS, NEWSPAPERS AND MAGAZINES PHOTOS

## PROMOTIONAL MATERIAL

Your company logo on our printing materials

1000's of leaflets to be handed to spectators

15ft high eye catching exclusive shark fin flags deployed around the event

- ACCESS TO A SPECIFIC AUDIENCE
- MARKETING VALUE AND RAISING AWARENESS OF YOUR BRAND
- BOOST YOUR CORPORATE SOCIAL RESPONSIBILITY (CSR)

**Printed leaflet sponsor £ 200**

**Shark fin flag sponsor £ 500**



# CONTACT

**For sponsorship/partnership opportunities please contact:**

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**For exclusive sponsorship please contact:**

[info@thinkocean.earth](mailto:info@thinkocean.earth)



[www.thinkocean.earth](http://www.thinkocean.earth)