



THRIVING OCEANS
FOR A HEALTHIER WORLD

Hubbs-SeaWorld Research Institute Talking Points

These talking points are designed to help board members effectively highlight **Hubbs-SeaWorld Research Institute's** (HSWRI's) key areas of impact while keeping the conversation accessible and impactful for a general audience. Let me know if you need further refinement!

Here are concise talking points for board members, volunteers, and HSWRI supporters effectively communicate HSWRI's key focus areas, ensuring that each area is highlighted:

Overview of Hubbs-SeaWorld Research Institute (HSWRI)

- **Since 1963**, HSWRI has been dedicated to marine conservation with the mission to **"return to the sea some measure of the benefits derived from it."**
- As a **non-profit** organization, we focus on **science-based solutions** to protect and restore marine life, addressing critical challenges like **climate change, pollution, and habitat loss**.
- Our work spans **three key locations**: San Diego, CA; Carlsbad, CA; and Melbourne Beach, FL.
- We partner with academic institutions and public agencies to promote **healthy oceans** and support **sustainable ecosystems**.

Wildlife Populations

- **Research Focus**: HSWRI studies marine animals and their habitats to better understand how human activities like fishing, pollution, and climate change impact these delicate ecosystems.
- **Tracking & Conservation**: We monitor species like **dolphins, sharks, seabirds, and fish** to assess population health and inform conservation strategies.
- **Key Goal**: To mitigate negative human impacts by promoting sustainable practices that protect vulnerable species and ensure healthy ecosystems.



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Ocean Health

- **Healthy oceans are essential** for a healthy planet. Our research addresses threats such as **ocean warming, acidification, and disease outbreaks** that affect marine life and ecosystem resilience.
- We work to **predict species' responses** to environmental changes and support efforts to maintain resilient and productive marine environments.
- **Rapid Response:** HSWRI's **Coastal Research & Rescue Center** in Florida responds to **marine mammal strandings**, providing crucial assistance to stranded dolphins and whales.

Sustainable Seafood

- **Pioneers in Aquaculture:** HSWRI has been advancing sustainable seafood practices for over **35 years**, focusing on replenishing wild fish populations and supporting the **global food supply**.
- **Key Programs:** Our **Ocean Resources Enhancement and Hatchery Program (OREHP)** has released over **2.8 million juvenile white seabass**, contributing to marine population recovery and local economies.
- **Why It Matters:** Sustainable seafood is critical for **food security** as global populations grow, and aquaculture provides a solution that reduces reliance on overfished wild stocks.

Animal Behavior & Senses

- **Sound and Marine Life:** The **Animal Behavior and Senses Program** explores how marine animals use sound for **communication, navigation, and survival**, while studying the impacts of **human-made noise** (e.g., shipping, energy production) on these behaviors.
- **Reducing Harmful Interactions:** We are researching ways to minimize **entanglements** and **ship strikes** by using sound-based technologies like **acoustic pingers** to alert marine mammals to dangers.
- **Goal:** To protect natural behaviors and ensure that humans and marine life can coexist sustainably.



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Education & Outreach

- **Seabass in the Classroom:** A hands-on aquaculture program that reaches over **1,000 students annually**, inspiring the next generation of marine scientists and promoting **STEM education**.
- **Community Engagement:** HSWRI's outreach programs involve schools, corporate partners, and the broader public, fostering **scientific literacy** and **ocean health advocacy**.
- **Future Growth:** We aim to expand our impact by creating new partnerships with schools in underserved communities and launching **summer internships** for students from **minority-serving institutions**.

Call to Action

- **Support HSWRI:** Your involvement helps us protect marine ecosystems, rescue stranded animals, advance scientific discovery, and promote **sustainable seafood practices**.
- **Join Us:** Through corporate sponsorships, individual contributions, and partnerships, you can play a critical role in ensuring a healthy ocean for future generations.

Corporate Sponsorship Opportunities

Why Partner with HSWRI?

- **Align with a Global Mission:** By partnering with HSWRI, corporate sponsors demonstrate their commitment to **marine conservation**, **sustainability**, and **ocean health**—critical issues that resonate globally.
- **Impact on the Future:** Your sponsorship helps fund critical research and solutions that address some of the most pressing global challenges, including **climate change**, **pollution**, and the **sustainable management of marine resources**.
- **Direct Engagement:** Corporate sponsors get an opportunity to engage directly with the public, HSWRI scientists, and community programs that foster **environmental stewardship** and **education**.



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Sponsorship Levels & Benefits Overview

1. **Marine Advocate (\$1,000 - \$4,999)**
 - **Website & Social Media Recognition:** Company recognition on our website and social media platforms.
 - **Event Invitations:** Access to our annual donor appreciation events where you can engage with like-minded ocean advocates.
 - **Gift in Kind Opportunities:** Align your products or services with HSWRI's work to support our mission directly.
2. **Ocean Protector (\$5,000 - \$9,999)**
 - **Newsletter Features:** Your company will be mentioned in HSWRI's quarterly newsletters that reach a broad audience of marine conservationists and supporters.
 - **Exclusive Invitations:** Get invited to behind-the-scenes tours and events, providing direct interaction with our programs and scientists.
 - **Impact Reports:** Receive annual updates on how your contributions are driving **real-world marine conservation results**.
3. **Conservation Champion (\$10,000 - \$24,999)**
 - **Customized Sponsorship Opportunities:** We'll tailor sponsorship packages to align with your corporate values and interests, ensuring a unique and meaningful collaboration.
 - **Logo Placement:** Your company's logo will be featured on event materials and prominently displayed on HSWRI's website, associating your brand with **global conservation efforts**.
4. **Wildlife Champion (\$25,000 - \$49,999)**
 - **Collaborative PR Opportunities:** Engage in joint press releases to highlight your company's role in **protecting wildlife** and supporting **marine research**.
 - **VIP Event Access:** Get exclusive invitations to high-level events with HSWRI leadership, offering unique networking opportunities with conservation influencers.
 - **Prominent Website Placement:** Your brand will be featured prominently on our homepage, reinforcing your leadership in **corporate social responsibility**.
5. **Shedd Steward (\$50,000 and above)**
 - **Personalized Engagement:** Receive regular, personalized communication from HSWRI's CEO to deepen the partnership and align with your company's goals.



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- **Custom Recognition Plaques:** Your company will receive custom-designed plaques to commemorate your commitment to marine conservation.
- **Media Features:** Be highlighted in media stories and promotional campaigns, further boosting your company's visibility as a **sustainability leader**.

Why Corporate Sponsorship Matters

- **Demonstrating Leadership:** Corporate sponsorship with HSWRI is a powerful way to **showcase your commitment to sustainability and environmental stewardship**. It aligns your brand with positive, impactful change.
- **Community & Brand Building:** Sponsorship not only supports marine conservation but also builds goodwill with consumers, employees, and stakeholders who value **corporate responsibility**. It enhances your reputation as a forward-thinking and environmentally conscious company.
- **Employee Engagement:** Many companies leverage their sponsorships to engage employees in **volunteer programs and educational opportunities**, creating a stronger connection to the cause and enhancing team morale.

Tailored Partnership Opportunities

- **In-Kind Donations:** Companies can also contribute products or services that support our research efforts, such as **equipment, technology, or logistics solutions**.
- **Collaborative Campaigns:** We offer opportunities to develop **joint marketing campaigns** that promote both your company and HSWRI's work, creating **mutual visibility**.
- **Events & Outreach:** Sponsors can participate in **public outreach events** and special **educational initiatives**, helping to drive engagement with local communities while promoting your brand's values.