



SEA WALLS: BOSTON

Sponsorship Opportunities • 2020



SUSTAINABILITY EDUCATION ECOLOGY DESIGN
PANGA SEED
FOUNDATION

PO Box 4775, Hilo, HI 96720 | pangeaseed.org | info@pangeaseed.org

SEA WALLS: ARTISTS FOR OCEANS

ABOUT THE EVENT

Sea Walls: Artists for Oceans is PangeaSeed Foundation's ground-breaking public art project that brings the sea to the streets around the world.

We collaborate with some of today's most renowned contemporary artists to create inspirational murals which address pressing environmental issues that the oceans are facing by forging a synthesis between public art, nature, and society. With the help from our growing community of 250+ supporting artists, we continue to bring attention to the global plight of our oceans through ARTivism and are fostering a new breed of conservation through community engagement and empowerment.

Over the past five years, we have painted more than 350 murals in 15 countries across the globe, spanning from hard-to-reach corners of the Subarctic to the South Pacific, the Coral Triangle, the Americas, New Zealand and more. With the continued success of our international projects, we are now working to bring a fresh incarnation of Sea Walls to New England.

We've been hearing an outcry for more public art in the Boston region. With a powerful new collection of murals and installations, we aim to put our city on the map of the international public art scene, enriching the lives our local residents and serving as an exciting incentive for travelers and tourists to visit the region. Our coastal community holds a strong connection with the ocean, and along with adding a beautiful aesthetic to public spaces, these works communicate thought-provoking messages to our broad collection of water-based cultures: sailing, fishing, whale watching, boating, kite surfing — playing, learning, and exploring.



WHO WE ARE

PANGEASEED FOUNDATION



Our mission is to empower individuals and communities to create meaningful environmental change for oceans through ARTivism, education, and science.

PangeaSeed Foundation is an international non-profit organization acting at the intersection of culture and environmentalism to further the conservation of our oceans.

ARTIVISM is a perfect synergy of ART + ACTIVISM, designed to educate and raise public awareness to critical environmental issues by means of art. We believe that art, design, and digital media can transcend cultural and linguistic boundaries, inspiring positive global change.

Now, more than ever, we believe the synthesis between creative expression, nature, and society can powerfully (re)connect communities with the planet's most important ecosystem.

PangeaSeed Foundation is a 501(c)(3) tax-exempt organization and contributions made to the organization are tax deductible to the extent permitted by U.S. law.

MEET THE CREW



TRE PACKARD **Founder & Executive Director**

Tre' has travelled throughout Asia documenting some of most remote locations bringing to light never before documented fisheries contributing to the destruction of ocean ecosystems and the often illegal trade of threatened marine life.

These experiences coupled with his interest in contemporary art led him to establish PangeaSeed Foundation in 2009 to cultivate a new era in marine conservation.



AKIRA BIONDO **Operations Director**

Akira, originally from Switzerland, holds a BA in Sustainability Studies and a BA in Cultural Anthropology. Her passion for the environment stems from her extensive travels across the globe, and experiencing first hand, man's impact on the planet.

She joined PangeaSeed Foundation in 2010, and has been part of the core team ever since. She is committed to leading by example and inspiring others to live more sustainably.



MATTHEW POLLOCK **Project Director, Sea Walls Boston**

Matthew Pollock was born in Boston and has lived in Eastie since 2011. After discovering the power and beauty of the Sea Walls global campaign, he has decided to bring the festival to the Boston waterfront.

Matt works full time as a brand designer and creative director. Matt's been involved in Boston's public art scene for nearly a decade supporting HarborArts, producing events and festivals, and collaborating with organizations like Boston Harbor Now, ZUMIX, FIGMENT, HubWeek, and Artists for Humanity, to name a few.

Matt is also the director of HarborArts, a creative initiative that since 2009 has been building a stage for dialogue through public art. Transforming the 14-acre Boston Harbor Shipyard & Marina into an outdoor gallery on the Harbor Walk representing local and international artists, HarborArts has brought thousands of visitors through the shipyard to explore the intersection of industry, community, and artistic expression.

FESTIVAL COMPONENTS

ART | EDUCATION | ACTION

Beyond the curation of purposeful, ocean-themed environmental public art, Sea Walls Boston aims to incorporate a whole host of side events, making it a holistic festival for all ages. From youth outreach activities and film screenings, to mural tours and panel discussions, the week-long programming will provide plenty of opportunities for the community to get involved and experience valuable interactions with your brand.



**SWBOS Kickoff:
Opening Ceremony**



**MURAL VIEWING TOURS:
Walking/Biking tours**



**MURAL PAINTING:
15 Large-Scale Murals**



**Film
Screenings**



**Artist
Panel Discussions**



**Art
Exhibition**



**Beach and Harborwalk
Cleanups**



**Youth
Workshops**



**Cultural and
Environmental Excursions**



**Closing
Festival**

STRENGTH IN NUMBERS

OUR REACH IS GLOBAL



SOCIAL REACH

Cumulative Instagram and Facebook reach of [@pangeaseed](#) and [@seawalls_](#)

500k



EMAIL LIST

Newsletter sent to emails including brands, media, customers, and partners

50k+



AGE

Predominant age of our online audience

25-35 yrs

GENDER

Demographics of our social media audience

51%
Male

49%
Female

LET'S WORK TOGETHER

We are excited to align ourselves with you and the opportunity to partner together to create this amazing program. We are open to working collaboratively to create tailormade partnership or sponsorship agreements which best promote your business and your involvement in Sea Walls Boston 2020.

Our sponsorship packages range from presenting sponsor and major title sponsorships, with naming rights associated with all marketing collateral with the festival, to sponsorships for side events and components of the festival, artist sponsorships, and in-kind/contra deal-based agreements.

Align with us in this global movement to support PangeaSeed Foundation's effort to save our seas, and put Boston on the map as a major cultural destination for public art. We greatly appreciate your help by joining us to raise awareness for the plight of our oceans.

If you have any questions about the following packages please do not hesitate to contact us:

Matthew Pollock

Project Director
Sea Walls Boston
matthew@pangeaseed.org
978.505.1429

Margaret Farmer

Fundraising & Partnerships
Sea Walls Boston
farmer_margaret@yahoo.com
781.801.9464





WHALE PACKAGE

PRESENTING SPONSOR (1)

\$50,000

Come Along!

- Opportunity to create an immersive brand experience at festival components or events
- 2 complimentary tickets to meet-the-artists welcome dinner
- 4 complimentary tickets to all cultural excursions
- 10 complimentary tickets to all associated side events

Digital Media

- 10 social media posts on PangeaSeed Foundation and Sea Walls social media channels (Instagram, Facebook)
- Special mention in one newsletter to over 50,000 emails including brands, media, customers, and partners
- Logo placement on web-banners on the PangeaSeed Foundation web and Facebook pages
- Logo placement on event teaser video and wrap video
- Logo placement on dedicated project page on Sea Walls website

Printed Media

- "Supported by" **permanent logo placement at all mural sites**
- Prominent logo placement as presenting sponsor on all printed promotional collateral ([Your Brand] Presents...) for Sea Walls Boston including flyers, posters, and banners
- Logo placement on select merchandise
- Opportunity to provide up to 10 branded streamers, flags, umbrellas or similar for use at events



GREAT WHITE SHARK PACKAGE

TITLE SPONSORSHIPS (3)

\$25,000 USD

Come Along!

- Opportunity to create an immersive brand experience at **one festival component or event** as well as opening/closing ceremonies
- 2 complimentary tickets to meet-the-artists welcome dinner
- 2 complimentary tickets to all cultural excursions
- 6 complimentary tickets to all associated side events

Digital Media

- 5 social media posts on PangeaSeed Foundation and Sea Walls social media channels (Instagram, Facebook)
- Special mention in one newsletter to over 50,000 emails including brands, media, customers, and partners
- Logo placement on web-banners on the PangeaSeed Foundation web and Facebook pages
- Logo placement on event teaser video and wrap video
- Logo placement on dedicated project page on Sea Walls website

Printed Media

- "Supported by" **permanent logo placement at one mural site**
- Prominent logo placement as presenting sponsor on all printed promotional collateral ([Your Brand] Presents...) for Sea Walls Boston including flyers, posters, and banners
- Logo placement on select merchandise
- Opportunity to provide up to 10 branded streamers, flags, umbrellas or similar, and items in our Pride Package



DOLPHIN PACKAGE

SPONSOR AN ARTIST

\$10,000 USD

Come on board to support the realization of a mural by a participating artist, and take ownership of the murals within your community, whether it be on your business premises or another location in town.

Come Along!

- Opportunity to create an immersive brand experience at closing festival
- 2 complimentary tickets to meet-the-artists welcome dinner
- 2 complimentary tickets to all associated side events of the project (not including excursions)

Digital Media

- One newsletter mention. Sent to over 50,000 emails including brands, media, customers and partners
- Special thanks on all PangeaSeed Foundation/Sea Walls work-in-progress and final wall photographs posted on social media related to the mural.
- Ongoing promotion for your business listed on the murals page of our Boston Sea Walls website.
- Rights to use installation images on your company or group's social media pages or website

Printed Media

- Special thanks on your mural plaque
- Opportunity to include branded items in our Pride Package



CODFISH PACKAGE

NEIGHBORHOOD SPONSOR

\$5,000 USD

Feel a sense of responsibility for generating positive change in our neighborhood when you dive in as a Codfish. Every two Codfish packages will sponsor an artist. Think you know someone who will match your donation? Together we can change the world!

Come Along!

- Opportunity to have a display table at one of our public events
- 1 complimentary ticket to meet-the-artists welcome dinner
- 2 complimentary ticket to all associated side events of the project (not including excursions)

Digital Media

- Special thanks on PangeaSeed Foundation/Sea Walls website and social media
- Ongoing promotion for your business listed on the murals page of our Sea Walls website.

Pride Package

- Receive a collection of environmentally goods to show your support of the project as an ocean steward and patron of the arts



LOBSTER PACKAGE

OCEAN STEWARD & PATRON OF THE ARTS

\$2,500 USD

Join us in support of ARTivism and experience Sea Walls Boston from the front seat. As an Ocean Steward and Patron of the Arts, you'll have an exciting opportunity to connect with world-renowned artists and change makers, and take part in generating a cultural shift towards positive change to further the conservation of our oceans.

Come Along!

- 1 complimentary tickets to meet-the-artists welcome dinner
- 2 complimentary tickets to all associated side events of the project (not including excursions)

Digital Media

- Special thanks on PangeaSeed Foundation/Sea Walls website and social media

Pride Package

- Receive a collection of environmentally friendly goods to show your support of the project as an ocean steward and patron of the arts

IN-KIND SPONSORSHIPS & DONATIONS

Talk to us about how you might like to support Sea Walls Boston. We would love to work with you and appreciate any possible support for needs including but not limited to the following:

- Media and publicity
- Airline tickets or miles for festival crew/artists
- Hotel accommodations
- Transportation services
- Eco tourism events
- Artist excursions
- Use of access equipment (lifts, scaffolding, and ladders)
- Catering for artist meals, opening receptions, special functions
- Artwork framing
- Activity and interactive exhibits at programs
- Printed media and promotional items
- Festival T-shirts and other merchandise





THANK YOU!

On behalf of the PangeaSeed Foundation team, we'd like to thank you for taking the time to view this document, and your consideration to become an official sponsor of PangeaSeed Foundation's Sea Walls: Artists for Oceans Boston 2020. We look forward to hearing from you and working together to help save our seas through art and activism.

For all Boston enquiries regarding sponsorship/partnership or volunteering with Sea Walls, please contact Matt Pollock of HarborArts Boston:

978-505-1429 | matthew@pangeaseed.org

