



# SEA WALLS: EMERYVILLE

Partnership Proposal • 2022



SUSTAINABILITY EDUCATION ECOLOGY DESIGN  
**PANGEEASEED**  
FOUNDATION

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# WELCOME!

Thank you for taking the time to view this proposal and your consideration to become a supporter of Sea Walls: Emeryville, a community-based public art activation to help raise environmental awareness of and public engagement in issues related to the conservation of Emeryville's marine natural resources, the Bay Area, and the world's oceans. In the following pages, you will learn more about the Sea Walls: Artists for Oceans program, and what we aim to accomplish in Emeryville through ARTivism.

Should you have any questions, please do not hesitate to contact us via the information below.

## JOEY ROSE

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# WHO WE ARE

## ABOUT 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 a Hawai'i-based, internationally engaged non-profit organization acting at the intersection of culture and environmentalism to further the conservation of our oceans.

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

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.

# WHO WE ARE

## ABOUT SEA WALLS: ARTISTS FOR OCEANS



**Taking the ocean into streets around the world.**

Sea Walls: Artists for Oceans is PangeaSeed Foundation's public art program that brings the oceans into streets around the world.

To date, it has been the most powerful tool for the realization of our organization's mandate. With the help from our growing community of 300+ supporting artists, we continue to bring attention to the global plight of our oceans through ARTivism.

# SEA WALLS: EMERYVILLE

A DROP OF PAINT CAN CREATE AN OCEAN OF CHANGE

We are excited to host the first Sea Walls: Artists for Oceans project to take place in Emeryville, California. In September 2022, our team of international and locals artists will gather in Emeryville, over a period of ten days, to create a series of locally relevant public artworks to help spur environmental activism, while beautifying the town's urban streetscape.

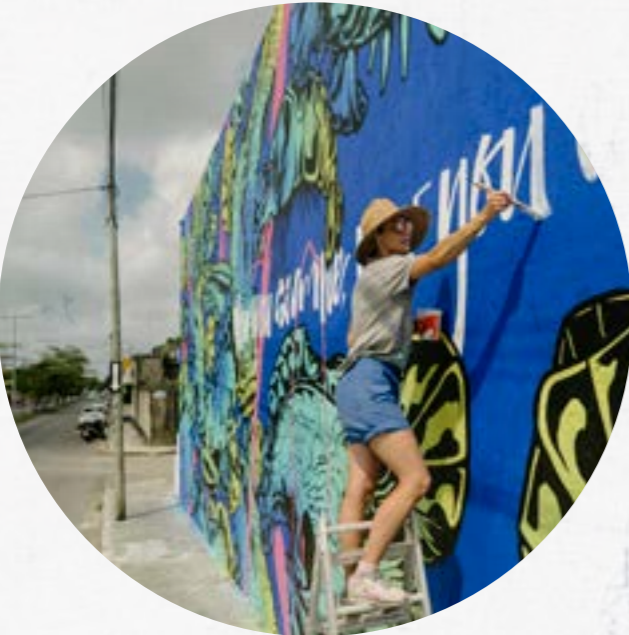
The public artworks will serve as educational tools and conversation-starters throughout the project and beyond. Addressing marine environmental issues relevant and of importance to the local community, our goal is to ignite ownership for the sustainability of natural resources.



# FESTIVAL COMPONENTS

ART | EDUCATION | ACTION

Beyond the curation of purposeful, ocean-themed environmental public art, Sea Walls: Emeryville aims to incorporate a whole host of side events, making it a holistic event for young and old alike. 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.



**Mural Painting**



**Film Screenings**



**Mural Viewing Tours**



**Beach Clean-Up**



**Panel Discussions**



**Youth Outreach**



**Opening & Closing Events**

# WHY EMERYVILLE?

Despite being a Bay-Front city, Emeryville has a physical barrier between the majority of residents and the water: Highway 580. For this reason, it's easy to forget that Emeryville was once a huge bio-diverse wetland. We need to bring awareness and education to the public in order to reconnect with the natural environment that we have a responsibility to rehabilitate and protect.

As a designated arts district, Emeryville has a rich history of artists making their mark, beginning with the guerilla mud flat sculptures in the 70s and now with Pixar Animation Studios, Emeryville Celebration of the Arts, 45th Street Artist's Coop and Bullseye Glass to name a few. The only thing somewhat lacking is large-scale murals. Luckily Emeryville is a city full of blank canvases on industrial warehouses with a community hungry for beautification - making this the perfect place for a public art Festival.



# WHY PUBLIC ART?

We believe that forging emotional connections to our environment is key to advancing the modern environmental movement, and our tool of choice is public art and muralism.

In an era of digital saturation and information overload, murals are more pertinent than ever. Public, accessible, and grassroots, they cut through the dialogue to make simple, powerful statements that endure much longer than thoughts on a Twitter feed.

We are at a critical moment in history where the crisis of our environment must be heard. Muralists have the unique power to make public environmental statements that transcend cultural and linguistic barriers, endure the test of time, and inspire us to make a change.

Public art is a direct way to not only spread awareness about the issues our world faces in a positive way but also to tangibly engage and build community to spur grassroots activism. It creates an opportunity for dialogue within the community, to discuss possible solutions and future goals. It inspires collaborative efforts for the next generations to continue a legacy of earthly stewardship.





# GLOBAL GOALS - LOCAL CONTEXT

From the Ocean Decade, the UN Sustainable Development Goals and global targets to protect 30% of the ocean by 2030, there is a lot of momentum at high levels to make the next ten years count. Through Sea Walls Emeryville, we aim to amplify these global targets while giving them local context the community can relate to.

## WHAT IS THE OCEAN DECADE?

The United Nations has proclaimed a Decade of Ocean Science for Sustainable Development (2021-2030) to support efforts to reverse the cycle of decline in ocean health and gather ocean stakeholders worldwide behind a common framework that will ensure ocean science can fully support countries in creating improved conditions for sustainable development of the Ocean.

## WHAT IS SDG 14?

Sustainable Development Goal 14 is about "Life below water" and is one of the 17 Sustainable Development Goals established by the United Nations in 2015. The SDGs aim to sustainably manage and protect marine and coastal ecosystems from pollution, as well as address the impact of ocean acidification. Enhancing conservation and the sustainable use of ocean-based resources through international law will also help mitigate some of the challenges facing our oceans.



**2021  
2030** United Nations Decade  
of Ocean Science  
for Sustainable Development

# WHO WE ARE

## MEET THE SEA WALLS EMERYVILLE TEAM



### ALEXANDRA UNDERWOOD

**Project Co-Director,  
Sea Walls Emeryville**

Alexandra Underwood is an illustrator, designer, and muralist. Born and raised in Maui, Hawai'i, she is influenced heavily by the saturation and beauty of the world around her. Alexandra received her BFA in Illustration with high distinction at the California College of the Arts. After working as in house graphic artist and CMF developer, she is now a freelance illustrator and public artist. She is currently living in Emeryville, California.



### JOEY ROSE

**Project Co-Director,  
Sea Walls Emeryville**

Joey is a local Bay Area artist and muralist located in Emeryville. After graduating from California College of the Arts in 2017, he has created 20+ public and private art installations throughout the Bay Area and abroad. Environmentalism and community are constant themes in his work. He was the first muralist to be commissioned by the City of Emeryville in 2018 - launching the City's mural initiative.



### TRE PACKARD

**Executive Director,  
PangeaSeed Foundation**

Tre' has traveled 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 in 2009 to cultivate a new era in marine conservation.



### AKIRA BIONDO

**Operations Director,  
PangeaSeed Foundation**

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 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.

# STRENGTH IN NUMBERS

OUR REACH IS GLOBAL



## Social Reach

Cumulative Instagram and Facebook reach of  
[@pangeaseed](#) and [@seawalls\\_](#)

135k



## Age

Predominant age of our online audience

25-35 yrs

## Gender

Demographics of our social media audience

51%  
Male

49%  
Female

# SUPPORT SEA WALLS: EMERYVILLE

## BE PART OF THE SOLUTION

We are excited at the prospect of aligning ourselves with you, your business, or organization, joining forces to help make this ground-breaking project a reality. We are open to working collaboratively, and to creating tailor-made partnership/sponsorship agreements which best promote your business and your involvement in Sea Walls: Emeryville.

Align yourself with us, be a part of this global movement, and support PangeaSeed Foundation's efforts to save our seas. We would greatly appreciate your help in raising awareness for the plight of the oceans.

Please contact **Joey at [joey@pangeaseed.org](mailto:joey@pangeaseed.org)** or **Alex at [alex@pangeaseed.org](mailto:alex@pangeaseed.org)** to learn more about how you can get involved in Sea Walls Emeryville. If you have any questions about the following packages please do not hesitate to contact us at any time.

To make a contribution, please visit:

<https://bit.ly/SW-Emeryville-Sponsorship>



# SPONSORSHIP BENEFITS

Don't see what you're looking for?  
Let's talk customization.

	BAT RAY \$ 25,000	LEOPARD SHARK \$ 10,000	HARBOR SEAL \$ 7,500	GREAT BLUE HERON \$ 5,000	SAN FRANCISCO GARTER SNAKE \$ 2,500	GREEN STURGEON \$ 1,500
Exclusive presenting sponsor title - "Sea Walls Emeryville presented by X"	X					
Invitation to attend artist welcome dinner	4	2	1			
Invitation to join artist excursions	4	2	1			
Opportunity to provide branded umbrellas, tents or similar for use during the project	X	X				
Special mention in project-related newsletters and press releases	X	X				
Mention in all project-related social media posts on PangeaSeed Foundation and Sea Walls channels	X	X	X			
Opportunity to have brand presence at one of our public events	X	X	X	X		
Opportunity to include branded items in our artist Pride Package *	X	X	X	X		
Preferred logo placement on printed promotional collateral	X	X	X			
Logo placement on printed promotional collateral				X	X	
Logo placement on mural information plaque	X	X	X			
Logo placement in the project recap and teaser videos	X	X	X	X	X	X
Logo placement on dedicated project page on seawalls.org	X	X	X	X	X	X

\* Must be environmentally responsible items.