



Healthy Ocean
Thriving Fisheries
Resilient Communities

Dear Potential Sponsor:

Ten years ago, the Monterey Bay Fisheries Trust was formed to ensure that our coastal communities benefit from active, working waterfronts and local, sustainable seafood for generations to come. A decade later, we continue to work towards our vision of a thriving Monterey Bay fishing community engaged in sustainable fisheries, supported by local consumers, and contributing to a healthy ocean and resilient regional food system.

We invite you to be part of this vision by supporting our 10th Anniversary Seafood Celebration on Sunday, September 29th, 2024 at the Monterey State Historic Park Memory Garden.

This milestone event serves as an important fundraiser and community-building opportunity that celebrates our hardworking fishermen, dedicated local seafood businesses, sustainability-driven chefs, partner food relief organizations, and supporters of the Monterey Bay fishing community. A key part of the festivities will be seafood tasting stations providing an estimated 200 attendees with a fun, educational culinary experience featuring seasonal Monterey Bay seafood. An auction and raffle will also be organized, and our event program will honor local fisheries champions.

All event proceeds will directly support our programs, such as:

- The Monterey Bay Community Seafood Program, which donates fresh, sustainable seafood to food relief organizations while supporting our seafood economy.
- The Get Hooked dinners series that connects diners with local fishermen and the chefs that source and prepare their local catch, as well as the creation of a restaurant partnership program for sustainably sourced Monterey Bay seafood.
- Establishing a seafood nutrition partnership to increase consumption of local seafood through a health motivation lens.
- Providing direct marketing support for local fishermen to increase dock sales.
- Supporting education opportunities for fishermen with scholarship funding for at least three annually to attend the Marine Resource Education Program.
- Building a public and fishery stakeholder constituency to help influence funding for fisheries infrastructure improvements.

As thanks for your generous support, you will be acknowledged in digital and printed marketing materials leading up to and at the event. Enclosed, please find our sponsorship opportunities, which outline the many additional benefits offered at each level.

Thank you for your consideration and if you have any questions, please do not hesitate to reach out to Kelley Johnson at kelley@mbfishtrust.org or 415-730-4194.

With gratitude,

A handwritten signature in brown ink, appearing to read 'Melissa Mahoney'.

Melissa Mahoney
Executive Director



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SPONSORSHIP OPPORTUNITIES

\$7,500

King Salmon Sponsor

- Linked name and logo displayed as a presenting sponsor on MBFT website, e-newsletter, and virtual auction website.
- Recognition with name and logo as a presenting sponsor on all printed event materials, including press releases and print ads, invitations, and signage.
- Social media post recognizing sponsorship.
- Recognition as a presenting event sponsor in MBFT's 2024 Annual Report.
- Special recognition from the podium at the event and the option to speak.
- Complimentary reserved table and tickets to the event for eight and MBFT merchandise.

\$5,000

Dungeness Crab Sponsor

- Linked name and logo prominently displayed on MBFT website, e-newsletter, and virtual auction website.
- Recognition with name and logo on all printed event materials, including press releases and print ads, invitations, and signage.
- Social media post recognizing sponsorship.
- Recognition as an event sponsor in MBFT's 2024 Annual Report.
- Special recognition from the podium at the event.
- Six complimentary tickets to the event and MBFT merchandise.

\$2,500

Chilipepper Rockfish Sponsor

- Logo displayed on MBFT website, e-newsletter, and virtual auction website.
- Recognition with logo on all printed event materials, including press releases and print ads, invitations, and signage.
- Recognition as an event sponsor in MBFT's 2024 Annual Report.
- Four complimentary tickets to the event and MBFT merchandise.

\$1,000

Lingcod Sponsor

- Name listed on MBFT website, e-newsletter, and virtual auction website.
- Recognition with name on all printed event materials, including press releases and print ads, invitations, and signage.
- Recognition as an event sponsor in MBFT's 2024 Annual Report.
- Two complimentary tickets to the event and MBFT merchandise.

\$500

Sardine Sponsor

- Name listed on MBFT website, e-newsletter, virtual auction website, and event program.
- Recognition as an event sponsor in MBFT's 2024 Annual Report.
- One complimentary ticket to the event and MBFT merchandise.



Secure your sponsorship at montereybayfisheriestrust.org/anniversary-event
or by scanning this QR code



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FOOD FROM THE SEA

Monterey Bay is one of the most productive ecosystems on the planet, home to one of the oldest and most active fishing regions in the United States. For generations, commercial fishing has been an integral part of the history, culture, and identity of the Monterey Bay region, providing a nutritious superfood that directly supports our economy. According to the USDA, fish is a high-quality protein that contains healthy omega-3 fatty acids, which are not found in other meats, and also provides numerous important minerals. Despite this, our fishing industry is struggling, and finding fresh, local seafood in our restaurants and markets is difficult. With the shutdown of the 2023 salmon season in California, multiple years of extremely limited Dungeness crab seasons, and a new set of conservation challenges for several nearshore groundfish species, the financial viability of the Monterey Bay fishing sector has become increasingly vulnerable.



OUR MISSION

While there are many efforts to support local agriculture and independent farmers, we are the only non-profit organization actively working in this region to raise awareness around sustainable local seafood and ensure the viability of the fishing community during increasingly uncertain and challenging times. We work to put more local food on local dinner tables by increasing food security, maintaining and creating jobs, supporting working waterfronts, ensuring dollars spent locally are reinvested locally, and building community resilience.



OUR IMPACT

Through four strategic priorities, we work to:

INCREASE LOCAL, EQUITABLE SEAFOOD CONSUMPTION

by driving demand for local, sustainable seafood and making it more accessible.

ENGAGE INDUSTRY IN MANAGEMENT

by cultivating stakeholder engagement and leadership in fisheries management, policy, and conservation.

STRENGTHEN LOCAL SEAFOOD BUSINESSES

by supporting the local seafood business sector to enhance its viability.

IMPROVE INFRASTRUCTURE





by ensuring the Monterey Bay region can support the long-term resilience of the fishing industry in a changing world.



CONTACT US

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