

World Cetacean Alliance and  
Fraser Coast Tourism & Events

## SPONSORSHIP PROPOSAL



WORLD WHALE CONFERENCE 2019

*Hervey Bay, Queensland, Australia*

*'Journeys that Inspire Change'*

Hosted by: Fraser Coast Tourism & Events and the World Cetacean Alliance



## Introduction to the WWC Events:

Inspired by the incredible journeys undertaken by the humpback whales that pass-through Hervey Bay, the *World Whale Conference 2019 'Journeys that inspire change'* will focus on the power of whales and dolphins to ignite human behavioral change to protect our oceans.

This biennial event will bring together travel and tourism stakeholders, scientific groups, non-government organisations and educational communities, artists, advocates and the general public all under one roof.

Together, we will explore how our links with whales through tourism, science, conservation, and cultural heritage can drive positive change in line with the United Nations' Sustainable Development Goals and how the incredible migrations of whales are fostering new local, national and international partnerships between the human communities on which these incredible animals ultimately depend for their very future. WWC2019 will focus on training, skills sharing and capacity building.

***Our mission is to ensure that every attendee leaves the conference with new and improved skills to protect our oceans and associated coastal communities both locally and globally.***

## Themes

- ✦ Maximising the power of cetaceans to inspire positive human behavioural change to protect our oceans;
- ✦ Promoting responsible and sustainable whale and dolphin tourism;
- ✦ Understanding whale migrations and their significance for coastal communities and marine conservation;
- ✦ Exploring our cultural and artistic connections with migrating whales.

## Target audience

Supported by extensive online coverage, press, livestreaming, and social media, this event will target an international audience of experts across cetacean tourism, research, and conservation, including:

- ✦ Travel and tourism industry
- ✦ Academic and scientific community
- ✦ Non-government organisations and charitable sector
- ✦ Artists
- ✦ Community leaders
- ✦ General public
- ✦ Marine conservation specialists
- ✦ Government representatives



## Attendees

- ✎ 200 attendees expected
- ✎ 50% international
- ✎ Tourism, non-government organisations and academic focus
- ✎ Community event to increase local interest

## Components

The World Whale Conference – co-hosted by Fraser Coast Tourism & Events (FCTE) and the World Cetacean Alliance (WCA) – will promote Hervey Bay as a destination leading the way in responsible whale and dolphin watching tourism and marine conservation.

### **WORLD WHALE CONFERENCE**

The *5th World Whale Conference*, co-hosted by Fraser Coast Tourism & Events (FCTE) and the World Cetacean Alliance (WCA), will incorporate a four-day program that includes a two-day World Whale Conference, a community event and a one-day Whale Heritage Sites Summit, plus a Whale Conservation Awards ceremony.

“Journeys that inspire change” is the theme through which the conference will foster a greater understanding of whale migrations and their significance for marine conservation. The event will entice an international audience of experts across cetacean tourism, research, and conservation. There will be a number of collaborative and educational workshops, site visits, and excursions to develop skills and knowledge among participants, as well as enjoying this very special place.

This will be the WCA’s first conference in the Oceania Region with previous conferences having taken place in Brighton, United Kingdom (2012), Gloucester, United States (2013), Azores, Portugal (2015), and Durban, South Africa (2017).

### **WHALE HERITAGE SITES SUMMIT**

The Whale Heritage Sites Summit celebrates the only accreditation for whale watching destinations, highlighting world class and sustainable whale watching sites and encouraging tourists to visit and respect them. Whale Heritage Site status is granted to those places around the world where cetaceans are celebrated through art, education, research and cultural events; and where sustainable practices and livelihoods are continually improved to ensure the health of cetacean habitats and the long-term economic health of human communities.



## Whale Conservation Awards

Awarded to individuals, charities and businesses making outstanding contributions to whale and dolphin conservation through sustainability initiatives, research, community engagement, education, and more. Sponsors are sought to provide award winners with funds to continue and expand their vital work. Awards will be given to world-leading initiatives in front of representatives from tourism destinations, international institutions and the private sector, along with global experts in sustainability, the arts, marine conservation, scientific research and commercial whale watching.

## Community Art Project

The WCA and FCTE will co-host a Community Arts Event in Hervey Bay to celebrate the region as one of the few places in the world where humpback whales pause their long migration to safely rest, play, feed, and teach their recently birthed calves the survival skills they need to make their first journey to the Antarctic.

The Community Art Project aims to increase public awareness and understanding of the incredible whales and dolphins of the Wide Bay region by involving the local community and media and leaving an 'arts legacy'. It will highlight the ways in which local people and visitors can come together to celebrate cetaceans whilst learning about protecting and respecting the habitat in which these amazing mammals live.

## Other Events

The Conference and Summit will incorporate a range of social events that will benefit the region's travel and tourism operators as well as local businesses and community groups. Excursions, dinners and cultural activities will encourage interest in all that the area has to offer whilst fostering collaboration, networking and stakeholder participation. A dinner will be held that celebrates and highlights the work of the Partners of the WCA.





## **About WCA**

The World Cetacean Alliance (WCA) is the world's largest marine conservation partnership, with a mission to protect whales and dolphins and their habitats worldwide.

To achieve its objectives, the WCA relies on the expertise of its 106 partners spanning 38 countries, working across the fields of science and research, education and conservation, community engagement and the arts, and responsible wild whale and dolphin watching eco-tourism.

*Individually, we are one drop. Together, we are an ocean.*  
- Ryunosuke Satoro

## **About FCTE**

Co-Hosts of the Summit, Fraser Coast Tourism & Events (FCTE), is a destination marketing and events company seeking to raise the profile of Hervey Bay as a world class whale watching destination that encourages sustainable tourism and environmental protection.

Through FCTE, Hervey Bay hopes to become the first accredited Whale Heritage Site and act as a beacon for others to follow. The 2019 Whale Heritage Sites Summit will promote Hervey Bay as a premier destination for responsible whale and dolphin watching tourism and marine conservation.

Delegates will learn about the host destination through keynote speakers and site visits and will also discuss strategies to cross-promote and market Hervey Bay as part of the expanding network of Whale Heritage Sites across the world.





## **Invitation to Sponsor : High level benefits for sponsorship**

### **\$ 20,000 - WORLD WHALE CONFERENCE HEADLINE SPONSOR**

#### **Headline sponsor:**

-  Company or organisation name and logo on event media, poster, website, banner and logo on event merchandise.
-  Insert of sponsor's choice into conference pack.
-  Roll-up banner with logo displayed at conference venue.
-  Logo on conference clothing.

#### **Logo lock-up:**

-  Rights to use the conjoined logo across the Sponsor's owned or earned platforms. This may include owned and earned media:

#### **PR and media relations:**

-  Free access to the conference for up to five journalists appointed by the sponsor to report on the event and its outcomes in relation to the sponsor's own aims and objectives
-  WCA will arrange suitable access to relevant interviewees and support as necessary  
*Social Media and Content*
-  Sponsor will be regularly credited and referenced through media and social media channels managed by the conference organising committee

#### **Sponsorship property:**

-  Presence on homepage of conference website
-  Dedicated webpage detailing why Sponsor is supporting the conference
-  Name check in all official communications
-  Free access for sponsor representatives (numbers agreed on a case by case basis)
-  Event branding
-  Logo on digital invitations
-  Plasmas / presentation branding
-  Logo presence on all conference-related materials and merchandise
-  Branding on online and printed outputs and conference proceedings





## **\$ 20,000 – WHALE CONSERVATION AWARDS SPONSOR**

### **Whale Conservation Awards Sponsor:**

-  Company or organisation name and logo on event media, poster, website, and awards brochure.
-  Roll-up banner with logo displayed at conference venue.
-  Opportunity to present at awards.
-  Photo opportunities and content generation associated with awards winners

### **ELEMENT SPONSOR (Arts/Community/Social/ Award categories)**

#### **\$6-14,000 –WORLD WHALE CONFERENCE SUPPORTER**

Company or individual name and logo on event media, poster, website, banner and logo on merchandise (Work out details with FCTE including social media).

#### **\$1,500- WORLD WHALE CONFERENCE ASSOCIATE**

Company, organisation or individual name and logo on website and logo on event bag (Work out details with FCTE including social media).

Alternatively, if you would rather sponsor by supplying goods or services or partial event elements please contact us, and we would be happy to discuss options.

### **Contact details**

#### **Martin Simons**

General Manager

Fraser Coast Tourism & Events

m: +61 (0) 447 763 393

e: [msimons@fcte.com.au](mailto:msimons@fcte.com.au)

t: +61 (0) 7 4191 2600

