

TABLE BAY MARINE ECOTOUR



SPONSORSHIP PROPOSAL



IN BRIEF The Table Bay Marine EcoTour is a highly successful day charter product operating from the V&A Waterfront, in partnership with the world-renowned Two Oceans Aquarium.

Run on a purpose-built vessel, the tour introduces trippers to the diverse and abundant marine wildlife in Table Bay. Trippers get close-up views of dolphins, penguins, seals, sunfish, whales, and various marine bird species, while skilled guides explain the sightings as well as the marine environment.

The tour has great educational value, and is very popular among schoolchildren. However, the current cost structure is preventing schools in the Cape Peninsula and surrounding areas from making full use of the tour.

As a result, we are seeking sponsorship of R1,5 million a year which will enable us to carry 200 school groups a year, free of charge to their parents or schools. This will cover the cost of organising and carrying the tours as well as a bus which will transport the groups to and from their schools. Just under 8 000 schoolchildren would be carried.

Sponsors will enjoy full branding rights in respect of the vessel as well as all marketing and educational material, and will be able to utilise the Marine EcoTour in their own marketing and sales campaigns. All expenditure will qualify for socio-economic development (SED) points on B-BBEE scorecards (Code 700).



THE MESSAGE The Table Bay Marine EcoTour is aimed at creating a greater awareness and appreciation of the marine environment and the need for marine conservation. As such, it has considerable educational value. Numerous school groups have already been carried. As the photographs in this brochure attest, schoolchildren greatly enjoy the tour, and teachers routinely comment on its value.



THE OPERATORS The tour is offered by OceanAdventurer, in partnership with the Two Oceans Aquarium. OceanAdventurer is one of the most established and innovative charter companies at the V&A Waterfront. The Two Oceans Aquarium is a world-renowned facility which receives about half a million visitors a year. Besides assisting with marketing, the Aquarium trains the on-board guides.



THE PLATFORM The Marine EcoTour is run on a purpose-built powered catamaran operating from the heart of the V&A Waterfront. The V&A Waterfront is South Africa's premier tourist / leisure destination, attracting some 22 million visitors a year. Day charter vessels are one of its defining features, and offer among its most striking and effective sponsorship and branding opportunities. For this reason, charter boats are classified as interactive billboards.





MANAGEMENT AND INFRASTRUCTURE OceanAdventurer is managed by David de Villiers, a highly qualified yachtmaster with 20 years of chartering experience in South Africa and elsewhere. The company is based at the V&A Waterfront, and has established a stable marketing, sales and administrative infrastructure. It holds a 12-year operational lease from the V&A Waterfront, with an option to renew. This has been granted on the grounds that the Marine EcoTour has added significant value to the range of day charter products on offer at the V&A Waterfront.

FREQUENCY Weather permitting, the tour runs three times a day throughout the year, and has been designed to carry between 12 000 and 15 000 passengers a year. School groups are carried in the mornings, with trips for tourists and other V&A visitors resuming in the afternoons.

PERFORMANCE AND FEEDBACK The excursion began operating in December 2011. Since then it has carried thousands of domestic and foreign visitors and tourists, and has received an overwhelmingly positive response.





MEDIA COVERAGE OceanAdventurer maintains an active media relations programme. The Marine Ecotour has received very positive media coverage, and sustained media coverage is planned.



THE SCHOOLS PROGRAMME OceanAdventurer staff will advertise the excursion among all schools in the province, and manage the bookings. School children will be transported to and from their schools in a safe and suitably licensed vehicle. After a safe boarding procedure, each child will be provided with a lifejacket, and a safety briefing will be held. The tour will run for about two hours, from 09h00 to 11h00, during which time the children will be provided with snacks and cool drinks. Guides will explain the marine sightings, and introduce learners to marine biology, meteorology, oceanography, natural history, and marine conservation. Special equipment, including microscopes linked to closed circuit television monitors, will be utilised.



AN ONGOING RECORD Each trip will be documented, and pictures of the groups as well as the sightings will be uploaded daily onto a dedicated website. Learners will be encouraged to maintain contact with the programme through interactive social media platforms.





SPONSORSHIP We are seeking sponsorship of R1,5 million for one year, with an option to renew for a further four years. Sponsors will enjoy full branding rights in respect of the vessel as well as all marketing and educational material. They could also utilise the EcoTour in their own marketing campaigns. All additional branding opportunities sought by the sponsor will be considered.

THE OPPORTUNITY This sponsorship package offers corporates a unique opportunity to associate themselves with an innovative venture which will raise young people's awareness of the marine environment and the importance of marine conservation.

COMPANY DETAILS

Ocean Adventurer World Explorer cc

Trading as OceanAdventurer

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Ground floor, Marine Centre

West Quay Road, V&A Waterfront

Directors: David de Villiers and Jerome Smith

CONTACT

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In Partnership With

Two Oceans **AQUARIUM**

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