

# CORPORATE PATRONAGE



## WHO ARE WE?

The Shark Trust is the leading UK-based charity that **works globally to safeguard the future of sharks and rays through positive change**. From an office in Plymouth, the Trust engages with a global network of scientists, policymakers, conservation professionals, businesses and supporters to improve the conservation status of sharks and rays.

**"The Shark Trust's work in protecting sharks is at the cutting edge of conservation...the only hope we have of securing the future of sharks in our seas"**

Steve Backshall  
BBC Wildlife Presenter

## WHY DOES IT MATTER?

Public interest in the marine environment is growing. Business and governments are embracing the **blue growth** agenda.. The ocean is inextricably linked to all of our futures,

Sustainable use of the resources provided by the sea requires a transformation in the way that we manage our activities. Nowhere is this more apparent than in fisheries. The Shark Trust is at the cutting edge of change that will shape the future of the ocean.

We have a massive task ahead of us. We are capable, committed and credible. **We can and we are succeeding**. But we can't do it in a vacuum.

We need the support and engagement of individuals, communities, businesses and governments.

It comes down to individuals from all corners to make a decision to help.. You can do this in your business. You can choose to help.

## WHAT IS A CORPORATE PATRON?

Our Corporate Patrons are, quite simply, businesses that **support our work and use their influence** to help us deliver our mission. Our corporate patrons are businesses that take their Corporate Social Responsibility seriously. And they choose to support an efficient, cost-effective charity that delivers meaningful change for sharks and the wider marine environment.

Corporate Patrons commit to supporting us in two ways:

*By promoting the Shark Trust within their networks and to clients.  
Through an annual tax deductible donation*

## HOW MUCH IS EXPECTED?

We have structured our Patrons in three levels:

- £2,500 - £5,000
- £5,000 - £10,000
- £10,000 +

## WHAT DO YOU GET IN RETURN?

CSR isn't something that you enter into solely with an eye on the benefits package. But there are clear advantages for us all in promoting the relationship. The extent of action depends on the financial commitment, on your needs and on your sector. We can explore multiple opportunities to engage our shared networks and clients. Working together to promote the partnership for mutual benefit - benefits are tiered according to the level of support.

These include:

- A profile on our website and social media channels (and vice versa)
- Acknowledgment of your support in company reports and financial statements
- Use of the Shark Trust Corporate Patron logo on your website and printed materials.
- Engagement with projects, campaigns and fundraising actions.
- The opportunity to engage our shark experts and Patrons in staff briefings or corporate events.

**Interested? Contact me for a chat:**

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