



sustainable
coastlines

Sponsoring Sustainable Coastlines

Let's reduce coastal litter together



Information and benefits 2024

About Sustainable Coastlines

Kiwis love the epic coastlines and beautiful marine wildlife of Aotearoa, which is why Sustainable Coastlines is dedicated to protecting them.

Sustainable Coastlines is a New Zealand charity that exists to bring people together to reduce plastic pollution and other litter to protect the moana we all love.

Our goal is to see 60% less litter on the coastlines of Aotearoa by 2030. We intend to achieve it through empowering communities to take action for their local beach through clean-up events, educational programmes, public awareness campaigns, and litter data collection.

We make this litter data available for anyone to use, and work with businesses, councils, and government to inspire change in behaviour, policy, and practices.

A large part of our work is focused on connecting Kiwis to nature, while also providing a positive and meaningful way to

protect it. It's good for the environment and good for our own mental wellbeing.

Sustainable Coastlines delivers tangible impacts alongside community, corporates, and government. We have a strong brand and a growing team, and we're actively seeking to build meaningful partnerships that deliver results we can be proud of.

We are excited to explore the possibility of a sponsorship with you, giving you the opportunity to align with one of New Zealand's most-loved ocean charities.

We have an extremely helpful onboarding tool to ensure all organisations we welcome to the whānau are aligned with our values and sustainability guidelines. We look forward to discussing this with you.

sustainablecoastlines.org/become-a-sponsor



The issues we tackle



3

**OF THE TOP 10
CONCERNS FOR KIWIS
ARE ABOUT WASTE**

Colmar Brunton Better Futures Report 2021

39kg

**SINGLE-USE PLASTIC
USED PER NEW ZEALANDER
EACH YEAR**

Plastic Waste Makers Index 202

15th

**WORST IN THE WORLD
NZ RANKING FOR WASTE
GENERATION PER CAPITA**

Plastic Waste Makers Index 202

99%

**OF ALL SEABIRD
SPECIES WILL BE INGESTING
PLASTIC BY 2050**

PNAS. Threat of plastic pollution to seabirds
is global, pervasive, and increasing. 2015.

314

**LITTER ITEMS
FOUND FOR EVERY
1,000M2 OF BEACH
MONITORED IN NZ**

insights.litterintelligence.org
As of 1 May 2023

How your sponsorship helps

Reducing coastal litter together

We started out by simply bringing people together for a common cause: cleaning up their local beach.

This is still central to our mission, but today, we incorporate citizen science data collection, best practice behaviour change methods, and use litter data to help paint a picture of the problem in order to influence broader policy change.

Providing opportunities to engage in local solutions to global problems, our mahi builds both community and environmental resilience. We see over and over that witnessing the problem first-hand is a critical first step towards solutions, and those that connect with nature do more to protect it.

As a charitable cause, funding is essential to our mahi, and sponsoring Sustainable Coastlines allows us to continue this vital work throughout Aotearoa New Zealand.

If you're not already familiar with our events, they bring together adventure, impact and inclusivity. Our country-wide volunteer base donates their time to remove litter from the environment while enjoying purposeful activities that connect people with each other and with nature.

Groups also have the opportunity to engage as citizen scientists through Litter Intelligence to collect litter data at their local beach.

Litter Intelligence is Aotearoa's first and only regular national litter monitoring programme, enabling communities and businesses to collect data, gain insights and take action to prevent litter.

Future-proof your business and join the fight against litter.



Why partner with us?



Brand preference

Increase your brand preference and sustainability profile and generate significant goodwill with staff, clients and potential customers.

Be viewed as a company that helps to protect the things that New Zealanders love — our coastlines and wildlife.

Utilising the brand equity, talent and expertise of Sustainable Coastlines will provide a platform for your business to be part of this important conversation in a real and authentic way that delivers strong, long-term impact.

Impact and sustainability reporting

Your business will contribute to long-term environmental impacts. For example, litter removed, children educated, people connected to nature, and collecting litter data. These measurable impacts can be used for sustainability and CSR reporting, and create an opportunity to celebrate successful action — highlighting to customers the vital work you are doing.

Sustainable Coastlines' audience

Exposure across Sustainable Coastlines' channels and additional marketing and community outreach opportunities.

Facebook	24,521
Instagram	15,297
LinkedIn	3,934
X (Twitter)	2,597
Newsletter	9,871

“Companies that outperform in social and environmental areas achieve higher valuations and higher margins.”

— Colmar Brunton, [Better Futures Report 2021](#).



Why partner with us?

Wellbeing

Our events connect people with nature, a proven way to improve mental health. According to a [Mental Health Foundation](#) survey 95% of those interviewed said their mood improved after spending time in nature, reducing depressed, stressed, and anxious moods and promoting feelings of calm and balance.

Our events also incorporate being active, donating one's time, connecting with others, and doing something with purpose — all activities associated with positive mental health.

Epic content, storytelling and marketing opportunities

Our events provide quality digital content and rich storytelling opportunities to leverage the partnership. From photogenic Litter Intelligence surveys at the beach and large-scale coastal clean-ups to school education and grassroots community engagement,

our impact is varied and spans summer and winter.

Access our staff for content profiles and stories, and collaborate with other supporters, ambassadors and sponsors.

Staff, customer and community engagement

Beach clean-up events can be planned for staff, customers or the community.

90.5% of people who have attended a Sustainable Coastlines event strongly agreed that the experience was worthwhile, and 97.6% would recommend a Sustainable Coastlines event to friends and family.



SOME KEY BENEFITS

Opportunity to create a **consumer sales campaign** to raise awareness and donations.

Leverage your association around significant calendar dates, for example, World Oceans Day and Plastic Free July.

Increase staff wellbeing and retention, as they can feel proud to work for a purpose-driven business.

Sponsor inclusions

Dependent on sponsor level

- Licence to Sustainable Coastlines logos, to leverage the sponsorship.
- Licence to use images, footage and results from SC events.
- Content and campaign ideation, consulting and implementation.
- Consulting services to assist with sustainability strategy.
- Thought leadership and speaking opportunities with the SC leadership team.
- Planning and implementation of a public or staff beach clean-up event.
- Invitations to sponsor events, seminars, speaker functions and the annual charity ball.
- Exposure on Sustainable Coastlines' channels, including logo on website.
- Exposure to Sustainable Coastlines' audience, via e-newsletter and social media networks.
- Opportunity to provide marketing material, run competitions and / or provide giveaways at events.
- Opportunity to brand rubbish sacks: a very high visibility media space.



What we offer



Sponsorship level	TBA	Partner	\$30k + GST	Gold	\$15k + GST	Silver	\$7.5k + GST	Bronze
Licence to Sustainable Coastlines' logos (usage rights vary dependent on sponsorship level)	✓		✓		✓		✓	
Licence to use all event images, footage and results	✓		✓		✓		✓	
Access to Sustainable Coastlines' content and resources	✓		✓		✓		✓	
Exclusive coverage for your line of business with a right to veto competitors	✓							
Opportunity for co-branded collateral for media opportunities	✓							
Free planning and implementation of one (1) beach clean-up event (hard costs apply)	✓	200-person public event	✓	150-person public event	✓	80-person public event	✓	60-person team day
Social posts (announcement of partnership / showcasing your event or marketing campaign)	✓	4 posts	✓	3 posts	✓	2 posts	✓	1 post
Brainstorming for leveraging opportunities via creative comms	✓		✓					
Opportunity to brand rubbish sacks (hard costs apply)	✓		✓					
Opportunity for co-branded e-mail footers	✓		✓		✓		✓	
Your logo on:								
Friends page	✓		✓		✓		✓	
Website footer (site-wide)	✓		✓					
Website side-bar (site-wide)	✓							
Sustainable Coastlines' Facebook Page cover image	✓							
Email newsletter	✓							
Email signatures	✓							
Letterhead	✓							
Charity vehicles	✓							

Testimonials

[See our current sponsor whānau here](#)



“We partnered with Sustainable Coastlines as part of the Summernova series, which wrapped around the America’s Cup 2021. We finished the series off with a staff beach clean-up — it’s been a really amazing experience for the team to be actively involved in what SC do since we always try to connect with purpose. SC as a partner has been fantastic to work with and I highly recommend their team-building events. You see the impact and the positivity in our team.”

— Richard Clarke, Head of Major Events, Auckland Unlimited.



ONEHUNGA AUCKLAND UNLIMITED TEAM CLEAN-UP @ STRIPEDTREEPRODUCTIONS



“Congratulations to the SC team! The project report you supplied is truly remarkable and the programme’s impact is extensive! I love the samples of the student work and seeing the reach and scale of the Whānau Project! Well done!! You should all be very proud, as are we.”

— Sarah Selva, Human Resources Manager, ANZ CEO.



MILFORD SCHOOL CLEAN-UP @ STRIPEDTREEPRODUCTIONS

In numbers



1,751,107

LITRES OF LITTER
REMOVED

281,332

VOLUNTEER HOURS
(CLEAN-UPS & SURVEYS)

107,659

EDUCATION &
TRAINING HOURS

1,988

LITTER INTELLIGENCE
SURVEYS COMPLETED

Numbers correct as of 25 August 2023.