



LOVE THE OCEANS

EMPOWERING COMMUNITIES, CONSERVING OCEANS



PARTNERSHIPS FOR PURPOSE

Love The Oceans Conservation, Charity no. 1184402

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OUR VISION AND VALUES



OUR MISSION

To create a scalable holistic conservation strategy that can be replicated along the coastline of Mozambique and beyond.

OUR VISION

To empower coastal communities and inspire global action to restore and protect our oceans, ensuring healthy marine ecosystems for generations to come.

OUR VALUES

Community-driven, innovative, collaborative, and science-based, with a commitment to respectful and lasting impact.

WHAT WE DO

Empowering communities and conserving oceans through pioneering conservation efforts and education, in partnership with local communities.

WHY PARTNER WITH US

SHARED VALUES AND IMPACT

- 🌐 Align your brand with a mission-driven organisation dedicated to impactful and sustainable conservation efforts.
- 🌐 Advance the UN Sustainable Development Goals,
- 🌐 Fulfil your CSR or BCorp commitments.



BRAND REPUTABILITY

- 🌐 We know what we're doing. Your brand will be associated with a proven track record of international recognition.
- 🌐 We're endorsed by Mission Blue as a Hope Spot
- 🌐 We're recognised by the Duke and Duchess of Sussex as one of 15 global grassroots organisations for change.

UNIQUE EXPOSURE

- 🌐 Your organisation will gain exposure to a passionate audience of marine conservation advocates, divers, scientists, and responsible tourists.
- 🌐 Through storytelling, high-quality imagery, and bespoke content, we amplify your message and brand in the most compelling way.

TANGIBLE, LASTING IMPACT

- 🌐 Your support directly funds crucial conservation research, community education, and capacity-building initiatives
- 🌐 You'll be driving meaningful, lasting impact in one of Mozambique's most biodiverse marine areas.
- 🌐 You'll receive regular impact updates and measurable impact metrics.



SPONSORSHIP BENEFITS

SUSTAINABILITY CREDENTIALS

Supporting us highlights your company's commitment to environmental leadership. Our partnerships align with BCorp standards, the UN SDGs, and global ocean protection targets, while enhancing your sustainability narrative.



EXCLUSIVE CONTENT & MEDIA EXPOSURE

- 🎬 **Custom Storytelling & Imagery:** High-quality photos and videos showcasing your brand's conservation impact.
- 📢 **Media Exposure:** Reach 17K+ followers with co-branded content opportunities. Highlight your partnership in press releases, reports, and our global newsletter.

VISIBILITY AND ACKNOWLEDGMENT

- 📢 **Visibility:** Your logo featured at events, on our website, and in newsletters, highlighting your commitment to ocean sustainability.
- 📢 **Scientific Recognition:** Brand acknowledgment in scientific publications and reports that shape government policy and conservation strategies.

ENGAGING YOUR WORKFORCE

- 👥 **Volunteer Opportunities:** Direct employee engagement in conservation efforts through hands-on volunteering at our Mozambique research centre.
- 🎥 **VR Experiences:** Immersive VR showcases of our conservation projects for your employees or customers.
- 🏷️ **Naming Rights:** Your brand can have naming rights for specific projects or research initiatives, from sponsoring buildings to individual whale sharks.

CONSERVATION EDUCATION & TRAINING

Access training sessions led by our marine biology experts, offering your staff insights into ocean conservation and sustainable practices.

As a Love The Oceans corporate sponsor, your brand will enjoy a variety of tailored benefits that align with your business goals and commitments to sustainability. We recognize that every company is different, so we work closely with you to create a partnership that maximizes both impact and visibility.



CORPORATE SOCIAL RESPONSIBILITY

Today, a company's value is increasingly measured by brand reputation and social impact, with nearly 85% coming from intangibles like recognition and goodwill. Strong CSR programs are essential, as consumers and investors lean towards brands addressing social, economic, and environmental issues—77% of consumers and 73% of investors say it influences their decisions. With climate change and sustainability a top concern for millennials, ethical practices are now a baseline expectation.



Sponsoring conservation work like ours aligns your brand with meaningful environmental action. Our dedication to the UN's Sustainable Development Goals supports global efforts for a sustainable future, building a positive legacy that resonates with modern values.

OUR IMPACT

Love The Oceans is a high-impact grassroots marine charity. In less than a decade we have made huge steps towards a more sustainable future for Jangamo and the development of a successful conservation strategy. A few of our key achievements include:

900+

hours of ocean literacy delivered to 10-13yr olds

5km+

of reef filmed and analysed



3000+

children taught swimming



Over 1000 research dives complete



New swimming teachers and lifeguards



1500 children taught ocean literacy



450 coral colonies monitored annually



1ST

female scuba divers in our district qualified



1500+ kgs of trash collected off the beach



of Baited Remote Underwater Video Footage amassed

700 HOURS

Over

25000

people reached through talks



4000 HOURS

critical data to inform the first Marine Protected Area in the Jangamo District



OUR THEORY OF CHANGE

THE PROBLEM

Overfishing, pollution, climate change and habitat destruction are rapidly depleting marine biodiversity and endangering the livelihoods of millions of people. Without access to education, robust science to inform actions, and sustainable economic alternatives, communities are caught in a cycle of harmful practises that threaten both their future and the ocean's.

ACTIONS

Empowering Communities



Conserving Oceans



ACTIVITIES

Ocean Literacy

Water Safety

Gender Equity

Alternative livelihoods

Fisheries data

Pollution research

Coral reef health data

Marine species research

OUTPUT

Empowering coastal communities to protect their marine ecosystem

Breaking the cycle of environmental damage

Evidence-based conservation

Increased regulations to future proof the reef

OUTCOME

A thriving ocean with rich biodiversity, supporting resilient communities who live in harmony with their marine environment. Coastal communities are empowered stewards of the sea, equipped with sustainable livelihoods and knowledge that protects their resources for generations. Love The Oceans envisions a future where healthy oceans and empowered communities sustain one another.

WHAT WE DO

EMPOWERING COMMUNITIES, CONSERVING OCEANS.



We are the only NGO in Jangamo, pioneering marine conservation and community empowerment projects in the region. We work with local community to remove barriers to sustainable living and foster environmental stewardship. Our long-term scientific research provides a solid foundation for the Jangamo communities and government to make informed decisions on sustainable practices and environmental protection.

STORYTELLING & MEDIA ACCESS

Love The Oceans offers partners access to authentic and powerful storytelling, helping elevate corporate branding and deepen consumer connection to environmental impact.

AUTHENTIC STORYTELLING

- 📍 Our media team is led by Mario Guilamba, a local storyteller and conservation advocate.
- 📍 Mario captures community perspectives, bringing authenticity to the conservation message.

MENTORSHIP FROM TOP TALENT

- 📍 Mario works with mentors like award-winning filmmaker Kaush Subramaniam and Oceanographic's storyteller-in-residence Madeline St Clair Baker.
- 📍 Their involvement raises production quality and helps share compelling stories.

BRAND-BUILDING MEDIA ASSETS

- 📍 Our network produces high-quality media that enhances your brand's sustainability story.
- 📍 Potential for unique assets, providing values-aligned content that resonates with conscious consumers.

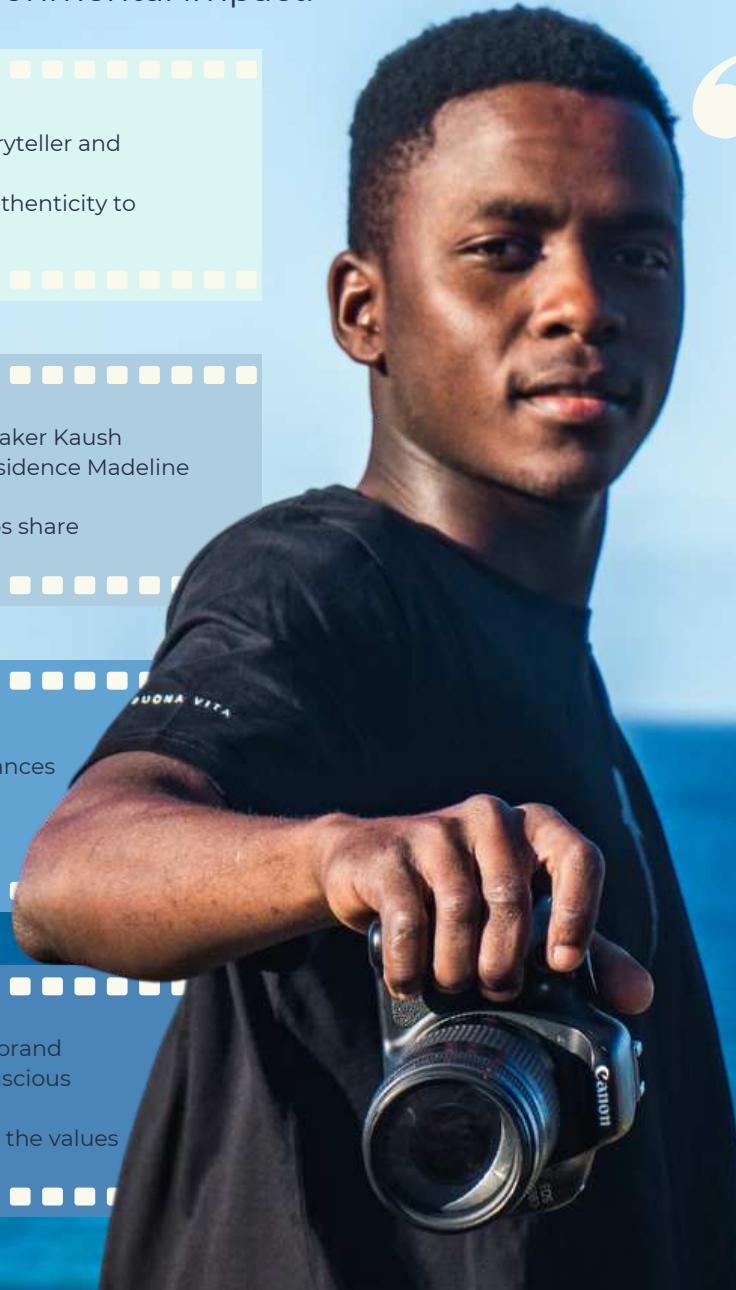
CUSTOMER IMPACT & ENGAGEMENT

- 📍 Showcasing environmental commitment enhances brand reputation, builds loyalty, and connects with eco-conscious consumers.
- 📍 Storytelling strengthens CSR profiles and aligns with the values your audience cares about.

“Working with the Love The Oceans team has been an absolute privilege. Their dedication, proactive approach, and intuitive understanding of our brand's needs have been invaluable. Sharing their journey and showcasing the incredible conservation work they do has deepened our connection to the community and provided us with a profound understanding of conservation at its best—empowering local people to love and protect their environment. This is beautifully reflected in Mario's exceptional imagery and storytelling. As a member of the community, he is uniquely positioned to identify and capture the powerful stories we aim to tell.”



Helen Francis
Social Media Manager at
Fourth Element



CASE STUDY: EVERCARE



EverCare⁺
Innovate · Enable · Protect

Evercare, a leading supplier of ultrafine zinc oxides for reef-safe sun care and cosmetics, partnered with Love The Oceans in 2020 to launch coral reef research with the University of Leeds. Since then, Evercare has expanded its support to include our Sustainable Fishing Project and Baited Remote Underwater Video Project, strengthening local, sustainable fishing practices while supporting the ongoing monitoring of essential marine predators.

Now, Evercare's 5-year funding commitment to our coral tagging project, monitoring over 450 coral colonies, is a cornerstone of its Positive Reef Initiative, showcasing a strong commitment to marine conservation and encouraging other companies to make meaningful environmental contributions.

“Working with LTO has been a great experience. Their long term vision and welcoming approach has allowed us to realise the impact of our project on the marine environment and the local communities. They make sustainability real for companies by providing a sound scientific approach to their studies with an actionable plan and tangible results. We would definitely recommend working with Francesca and her team.”

- Jeroen Van Den Bosch, Managing Director of Evercare.



CASE STUDY: FOURTH ELEMENT



Fourth Element, a leading name in the scuba industry, has partnered with Love The Oceans to support our marine conservation efforts. Their high-quality, durable products enable our team to conduct long hours of ocean research and conservation activities and teach life-saving swimming lessons in the pool. This partnership exemplifies the mutual benefits of collaboration, showcasing how a brand and an organization can work together to achieve significant impact.

What Fourth Element Gains from Our Partnership:

- 🌿 We have provided over 600+ professional photos and videos for their website, and social media campaigns,
- 🌿 They've aligned their brand with Conservation
- 🌿 Our work has helped increase diversity and inclusivity in their product imagery
- 🌿 They've created a page specifically highlighting their partnership with Love The Oceans, solidifying their commitment to marine conservation.
- 🌿 Three of our staff have become Brand Ambassadors, further elevating their alignment with conservation efforts.

What We Gain from Fourth Element:

- 🌿 Fourth Element provides our team with essential gear, including wetsuits and ongoing maintenance, repairs, and replacements.
- 🌿 A spot at diving trade shows on their stand to engage possible donors and sponsors



WHAT CAN YOUR MONEY BUY?

EMPOWERING COMMUNITIES

- 💰 £2300: Provide 10 people with 6 months of Ocean School, teaching sustainable marine resource management.
- 💰 £200: Run one community education workshop to foster environmental stewardship.
- 💰 £400: Train one community member as a certified swim teacher and pool lifeguard.
- 💰 £360: Certify one community member as a PADI Open Water Diver, enabling participation in underwater research.
- 💰 £30: Provide a menstrual cup to one woman, empowering her with sustainable hygiene.
- 💰 £4000 to build one classroom at the local schools
- 💰 £10,000 to build the first local library
- 💰 £90,000 to build the first community swimming pool

Every Contribution Counts

Whether you're funding the training of a new swim teacher or building a marine research centre, your investment directly contributes to the preservation of marine ecosystems and the empowerment of communities in Mozambique.

CONSERVING OCEANS

- 💰 £300: Deploy and retrieve 3 Baited Remote Underwater Videos (BRUVs) for 24 hours to monitor apex predators and biodiversity.
- 💰 £105: Conduct a coral survey or an algal cleaning dive to restore reef health.
- 💰 £5500: Fund Project BEAM (Biodiversity Enhancement and Algal Management) for coral restoration.
- 💰 £6000: Support fisheries patrols for one year to combat illegal fishing.
- 💰 £531: Protect a turtle nest from laying to hatching.
- 💰 £1800: Keep the turtle patrol operational for the entire nesting season (Nov-March).
- 💰 £3: Remove 1kg of trash off the beach.
- 💰 £10,000: Create a plastic upcycling machine and support local businesses to tackle ocean waste sustainably.

INFRASTRUCTURE & LONG-TERM SUSTAINABILITY

- 💰 £11,000: Purchase a new car to enable fieldwork and patrols.
- 💰 £65,000: Purchase land for a dedicated research and education centre.
- 💰 £100,000: Establish and set up our state-of-the-art marine research centre.
- 💰 £70,000: Build and establish our community education centre.

OUR COMMUNITY

Post-pandemic, interest in ecotourism and marine conservation has surged. Our global and diverse supporter base shares a deep passion for the oceans, and our social media channels are expanding quickly, enabling us to connect with followers daily. We use these platforms to raise awareness, educate, and update our community on our work. Over half our audience is in the UK or USA, but we also reach audiences in Australia, Canada, South Africa, Germany, France, Italy, and Mozambique. In the last five years, our following has quadrupled and continues to grow rapidly.



>21,000



>2000



>4,400



>1200



>1000

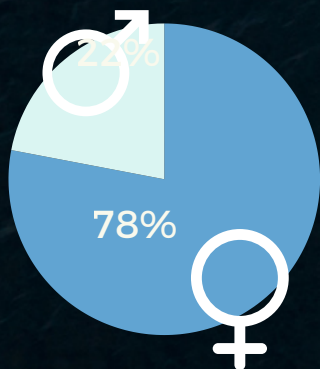


>4000

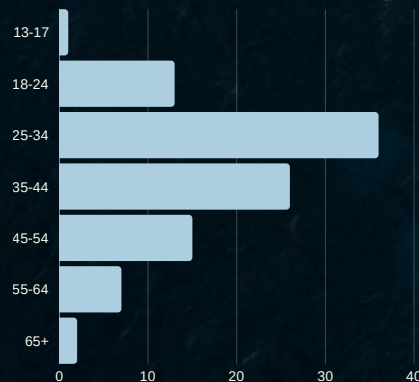
Distribution



The Gender Split



The Age Breakdown



PUBLIC SUPPORTERS

We run campaigns throughout the year to support and raise awareness about our work. Our supporters play a key role in raising the profile of our work and increasing our reach. Each of the following supporters have helped us on our mission to protect the marine environment.



Meghan and Harry Windsor
The Duke and Duchess of Sussex



Dougie Poynter
Musician



Kaushiik Subramaniam
Award-winning wildlife filmmaker and
Conservation Biologist



Dr Sylvia Earle
President and Chairman of Mission
Blue and The Sylvia Earle Alliance,



Lizzie Daly
BBC Wildlife Host and
Animal Tracking Scientist



Inka Cresswell
Wildlife Filmmaker and
Marine Biologist



Mads St Clair Baker
Oceanographic Storyteller-In-
Residence and marine scientist



Dr Imogen Napper
Marine Scientist and National
Geographic Explorer



Dr Claire Petros
Founder at Sea Turtle Rescue Alliance



Megan McCubbin
BBC Wildlife Presenter



SPONSORSHIP TIERS

Our tiered sponsorship system offers escalating benefits for Bronze, Silver, Gold, and Platinum sponsors, providing increasing impact, visibility, and opportunities for your brand to engage in marine conservation and meet CSR goals. Each tier is customisable to align with your company's objectives.



PLATINUM SPONSORSHIP

Annual Contribution Range:
£101,000+

Includes all Gold benefits, plus:

- Bespoke sponsorship package aligned with your CSR and marketing goals.
- Exclusivity for a major campaign or initiative (e.g., Marine Center).
- VIP team-building experience in Mozambique.
- 20 hours of tailored CSR consultancy.
- Annual conservation video and personalised impact report.
- Brand Ambassador Program with LTO Spokesperson.
- Naming of a whale shark, whale, and mantas.
- Custom sustainability workshops for employees.
- Co-branded campaigns with large-scale media exposure
- Exclusive upcycled beach plastic items for customers and employees



GOLD SPONSORSHIP

Annual Contribution Range:
£51,000 - £100,000

Includes all Silver benefits, plus:

- Premier logo placement on all major LTO events and materials.
- Exclusive feature in a blog and video showcasing your support.
- Customised storytelling and brand exposure.
- Guided Mozambique project tour for employees or clients.
- VR or digital content highlighting your supported work.
- LTO speaker for company events.



SILVER SPONSORSHIP

Annual Contribution Range:
£11,000 - £50,000

Includes all Bronze benefits, plus:

- Priority logo placement on website and materials.
- Dedicated social media post and feature in annual report.
- Volunteer opportunities for your team.
- High-quality digital media package.
- Option to sponsor a specific project or community initiative.
- Annual impact report on sponsored projects.



BRONZE SPONSORSHIP

Annual Contribution Range:
£2,000 - £10,000

Benefits include:

- Logo on the LTO website and newsletters.
- Social media shoutout on one platform.
- Use of LTO branding for products or materials.
- Virtual Q&A session with LTO staff.
- High-quality imagery for marketing use.



RIPPLE SPONSORSHIP

Annual Contribution Range:
Flexible

- Contributions through a "Give as You Earn" or % per product sold model.
- Recognition on our website as a Ripple Sponsor.
- Access to select imagery for marketing.
- Annual impact updates.
- Annual group social media shoutout for all Ripple Sponsors.



LOVE THE OCEANS

TO DISCUSS A PARTNERSHIP THAT SUITS YOU AND
YOUR ORGANISATION PLEASE CONTACT
FRANCESCA@LOVETHEOCEANS.ORG



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