

# OCEANA'S

## SeaChange

S U M M E R P A R T Y

Dear Ocean Lover,

On **Saturday, August 17, 2024**, distinguished business, philanthropic, and cultural leaders will gather to celebrate the world's oceans at Oceana's 17<sup>th</sup> Annual SeaChange Summer Party. The gala will take place at an exquisite private estate overlooking the Pacific Ocean in Laguna Beach, California. We will honor our SeaChange Co-Founder and Chair Emeritus, Oceana Board Member **Valarie Van Cleave**, and Oceana Board Member **Ted Danson** will serve as the evening's Master of Ceremonies.

The evening will include an **exclusive and meticulously curated silent and live auction** showcasing a limited number of premium items, ensuring an extraordinary experience for our attendees while also raising crucial funds to support Oceana.

**We invite you to participate in our exclusive auction.** Your donation would enrich the selection and significantly advance Oceana's campaigns to prevent pollution, protect marine life, safeguard underwater habitats, and strengthen fisheries. Oceana's science-based, goal-oriented approach to marine conservation has resulted in more than 300 victories to restore health and abundance to the oceans.

In return for your donation, Oceana will provide prominent recognition for your generous support across our event materials, social media platforms, and press releases, ensuring that your brand is seen by our distinguished guests and wider community.

If you are interested in this unique opportunity please review and fill out our auction donation benefits and form. You may also contact **Carolina Quijano** at (917) 930-4272 or [cquijano@oceana.org](mailto:cquijano@oceana.org) to learn more about Oceana's work and this year's SeaChange.

Thank you for considering this request. We are excited about the possibility of partnering with you for this special event!

For the oceans,

*The Oceana - SeaChange Family*

**P.S. Your auction donation may be considered tax-deductible for federal income tax purposes — and supports a cause that benefits all of us.** Plus, it gives your brand highly targeted access to an exclusive audience.





AUGUST 17, 2024 | LAGUNA BEACH, CA

## 2024 AUCTION DONATION FORM

|   | PREMIER<br>AUCTION PARTNER                   | SUPERIOR<br>AUCTION PARTNER      | DELUXE<br>AUCTION PARTNER       | CLASSIC<br>AUCTION PARTNER |
|---|--|----------------------------------|---------------------------------|----------------------------|
| Fair Market Value of donated goods/services             | \$70,000+                                    | \$30,000+                        | \$10,000+                       | \$5,000+                   |
| Auction placement                                       | LIVE**                                       | LIVE**                           | SILENT                          | SILENT                     |
| Table/Ticketts to SeaChange                             | Superior table                               | Four (4) tickets                 | Two (2) Tickets                 |                            |
| Company logo and link on SeaChange Summer Party website | ●  | ●                                | ●                               | ●                          |
| Printed and digital ad in program*                      | Two-Page Spread                              | Full-Page                        | Half-Page                       | Quarter-Page               |
| Video featured during live auction                      | ●  | ●                                |                                 |                            |
| Social Media (Instagram)                                | Two dedicated stories, one reel and one post | One dedicated story and one reel | One category story and one post | One post                   |
| Email Marketing   | National dedicated email                     | National category email          | Local category email            | Local category email       |

\*Deadlines apply to all printed materials.\*\*Based on live auction availability.

I would like to be a:  PREMIER  SUPERIOR  DELUXE  CLASSIC SeaChange Auction Partner

Item Title:

Fair Market Value of Donation \$  (\$5,000 minimum)

Item Description:   
(Please include restrictions and/or black out dates)

Attached.

Company Name:

Contact person:

Address:

Phone Number:

E-Mail:

Please return completed form to:  
 Carolina Quijano at  
 cquijano@oceana.org

Please mail your auction item to:  
 OCEANA  
 c/o Annie Weis  
 608 Asbury Street  
 Claremont, CA 91711

- For website recognition and cataloging purposes, forward a high-resolution JPEG or PNG image of your logo and/or photo to cquijano@oceana.org.
- Donors will be listed as an in-kind donor in the event program and website for one year.\*
- All donated items are the property of Oceana.
- Should a travel or experience donation be canceled, postponed, delayed, or rescheduled due to force majeure (i.e., weather, act of God, state of war, terrorism, strike, pandemic, etc.) or any other condition beyond reasonable control, the purchase will be honored per the experience provider, on an extended redemption window, and the winner will be expected to either attend or transfer the purchase accordingly.

*Oceana, Federal ID number: 51-0401308, is a nonprofit designated by the Internal Revenue Service as tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Contributions to Oceana may be considered tax-deductible for federal income tax purposes but are limited to the excess of money (and the fair market value of property other than money) contributed over the value of the goods or services in return by Oceana.*