



# Mangrove Action Project: 2013 International Children's Art Calendar

## Sponsorship Proposal

The Mangrove Action Project (MAP) is pleased to offer you the opportunity to be involved with an innovative project aimed at highlighting the rapid loss and importance of conserving and restoring mangrove forest ecosystems.

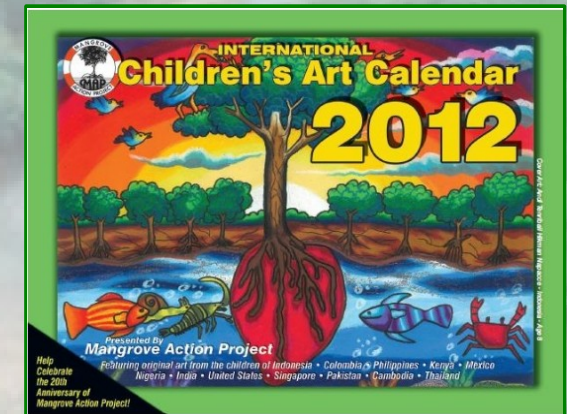
This is an enduring project: 2013 will see the 12<sup>th</sup> annual Children's Mangrove Art Contest Calendar produced.

Each year MAP invites teachers and their students from around the globe to participate in an international mangrove art contest. During the past 11 years of this exciting competition, an estimated 25,000 students and dozens of schools in over 35 nations have participated. They learn through their participation about the incredible beauty and biodiversity of the mangrove habitat.

Students attempt to depict through their art what they have experienced first hand themselves during their young lives or from school field trips into mangroves and classroom studies. While answering this simple, but intriguing question:

**“What do the mangroves mean to my community and myself?”**

This project is a valuable educational tool for local communities, teachers and children between the ages of 6 to 14. Outlined in this proposal is your opportunity to help continue the success of this project by sponsoring the calendar and getting your business / product noticed, along with creating goodwill amongst mangrove communities and organizations.



## Overview of MAP

MAP is a non-for-profit global organisation registered as a 501(c)(3). Founded in 1992, following the first-hand witness by the founders of the rapid devastation of the world's mangrove forest wetlands and their associated coastal ecosystems. We are dedicated to reversing the degradation and loss of mangrove forest ecosystems worldwide. Our main goal is to promote the rights of traditional and indigenous coastal peoples, including fishers and farmers, to sustainably manage their coastal environs.

With a global network of supporters and offices located in the USA (International Office), Thailand (Asia Regional Office), Indonesia, and Latin America, MAP is stimulating the exchange of ideas and information on the conservation and restoration of mangrove forests, while promoting sustainable livelihoods for coastal communities. We focus on viable, long-term, equitable solutions that place the **local community at centre stage**. MAP supports the **bottom-up approach** in the search for more effective and long-term change.





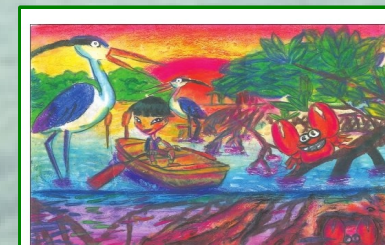
## About The Calendar

2012 saw the release of the 11<sup>th</sup> International Children's Art Calendar, which was a fantastic awareness raising and fundraising tool. Around 2500 children from 12 nations entered our contest participating from a multitude of schools located in areas near mangroves.

MAP distributed over 750 copies of the Children's Art Calendar and raising funds towards our dedicated programs aimed at reversing the degradation and loss of mangrove forest ecosystems worldwide, while simultaneously recognising the great accomplishment of the young artists involved and promoting the rights of traditional and indigenous coastal peoples to sustainably manage their coastal environs.

Over the last eleven years, the International Children's Art Calendar has been an important tool in advocating governments, teachers and other associate non-governmental agencies in highlighting the issues associated with mangrove habitat loss.

The calendar is sold online throughout the US and internationally. With the calendar hanging in a home/office for a whole year, we believe it's a fun, positive and effective method to promote awareness of mangrove issues and other related conservation messages to the public and we encourage you to show your support by sponsoring the 2013 calendar. Such sponsorship will also be a great way to promote your business, as it will be an excellent Public Relations avenue for you as well.



Artist: Marcus Loong, Jing Wei, Singapore, Age 9



Artist: Devita Mayanda Heefie, Indonesia, Age 8



## Advertisement and Sponsorship Details

Building on the popularity of last year's calendar, the 2013 version will again be printed in full colour with soy ink on quality recycled paper. For each month opening, there will be an image of the inspiring children's art and calendar (full open size A3, children's art image A4 landscape and monthly calendar A4 landscape). Your company / organization logo will feature on the monthly calendar area (a prominent location). While also appearing on the front and rear.

For just \$5,000 you will have the opportunity to sponsor this unique piece of environmental art. Your advert and logo will be visible in international homes, schools and businesses for an entire year! In addition, you will be showing your support to the conservation community and create goodwill for your business / organization while attracting new customers - as people prefer to support businesses that they know support them and their ideals.

Due to the strong interest in this project, we urge you to act fast. Because the calendar needs to be designed, printed and distributed ready for sale by November 2012.

**The deadline to qualify for this unique opportunity is 1<sup>st</sup> October 2012**

To discuss your involvement or for more information on the calendar or Mangrove Action Project, please contact: Alfredo Quarto, MAP Executive Director, on (360) 452-5866, email [mapusa@mangroveactionproject.org](mailto:mapusa@mangroveactionproject.org) or visit <http://mangroveactionproject.org>.