



## **Sponsorship Request**

Spirit of the Gulf Coast is a volunteer project that aims to reveal the real stories behind the communities most affected by the BP Deepwater Horizon oil spill. It begins with a 3-day expedition to the coast of the Gulf of Mexico August 20 – 23, 2010 where our team will explore, record, and share a range of perspectives on how the oil spill is affecting people's lives in communities and towns along the coast.

This work will culminate in an inspiring photo exhibit and conference in Atlanta, Georgia in the Fall of 2010 that will feature personal stories from the exhibition along with speakers with a wide range of expertise on issues that impact this unique region.

## **Sponsorship Needs**

Initial cash sponsorship will go to offset the following immediate costs:

- Expedition travel expenses for our team (lodging, meals, fuel, etc.)
- Local boat charter
- Supplies

Event sponsorship for the Fall conference - details tbd. Please email or call for more info

## **Sponsor Exposure**

- Logo and link on the Supporters page of SpiritOfTheGulfCoast.com
- Logo and link on the Facebook page for Spirit of the Gulf Coast
- Mentions on the blog along with links to your website (two entries minimum)
- Mentions in the pre-expedition, and post-expedition video entries – posted on the blog, YouTube, and Facebook
- Event exposure (details tbd)

## **Spirit of the Gulf Coast Promotional Plan**

This initiative will be promoted via the following:

- Daily Facebook posts leading up to, during, and following the expedition
- Multiple Twitter posts per day leading up to the expedition and live tweets during the expedition
- Video posts to YouTube leading up to the expedition, and on-the-fly video posts during the expedition itself
- Live blogging during the expedition and daily recaps of each day's findings
- Personal social media posts from team members (Facebook, Twitter, etc.) leading up to and throughout the trip

## **Contact Us**

[Sponsors@SpiritOfTheGulfCoast.com](mailto:Sponsors@SpiritOfTheGulfCoast.com)

404.391.7070