



Corporate  
sponsorship



Help Our Penyu (registered society number 2103-10-WKL) are seeking **long-term sponsorship partners** who share a similar passion and commitment to marine conservation in Terengganu through community development.

Help Our Penyu is a Malaysian registered society which is empowering the people of Malaysia in sea turtle conservation. The inclusion and **empowerment of the general public** in sea turtle conservation is something that makes HOPE stand out from other similar organisations. Through sponsoring HOPE you will not only play a significant role in protecting sea turtles but you will do so alongside the people of Malaysia.

## Walk for Turtles

### Sponsorship Package

|             |                       |
|-------------|-----------------------|
| Cost        | RM40,000              |
| Duration    | 1 year                |
| Extra staff | RM150 per pax per day |

The collection of sea turtle nesting numbers is vital to ensure adequate conservation. Currently the only sea turtle nest data collected in Terengganu is through nests submitted to official hatcheries. The method is clinically flawed as the egg collectors would rather sell the turtle eggs they have collected to the market for human consumption rather than to be incubated at official hatcheries causing significantly inaccurate population data to be collected. Turtle track surveys are a globally accepted tool to collect sea turtle nest data. The first statewide turtle track survey was conducted by HOPE in Terengganu in 2010 through the Walk for Turtles campaign. The Walk for Turtles main event is an 18 day walk starting annually, on World Sea Turtle Day (16<sup>th</sup> June), visiting every beach in Terengganu (mainland and islands). The event in 2011 starts at Cherating and finishes on the Perhentian Islands, **collecting invaluable sea turtle nesting data, hosting awareness events for school children**, visiting turtle conservation projects and conducting beach cleans along the way.



### About



#### Aim

to collect accurate turtle nesting data from all beaches in Terengganu

#### Objectives

1. Turtle track survey;
2. Raise awareness amongst the Malaysian people regarding turtle and marine conservation;
3. Raise funds for sea turtle conservation projects in Terengganu;

The collection of nesting sea turtle numbers is vital for their conservation but they have not been collected on a **statewide scale in Terengganu** before HOPE initiated the Walk for Turtles project. The project provides invaluable data which decision makers would not otherwise have. The Walk for Turtles main event is a 18 day walk starting annually, on World Sea Turtle Day (16<sup>th</sup> June), **visiting every beach in Terengganu** (mainland and islands). Three other surveys are planned for 2011 which will be conducted by HOPE volunteers surveying beaches between Kuala Terengganu and Kuala Besut. The team collects **invaluable sea turtle data** during the surveys, visit 5 turtle conservation projects and host awareness sessions at 6 primary schools. The data from the 2010 survey identified a significant mainland population in Setiu which led to the extra surveys being conducted in the identified area in 2011.

### Includes

- 20 staff members at one of our awareness events (main sponsor only);
- Brand of the event (main sponsor only);
- 2 talks given to your staff at your head quarters – before and after the event;
- Logo on all products and buntings;
- Logo on our website – [www.helpourpenyu.com](http://www.helpourpenyu.com);
- Logo included in all videos uploaded to the internet;



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## Community Marine Conservation

### Sponsorship package

|                    |                                       |
|--------------------|---------------------------------------|
| <b>Cost</b>        | <b>RM50,000</b>                       |
| <b>Duration</b>    | <b>1 year</b>                         |
| <b>Extra staff</b> | <b>RM500 per pax for 3d2n package</b> |

The best examples of conservation around the world involve the local communities, for it is often the local people who initially cause the decline in wildlife populations. Funding the community marine conservation package with HOPE will connect your organisation with community marine conservation in Terengganu. Your funding will involve two aspects. The first is sponsorship of the Turtles need Trees After school marine club. A weekly marine club conducted at the primary school of the Perhentian Islands, giving marine environmental awareness to over 200 primary school children. Additional one-off Turtles Need Trees Clubs sessions are being held at four primary schools along the coast of Terengganu. The second aspect of our Community Marine Conservation package is the funding of the initial stimulation of a community group in the Perhentian Islands. Two marine community groups have been very successful in Terengganu (PEWANIS and MEKAR) and we will use

a similar recipe to stimulate a group in the Perhentian Islands. The focus of the group would be to organise cottage industries (Cooking and batik lessons have a good potential) run by the villagers to generate additional income and for the villagers to run their own conservation initiatives (for example beach cleans). Your staff can get involved with the Turtles Need Trees Club and events organised initially for the community group.



### Turtles need Trees



#### Aim

to increase awareness amongst school children regarding the impact of their actions on land to the marine environment;

#### Objectives

1. Run weekly clubs at primary schools throughout Terengganu;
2. Raise awareness amongst the children of Terengganu regarding turtle and marine conservation;
3. Ignite a passion amongst the children of Terengganu to protect their invaluable marine environment ;

The name alone makes you think and it is this thought of how the land and sea are connected is what we want to create. The Turtles Need Trees (TnT) is an education project whereby the children of Terengganu are introduced to the watershed conservation concept. This concept is that the land and sea are contiguous systems and what you input into the land is input into the sea. For example if you throw your rubbish on the street this will probably end up in the sea.

In the future we would like to run clubs at primary schools throughout the whole of Terengganu and the turtles feeding grounds in Sabah and Sarawak. HOPE wants to expand the project into secondary education through experiential fieldtrips for schools and local groups in Terengganu and other areas.

### Includes

- 3 talks given to your staff at your head quarters – before, mid season and after the season to give progress updates;
- 10 staff can join for 3d 2n package including a school session and marine community group meeting;
- Monthly report including your logo which can be used for promotional purposes;
- Logo on all products and buntings;
- Logo on our website – [www.helpourpenyu.com](http://www.helpourpenyu.com);
- Logo included in all videos uploaded to the internet;



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## Sea Turtle Conservation

### Sponsorship Package

|             |                        |
|-------------|------------------------|
| Cost        | RM50,000               |
| Duration    | 1 year                 |
| Extra staff | RM500 per pax for 3d2n |

The turtle conservation sponsorship package allows Help Our Penyu to expand its influence. Your support will enable a [second nesting beach in Perhentian to be protected](#), improve amenities in the village to ensure volunteers can stay in the village fulltime increasing economic benefits for the villagers and will [fund two portable information booths](#) to educate tourists around the islands. Your staff can join our project in Perhentian either on a weekly basis (1 staff member per week) or as small groups throughout the season. Involving your [staff in our 3day 2night turtle volunteer experience](#) enables them to experience marine conservation first hand and how your company is benefiting conservation in Malaysia. You could offer the package as an incentive for your staff for good performance or use them as competition prizes to engage your customers.

### Includes

- 26 3d 2n volunteer experiences can be allocated 1 per week or in groups of 4;
- Certificate for all participants volunteering in Perhentian;
- Logo on both info booths helping to associate your company with marine conservation to tourists every weekend throughout the tourist season;
- 3 talks given to your staff at your head quarters – before, mid and after the season;
- Monthly project update report including your logo which can be used for promotional purposes;
- Logo on all products and buntings;
- Logo on our website – [www.helpourpenyu.com](http://www.helpourpenyu.com);
- Logo included in all videos uploaded to the internet;
- Logo on annual report;

### Contact us

|            |  |
|------------|--|
| Website -  | <a href="http://www.helpourpenyu.com">www.helpourpenyu.com</a>                 |
| Twitter -  | @helpourpenyu  |
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