

360 SHARK EXPERIENCE

SPONSORSHIP OPPORTUNITY



A SHARK STORY
AN IMMERSIVE EXPERIENCE

**PARTNER WITH A
UNIQUE CONSERVATION
ENGAGEMENT PROJECT**



ONE OCEAN: A SHARK STORY

AN IMMERSIVE JOURNEY INTO THE WORLD OF SHARKS

PROJECT OVERVIEW

A brand-new film created specifically for immersive domes and science centres. In partnership with Real Ideas, the Shark Trust is embarking on a new way to engage audiences in the wonderful world of sharks. This is not just another ocean documentary, where the audience passively watches. This is an invitation to step beneath the waves and **experience** the lives of sharks and the people who protect them.

FILM HIGHLIGHTS

Global Journey:

Filmed across Asia, North America, Africa, and Europe, the film captures diverse shark species in their natural habitats, from the Bahamas to the Philippines.

Featuring unique experiences with key shark and ray species:

- ▶ **Blue Shark:** Known for their vast migratory patterns, these elegant creatures are a highlight off Cornwall and in South Africa.
- ▶ **Great Hammerhead:** Filmed in the Bahamas, these iconic sharks are central to thriving shark tourism.
- ▶ **Sand Tiger Shark:** Critically endangered, yet often found in groups off North Carolina.
- ▶ **Common Thresher Shark:** Elusive and rare, observed in the Philippines.
- ▶ **Caribbean Reef Shark:** Essential to the Bahamas' diving industry, these sharks demonstrate the economic value of conservation.
- ▶ **Oceanic Manta Ray:** Featured in Mexico, though not a shark, its inclusion emphasizes biodiversity.
- ▶ **Whale Shark:** The gentle giants of the Philippines, challenging misconceptions about sharks.
- ▶ **Oceanic Whitetip Shark:** Once abundant, now a symbol of the devastating impact of overfishing.

WHY IMMERSION?

Unlike typical documentaries, this film plunges viewers into the underwater world, swimming alongside sharks and witnessing their grace and majesty firsthand.

Neuroscience tells us that immersive storytelling activates the brain's memory centres, making the experience **more like a lived event** than passive observation.

Emotional engagement leads to increased empathy and a greater likelihood of behavioural change. This is **a powerful tool to engage audiences** in conservation action to protect sharks.

PROJECT OUTPUTS & OUTCOMES

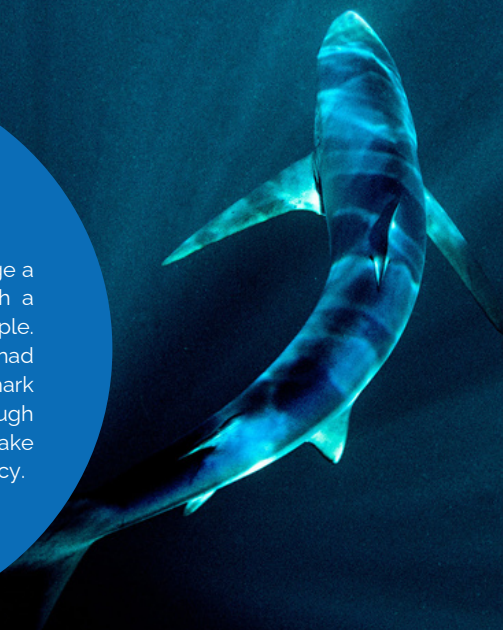
-  Creation of Immersive Shark Experience Film
-  Delivery of Immersive Shark Experience in domes around the world
-  Creation of educational resources for teachers
-  Fostering empathy through immersion and storytelling
-  Income-generating licence model to support future conservation delivery



This is an opportunity to help people not just learn about sharks, but to **feel** something for them. To be inspired to become part of the solution to the conservation crisis faced by these remarkable animals



One Ocean: A Shark Story will engage a broad spectrum of people but with a focus on families and young people. We aim to reach people who have had little previous engagement with shark diversity or conservation. Through immersive experience, we'll make connections and leave a lasting legacy.



MAIN SPONSOR OPPORTUNITY - £35,000

Investing in "A Shark Story" is more than supporting a film; it's a pledge to ocean conservation, education, and fostering global awareness about the essential role of sharks in our ecosystems. And you'll be associating your brand with a credible, effective shark and ocean conservation charity with global reach.

Additional Sponsor Benefits

- Logo featured on dedicated website
- Main sponsor billing on immersive dome film screenings.
- Featured in press and media releases.

This project forms a part of the Shark Trust's Community Engagement Programme - connecting people and communities with sharks and the ocean, Scan the QR code to find out more.



So far we've received support from the following:
The Bahamas Ministry of Tourism, Investments & Aviation - supported filming in The Bahamas
Diverse Travel - Supported filming in Socorro, Mexico & South Africa.



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The **Shark Trust** is a leader in global shark conservation.
A credible partner with a multi-decadal track record in policy change, collaborative conservation action and public engagement.

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