

Irish Whale  
and Dolphin Group



# Evidence-based cetacean conservation for Ireland

MAKING OUR BUSINESS, OF SUPPORTING WHALE AND DOLPHIN CONSERVATION IN IRELAND, PART OF YOUR BUSINESS.



# Thank you for your interest in the Irish Whale and Dolphin Group and our partnership guide.

As a partner of the IWDG, your business can support environmental stewardship, demonstrate corporate commitment, and contribute to marine conservation.

Charity No. CHY 11163 ~ Charity Regulatory Authority No.20029913

As Ireland's leading marine conservation NGO and registered charity, we've been working towards the conservation and better understanding of cetaceans (whales, dolphins and porpoises) in Irish waters for over three decades. As part of our commitment, we don't limit ourselves to advocacy; we conduct extensive research both nationally and internationally, implement education programmes, engage in welfare activities, and promote collaborations with diverse stakeholders, including other organisations, third-level institutions, and industry partners.

With a strong presence in mainstream media and a vibrant social media profile, our work reaches audiences worldwide, creating impactful campaigns. Additionally, IWDG's consultancy division, specialising in ecological services, has also delivered valuable insights and solutions for numerous clients, demonstrating the practical impact of our work.

We all share a responsibility to ensure that our oceans and the incredible marine mammals that inhabit them have a sustainable future.



# Your Support will make a difference.

Partnering with us is a positive action towards your corporate responsibility and comes at a time when more is being asked of companies to help in the fight against climate change, biodiversity loss and habitat degradation. With limited resources, we are doing what we can towards making Irish waters a better place for whales and dolphins, but we can achieve so much more with your help. We hope that your business will join us in improving Ireland's marine protected areas, so that these magnificent marine mammals continue to return to our inshore waters for generations to come.

## WAYS TO PARTNER WITH US.

### Company Membership

Company membership is a simple way of supporting whale and dolphin conservation and research in Ireland, so that these magnificent marine mammals can continue to live and thrive here for generations to come.

**The annual company membership fee starts at €250 plus VAT (your company can claim a tax deduction for the donation as a trading expense).**

### Corporate Sponsorship

Investing in whale and dolphin conservation remains our top priority. We are looking for partners who share our passion and can add value to our conservation and research programmes.

**Our team will assist you in finding a match for your interests and highlighting the impact you can make through education, research or animal welfare.**

### Employee Engagement

A wide range of staff engagement opportunities are available throughout the year, from citizen science programs to IWDG memberships to volunteer opportunities.

- Become an IWDG member
- Become a citizen scientist by reporting your sightings and stranding to us
- Take part in a whale watching course or become a live stranding responder





## COMPANY MEMBERSHIPS

The IWDG company membership program is an effective way to support whale and dolphin conservation in Ireland, so that these magnificent marine mammals can continue to thrive here for generations to come. Each company has unique needs, which is why we offer simple membership packages that offer flexibility to ensure you get the most from your support.

Because we receive little or no government funding, your contribution will enable us to continue to shape policies and advocate for cetacean conservation in Ireland. Join us today to make a meaningful contribution to marine conservation.

## What does the annual package include?

### Level 1 – Entry Level

- Membership certificate
- IWDG Welcome Pack with Guide to Ocean Giants and IWDG Policy Document
- Acknowledgement in our Annual Impact Report

Membership fee is €250 plus VAT (your company can claim a tax deduction for the donation as a trading expense)

### Level 2 – Supporter

- Level 1 benefits plus
- List your Company on Sponsors Page on IWDG.IE

Membership fee starts at €500 plus VAT (your company can claim a tax deduction for the donation as a trading expense)



## COMPANY SPONSORSHIP

**With over 1,000 members, we are an all-Ireland organisation with a broad network of collaborations within and beyond our national borders.**

We have been a limited company since 1990, providing potential partners with the assurance that investing in the IWDG is a safe decision, backed by a wealth of experience and a successful track record. We coordinate the All-Ireland cetacean sighting & stranding schemes, with a volunteer network of recorders and trained first responders drawn from among our membership and wider community.

**Get in touch with us at [enquiries@iwdg.ie](mailto:enquiries@iwdg.ie)**

### Bronze

- Level 2 Company Membership benefits plus
- Listing in Flukes magazine, the biannual magazine of the Irish Whale and Dolphin Group

Sponsorship fee starts at €3000 plus VAT

### Silver

- Bronze benefits plus
- Listing on Flukes Magazine with Logo
- Sponsorship media launch
- Promote your company on Blubber Bulletin Ezine
- An Annual information talk/training session to your employees on whales and dolphins in Ireland by IWDG staff
- Advertise partnership with the IWDG on your website

Sponsorship fee starts at €6000 plus VAT

### Gold

- Silver benefits plus
- Two information talk/training session to your employees per year on whales and dolphin in Ireland by IWDG staff
- A platform for your company representatives/employees to observe cetaceans on the water or on land with IWDG expert once a year
- Advertise partnership with the IWDG on your products and services

Sponsorship fee starts at €11000 plus VAT



## IWDG AREAS OF SPONSORSHIP

Corporate sponsorship is a powerful social and environmental investment tool. We'll work with you to find a match for your interests and communicate your impact which can be through education, research or animal welfare. Your support can go to the following projects:

### Education:

It is through Education and Outreach that we can raise awareness of our marine environment and the Whales, Dolphins and Porpoises that inhabit them.

You can support our efforts to run workshops and courses on topics like Species Identification and Recording, Live Stranding responder training, and Photo Identification. We also arrange school visits, and the Shannon Dolphin Centre in Kilrush also provides students with the opportunity to see skeletons, hear sounds, and learn about the latest research.

The Floating Classroom is another educational initiative we run aboard IWDG's Research Vessel Celtic Mist, which sails along the coast of Ireland and invites young people to discover more about the marine environment and the cetacean species of Ireland.

With your involvement, we can create a more sustainable, environmentally responsible future through education, inspiration, and conservation.



## IWDG AREAS OF SPONSORSHIP

The core work of the IWDG is to deliver our critically important Sighting and Stranding schemes, which monitor the health of cetacean populations in Irish waters.

### Research:

We run two monitoring programs, the Shannon Dolphin Project, which monitors for Shannon bottlenose dolphins that live in the Shannon estuary SAC all year round, and the Whale Track Ireland project, that aims to uncover the activities of large baleen whales in Irish waters. The data collected through these schemes is used to assess the health of cetacean populations, document species distribution, and investigate causes of mortality. This information can then be used to inform conservation strategies, such as protecting important habitats, reducing bycatch, and promoting sustainable fisheries.

IWDG's Deep Diving & Rare Species Investigation Program (DDRIP) is a new initiative that studies rare and deep-diving whales and dolphins found washed up in Ireland. By supporting this project, we can gain a deeper understanding of these majestic marine creatures, as well as provide valuable data to the scientific community. Through your support, the DDRIP is able to invest in specialised equipment, provide protective equipment, and cover costs associated with the collection and transportation of carcasses.



## IWDG AREAS OF SPONSORSHIP

The Live Stranding Network is a vital part of the IWDG's welfare works. It consists of a network of trained volunteers and experts who respond to reports of live stranded cetaceans along the Irish coastline. These dedicated individuals work tirelessly to assess and assist these animals, with the overarching goal of returning them to their natural habitat whenever possible. The network also plays a crucial role in collecting valuable data on stranded animals, which contributes to scientific research and informs conservation strategies.

### Welfare:

Sandy Salmon's story is a powerful example of the impact of our live-stranding network efforts. On the 1st of June, 2012, the IWDG received a report about a live-stranded bottlenose dolphin at Hannon Strand, Co Kerry. The dolphin did not have any signs of major injury and seemed to be in good physical condition, but she was starting to overheat and her breathing rate was decreasing. Responders Joanne O'Brien (IWDG/ATU) and Barry O'Donoghue (NPWS), with the help of locals, used a tractor with a large transport box to successfully return her to the water. She was observed swimming for 10 minutes before disappearing. Later, in September 2012, the same dolphin shocked researchers onboard a dolphin-watching tour boat from Carrigaholt, when she was seen swimming with a newborn calf. As she was heavily pregnant when she became stranded, two lives were saved that day!

Your contribution plays a crucial role in safeguarding Ireland's marine environment by supporting the training and vital work of our Live Stranding Responders.



## EMPLOYEE ENGAGEMENT

Employees play a pivotal role in any organisation's success, and we understand the importance of fostering a positive and engaging workplace environment. Choosing to partner with Irish Whale and Dolphin Group (IWDG) is a great way for your business to contribute to a cause that resonates with many individuals. The feel-good factor associated with supporting a whale and dolphin charity will undoubtedly enhance employee morale, fostering a sense of pride in being associated with a socially responsible employer.

**A wide range of staff engagement opportunities are available throughout the year, from citizen science programs to IWDG memberships to volunteer opportunities.**

### **IWDG membership**

Join us today and contribute to our cetaceans conservation, education, and research projects in Ireland. We have a variety of membership options available on our website, [www.iwdg.ie](http://www.iwdg.ie).

### **Citizen Science**

Become a citizen scientist by reporting your sightings and strandings to us. Visit our website and download the IWDG Reporting App at [www.iwdg.ie](http://www.iwdg.ie)

### **Residential Whale Watching Course**

Looking for a weekend with a difference? Why not join the Irish Whale and Dolphin Group, Ireland's leading marine conservation NGO, on a weekend whale-watching course in West Cork. Enquiries and further details, email [padraig.whooley@iwdg.ie](mailto:padraig.whooley@iwdg.ie), Sightings Officer

### **Live Stranding Responder**

Take an IWDG Live Stranding course and join the Live Stranding Network in Ireland. Enquiries and further details, email [gemma.oconnor@iwdg.ie](mailto:gemma.oconnor@iwdg.ie), IWDG Live Stranding Network Coordinator

### **Book a Speaker with us.**

We can also provide a speaker for your company. Would your organisation be interested in learning more about Whales, Dolphins and Porpoises in Irish waters? If so, the IWDG can provide highly experienced speakers to deliver an interactive presentation to your organisation's members. Enquiries and further details, email [enquiries@iwdg.ie](mailto:enquiries@iwdg.ie)





The Irish Whale and Dolphin Group (IWDG), established in 1990, is Ireland’s leading marine conservation charity (CHY11163), dedicated to the “conservation and better understanding of cetaceans (whales, dolphins and porpoises) in Irish waters and other , through study, education and interpretation”. We are a company limited by guarantee and registered in Dublin, with our head office in Merchant’s Quay, Kilrush, Co. Clare V15 E762. As an All-Ireland Non Governmental Organisation, our growing and diverse membership is drawn from around the Island of Ireland and our high profile work is regularly featured on both mainstream and social media.

Through its ongoing research initiatives the IWDG contributes significantly to scientific knowledge. By conducting surveys, collecting data, and collaborating with researchers both nationally and internationally, the group improves the knowledge of cetaceans population and distribution in Irish waters. This research is essential to informing conservation strategies and policy decisions aimed at safeguarding these species and their habitat.

The IWDG also plays a crucial role in education and ocean literacy. Through outreach programs, educational resources and citizen science projects, the group empowers individuals to take part in marine conservation. By raising awareness about the importance of protecting these animals and their environments, the IWDG encourages people to take responsibility towards preserving Ireland’s rich marine biodiversity.