

Protect Coral Reefs by Sponsoring a Reef Etiquette Sign

Adopt-a-Sign Program

You select a location and “adopt” the sign by funding its purchase and installation . . .



. . . we include your logo and the name of your business or organization on the sign . . .

. . .and visitors and residents learn how to be better coral reef stewards!

Thank you for your interest in sponsoring the installation of a Reef Etiquette sign! We really appreciate your support of this stewardship project!

Sincerely,

Reef Etiquette Sign Design Team

Liz Foote, Hawaii Field Manager, The Coral Reef Alliance & Executive Director, Project S.E.A.-Link

Russell Sparks, Education Specialist, Hawaii Division of Aquatic Resources, Maui

Megan Webster, former Makai Stewardship Coordinator, Maui Land & Pineapple Co., Inc

Geoff Moore, Silver Moon Art & Design

Information You Need to Confirm Your Order and Move Forward Selecting a Site and Installing Your Sign

Providing Logos:

We have incorporated a 'sponsorship box' into the design of the sign to recognize the individual(s), company, or organization that sponsors a sign at a particular location. Please send full color "vector" .eps logos (typically created in Adobe Illustrator) over e-mail to Geoff Moore at geoffm@hawaii.rr.com. If you do not have a "vector" logo, please e-mail a 300 dpi tiff or jpg at the rough size of 4" x 3".

Payment Information:

The cost of a single sign is \$1,739.57 (including GE tax); orders of multiple signs will reduce the cost (1-4 signs: \$1,739.57 per sign; 5-9 signs: \$1,588.53 per sign; 10-15 signs: \$1,531.24 per sign). Geoff Moore will handle the ordering process, and will send you an invoice for the total amount of the sign once you confirm your order. Because shipping costs will vary depending on the specific number of signs per order, the above is the maximum cost per sign including shipping. It's possible that the cost per sign will be less than the prices above if shipping costs drop with larger orders. Therefore, you will be billed for 60% of the cost as shown above before the sign is produced, and the balance of the cost will be billed when the sign is delivered. This will allow for billing of the accurate cost per sign including shipping once the sign is delivered, which will not exceed the prices shown above.

Also please note that since you are ordering a product from a vendor (Silver Moon Art & Design), it is not considered a tax-deductible donation but may however be considered a business expense (please consult with your accountant to confirm).

Sign Delivery:

After we place the order, it can take several weeks for the signs to be produced and delivered from the mainland. All the signs from each order will be delivered to a single location, so we will notify you when your sign has arrived, and you can make arrangements to pick it up.

Site Selection and Permitting Issues:

It will ultimately be your responsibility to: 1) determine whether a sign is appropriate in the desired location (obtain community support); 2) investigate whether a permit or special permission of any kind is necessary for the site you have selected; and 3) obtain the needed approval from the agency or agencies under whose jurisdiction the site falls. Our team may be able to assist you in this process, and can certainly help you connect with others that can provide assistance. We can also assist with inquiries regarding permitting and installation issues for Maui locations; we have obtained pre-approval for many sites under county jurisdiction. Private property owners should be able to place a sign anywhere on their private property without first obtaining any type of permit. Please stay in communication with us so we can help you to determine the most appropriate spot for your sign.

Sign Installation:

You will be responsible for the installation of your sign. There are many in the community who may be willing to donate their services to help you install your sign. For hotels and resorts, we have found that the property's engineering department typically has the expertise, tools, and supplies necessary to complete the installation. Our design team may be able to help connect you with individuals, companies, and organizations that can help, so please contact us if you have any questions or require further guidance.

If you are ordering a sign for an island other than Maui, you can help advance our program by sharing the names of community members willing to volunteer their services to get the sign installed.

If you will need to contract a company to install your sign, be prepared to pay somewhere in the neighborhood of \$750-\$1,250.

Specifications for Sign Installation:

At the end of this document you will find diagrams that show the pedestal and how the sign itself mounts to it, as well as diagrams for installing the pedestal to a new concrete footing.

Security bolts and a hex key required to mount the sign to the pedestal are provided. The threaded inserts for the bolts on the back of the signs will come bored out and ready for assembly. It is possible that you will need to provide stainless steel washers to make up for any extra space between the security bolt heads and the pedestal "L" bracket.

The hardware required to mount the pedestal into the concrete footing shown on the third spec sheet does **NOT** come with the signs. The diagram shows "L" bolts, also called "J" bolts, set into a concrete block. This type of installation requires the concrete to be set with the bolts in place. The vendor suggests creating a cardboard template based off of the bottom of the pedestal stand for setting the "L" bolts into the concrete when it's poured.

It is also possible to install these signs into existing concrete footing using a concrete drill and special anchors and screws ("L" bolts can't be drilled into existing concrete).

Sign Security, Durability & Vandalism Issues:

The signs are made out of a high pressure laminate that is guaranteed not to fade in the sun or other outdoor conditions for ten years. The material is also resistant to spray paint, as it can be cleaned with paint remover or similar chemicals without damaging the sign.

Sponsors will assume a "caretaker" role for their sign, and assume responsibility for it upon receipt. Please be aware that there is always the possibility of vandalism or theft of the sign, and consider those factors when you choose a site for installation. Also note that the warranty only covers the sign's resistance to sun exposure; signs will not be replaced if stolen or vandalized. While considered an unlikely scenario, we have outlined a few simple things that can be done to help deter theft and vandalism.

The security bolts that fasten the sign to the pedestal require a special hex key (provided) to remove the bolts. The bolts and washers you will need to provide to mount the pedestal into a cement footing will probably be standard hardware, so there is a possibility someone could remove the washers and take the whole pedestal with the sign. To protect against this possibility, epoxy can be used on the washers/bolts, or you can smash the threads on the bolts after the sign has been installed to prevent someone from unscrewing the washers. Some of

our sponsors have also chosen to use epoxy on the security bolts that mount the sign to the pedestal. Be aware that using epoxy or damaging threads on bolts will require cutting the bolts if they need to be removed in the future for any reason. Another potential modification some have used to protect against damage is to simply install a clear piece of acrylic over the sign.

Contact Information:

Please contact Liz Foote for general information about the project or to discuss sponsorship and site locations for Maui and Hawai'i Island. Sponsors should contact Geoff Moore for ordering and invoicing information.

Liz Foote: (808) 669-9062 home/office; 283-1631 (mobile); Lfoote@coral.org

Geoff Moore: (808) 579-6402 (office); 572-1963 (mobile); geoffm@silvermoonmaui.com

More Background on the Sign:

"Respecting Coral Reefs" teaches visitors and residents how they can respect and help protect the delicate coral reef ecosystem. This sign is intended to be placed anywhere people can benefit from reef etiquette tips. The content was developed by the design team of Liz Foote, Megan Webster, and Russell Sparks, with extensive input from many individuals, organizations, and agencies statewide. The graphic design was done by Geoff Moore of Silver Moon Art and Design, and the beautiful images were donated by photographers across the state (Mike Roberts of Reeflections Underwater Photography, Brandoch Calef, Heather Spalding, John Hoover, George Balazs, Ziggy Livnat, Russell Sparks, and Liz Foote.) The Reef Etiquette sign was designed to be general enough to apply anywhere in the state; potential sponsors can contact the design team for more information.

The sign itself is a 36" x 24" (1" thick with rounded corners) Full Color Exterior Laminate Sign, with a ten year warranty against fading. Your order will include the sign, as well as its double post cantilever pedestal. You will need to obtain the minor hardware necessary (bolts, washers, and nuts; see schematic) to connect the base plate to the concrete base.

The sign is also available as a poster that can be displayed by businesses, organizations, or schools for educational purposes; please contact Liz Foote for more information.

CORAL has created a page on its website to provide more information about the sign and with an up-to-date list of locations and sponsors: http://www.coral.org/hawaii_reef_signs

Respecting Coral Reefs

We all have a role to play in preserving and protecting Hawai'i's coral reefs. Hawai'i's reefs provide a home for over 7,000 species of marine plants and animals, 25% of which are unique to Hawai'i. Healthy coral reefs are important to all Hawai'i residents and visitors. Please do your part to care for Hawai'i's reefs.

Coral Reefs Are Alive

Coral reefs are living animals that eat, grow and reproduce. They provide food and shelter for fish and other marine life. As a swimmer, snorkeler or diver, you can easily damage living coral by touching, kicking and stepping on it. It only takes seconds to damage a reef, but it may take decades for it to recover. You can help protect Hawai'i's corals by viewing the reef from a distance.



A close-up of individual coral animals, or polyps. Corals are close relatives of sea anemones and jellyfishes.

Standing on the reef as shown here can damage and even kill the living animals.



Sargassumfishes are important grazers on the reef.

Fish Don't Need Feeding

Fish feeding has been shown to alter the natural community structure of the reef, and promote aggressive behavior in fishes. Please allow the fishes to eat their natural food... many of them play an important role as grazers, keeping seaweed growth in check. Help the reef and stay safe; please leave the fish food at home.

Feeding fishes can result in bite wounds such as this.



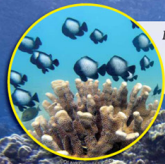
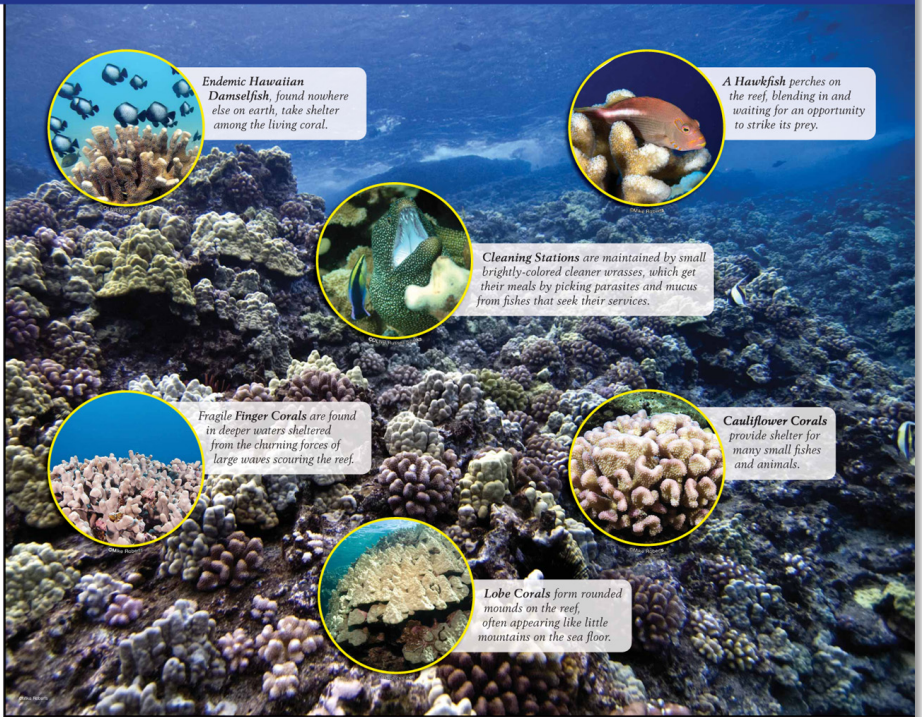
Respect Marine Life

Please enjoy marine wildlife from a distance. Animals such as turtles, dolphins and monk seals may be very sensitive to human disturbance, and are protected by law. Never handle, chase, or harass any type of marine life. Please respect them and their habitat. Keep your distance and take photos rather than souvenirs.



Please give turtles and other marine life plenty of room.

This type of harassment disrupts the animals' natural behavior, and can affect their ability to rest, feed, and reproduce.



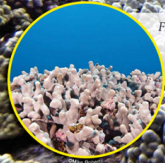
Endemic Hawaiian Damselfish, found nowhere else on earth, take shelter among the living coral.



A **Hawkfish** perches on the reef, blending in and waiting for an opportunity to strike its prey.



Cleaning Stations are maintained by small brightly-colored cleaner wrasses, which get their meals by picking parasites and mucus from fishes that seek their services.



Fragile Finger Corals are found in deeper waters sheltered from the churning forces of large waves scouring the reef.



Cauliflower Corals provide shelter for many small fishes and animals.



Lobe Corals form rounded mounds on the reef, often appearing like little mountains on the sea floor.

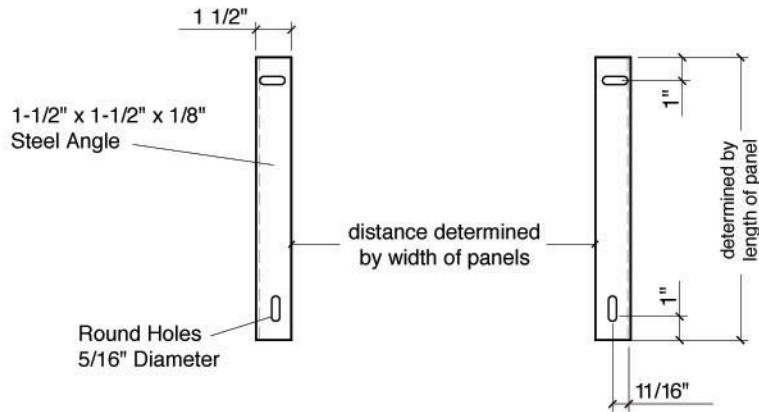
This sign was made possible through the funding and technical support of the following agencies & organizations:



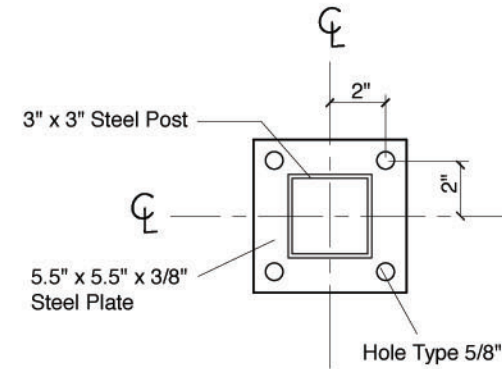
Sponsorship Box examples:



Mounting Bracket, Base Plate & Bolt Specifications



1 Mounting "L" Shaped Brackets



2 5.5" x 5.5" Base Plate (3x3 Post)

1/2" panel support

TAMPER RESISTANT BOLT:

- Button-head anti-vandal screws
- 1/2" long x 1/4" - 20 thread
- Stainless steel

INSERTS:

- Helicoil threaded inserts
- 3/8" long x 1/4" - 20 thread
- Stainless steel

3/4" panel support

TAMPER RESISTANT BOLT:

- Button-head anti-vandal screws
- 5/8" long x 1/4" - 20 thread
- Stainless steel

INSERTS:

- Helicoil threaded inserts
- 1/2" long x 1/4" - 20 thread
- Stainless steel

1" panel support

TAMPER RESISTANT BOLT:

- Button-head anti-vandal screws
- 3/4" long x 1/4" - 20 thread
- Stainless steel

INSERTS:

- Helicoil threaded inserts
- 3/4" long x 1/4" - 20 thread
- Stainless steel

Included with all orders:

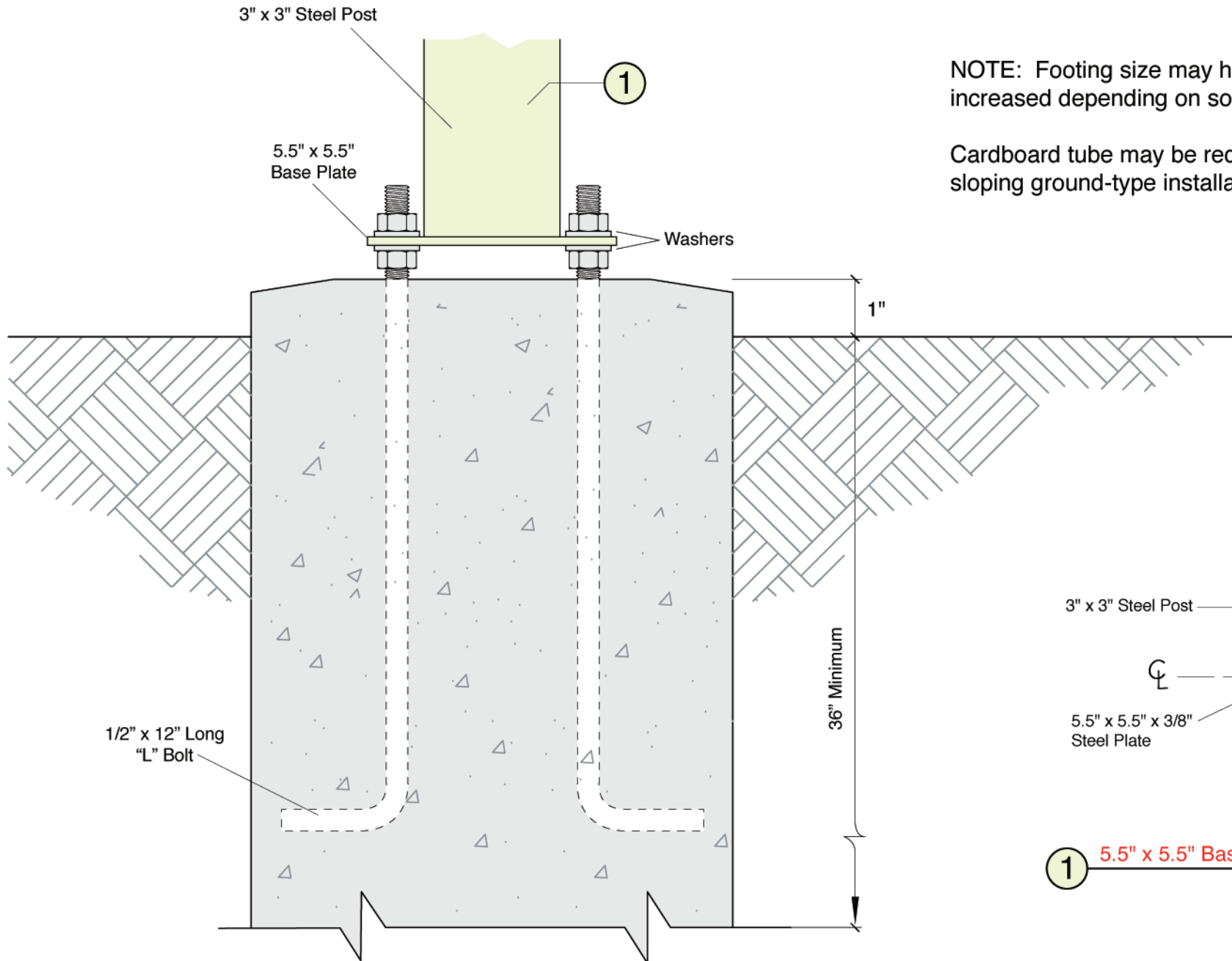


Anti-vandal hex key - Qty. 1
(size 5/32")

IMPORTANT!

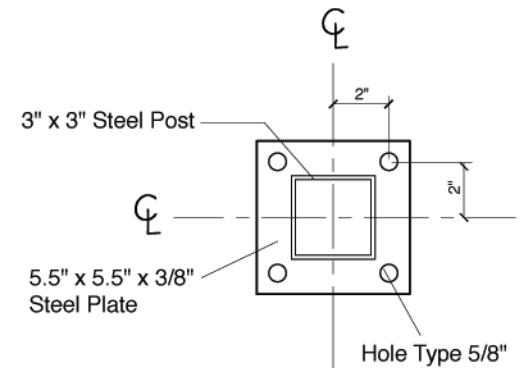
If "L" bracket is thinner or thicker than 1/8" (standard), screw length must be selected accordingly.

Concrete Footing Specifications



NOTE: Footing size may have to be increased depending on soil conditions.

Cardboard tube may be required on sloping ground-type installations.



1 5.5" x 5.5" Base Plate (3x3 Post)