

Under the Sea
sredens@underthesea.com

504-362-9035

Website: <https://sophieedens.wixsite.com/underthesea>



Business Package

Brand Statement

Under the Sea strives to provide a uniquely magical and unforgettable experience to people of all ages. Too long mermaids have been figments of the imagination, but Under the Sea can bring the magic to life! Our mission is to bring joy to others through our entertainment options, such as children parties or aquarium visits to swim alongside the creatures from the deep. We provide fitness classes and our Mermaid Academy for adult mermaids and little guppies alike. Don your own glittering mermaid costume, which you can keep to take for future swimming activities!

Our vision is to blossom, expand with more mermaids who can participate in events, coordinate with companies for charity events, and spread the magic to other parts of the United States. But that is not our only vision. We want to spread awareness of environmental issues affecting other regions of the world and the wildlife in our oceans. Issues such as global warming and water pollution, which our mermaids are dedicated to teaching our audiences, and certified instructors on the topics. Together, through entertainment and events such as aquarium swims, free workshops, and classes, we can raise awareness to the problems our Earth's waters face.

We cannot fulfill our mission and our vision without the help of dedicated, compassionate individuals and organizations alike. We are frequently hiring new mermaids, new instructors, and investing our time with non-profit organizations that also raise awareness with the troubles in the deep. If you are interested in donating to our cause, please contact our CEO, Sophie Edens, at sredens@underthesea.com. Your donation will fund our free public workshops and events. Additionally, if your contribute even \$5, you will receive a "Thank You Package" with exclusive gifts and information detailing how your donation is being used. Through your donation, we can create a more serene, magical atmosphere and raise awareness of environmental problems.

Audience Analysis

At Under the Sea, we have two targeted audiences: those who wish to have a magical experience with mermaids, and those who are dedicated to saving our oceans. There is never an exact age when the magic may fade, or that people may lose their belief in magic. But there are always those

who still hold onto their beliefs, or who simply enjoy a magical entertainment. Under the Sea has performed at birthday parties (boys and girls alike of all ages), aquarium visits, live performances at Disney, and for business events in hotels. We provide Mermaid Academy for all ages, and even include customized, free mermaid attire for our customers to keep. Additionally, we offer fitness classes for unique physical activity. All of these done with bright smiles and a bubbly attitude!

For our audience who are dedicated to saving our oceans, we host free workshops, teaching new methods for reducing waste, personal options for cleaning oceans, and giving speeches on developing technology and methods for environmental conservation. Frequently, we work with other organizations such as Oceana, Ocean Conservancy, and the Marine Conservation Institute. We work to gather waste from the ocean surface and floor, reducing the risk of said trash harming the marine life.

Here at Under the Sea, we bring the magic of mermaids and the love of our clean oceans together in a supportive, fun-filled business. Together, we can make a difference in the life of others and the life of our waters.

Digital Logo:



Website:

<https://sophieedens.wixsite.com/underthesea>