



CORPORATE ASSOCIATION



By choosing to support or sponsor at Wildwood you are demonstrating your corporate commitment to conservation, British wildlife and biodiversity in your region and beyond.

Align your brand and promote your CSR

Your brand association will reach our 200k annual park visitors and your business will benefit from our global digital and media reach of millions (see below). We will work with you in communicating your support to your customers and your target audiences, to ensure people understand the importance of the work you are enabling. Your support of Wildwood provides an inspirational way to demonstrate your corporate social responsibility and improve your carbon footprint.

What you will be supporting

As a leading British animal conservation charity, The Wildwood Trust is dedicated to saving the UK's most threatened wildlife. Our ground-breaking conservation programmes currently include Wilder Blean, a project to bring bison to the Blean Woods, Restoring The Chough To Kent, a project to breed and release the almost- extinct chough (chuff) to the south coast, and Bringing Back Britain's Wildcats, a national reintroduction of the functionally extinct native cat species.

Our projects are high profile and attract global media interest. Local MPs, Councillors and an increasing number of celebrities such as Paul O'Grady and Alan Titchmarsh, support our work.

The Wildwood Trust runs Kent and Devon's best British wildlife parks. The Trust is home to over 200 native animals, past and present and each park is set in 40 acres of beautiful ancient woodland. Across our parks, visitors can see bears, wolves, bison, deer, owls, foxes, red squirrels, wild boar, lynx, wild horses, badgers and beavers plus many more.

How your business can work with Wildwood

- | Corporate Animal Adoptions from £250
- | Animal Sponsorship from £1000
- | Park Sponsorship (your choice of enclosure or feature) from £2000
- | Headline Sponsorship (major enclosure or new project) from £5000

Each support option comes with a package of benefits for your business, which can be adapted to fit your priorities.



WILDWOOD'S AUDIENCE REACH

225,000 annual park visitors 350,000 annual website users

facebook

| **Reach:** 30,000 per week
| **Engagement:** 7,000 per week
| **Followers:** 85,496

twitter

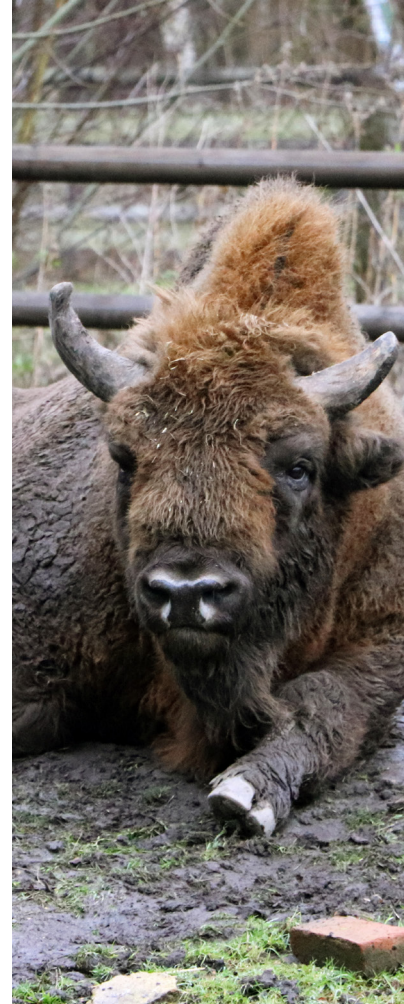
| **Impressions:** 5,500 per week
| **Profile Visits:** 600 per week
| **Followers:** 8,738

Instagram

| **Accounts Reached:** 3,100 per week
| **Accounts Engaged:** 375 per week
| **Followers:** 13,848

YouTube

| **Views:** 2,000 per week
| **Watch Time:** 61 hours per week



Media Reach

In the final quarter of 2021, Wildwood's conservation projects and park events reached over **20 million people** and an estimated value of **£228k**.

Media Channels


THE TIMES

The Guardian



KENT LIFE


Wildlife

WIRED


BBC SOUTH EAST


BBC NEWS


itv


itv NEWS MERIDIAN


PA Press Association


BBC RADIO Kent


KentLive


CBC NEWS

The Telegraph


sky news


METRO


BBC COUNTRYFILE

COUNTRY LIFE


INDEPENDENT

CORPORATE ADOPTIONS

Gold Package - £250 Per Year

- | Corporate plaque at animal enclosure
- | Original plaque to display at your company premises
- | Adoption pack including - certificate of adoption, A4 mounted photo, animal fact sheet
- | 4x individual one-day entrance tickets
- | Facebook thank you post with link to over 80,000 followers
- | Inclusion in our E-newsletter distributed to 45,000 subscribers
- | Listing on Wildwood website Corporate Adopters page
- | Regular Wildwood e-newsletters
- | Links to e-packs for staff fundraising



Platinum Package - £550 Per Year (all Gold Package benefits plus)

- | Platinum adoption plaque at animal enclosure
- | 8x (instead of 4x) individual one-day entrance tickets with optional guided tour
- | Team photo at your animal enclosure
- | Tree dedication in the name or business name of your choice
- | Social media post on Wildwood's LinkedIn, Instagram and Twitter accounts
- | Feature in the Wildwood printed newsletter distributed to 65,000 members



CORPORATE SPONSORSHIPS

Animal Sponsorship - £1000 Per Year

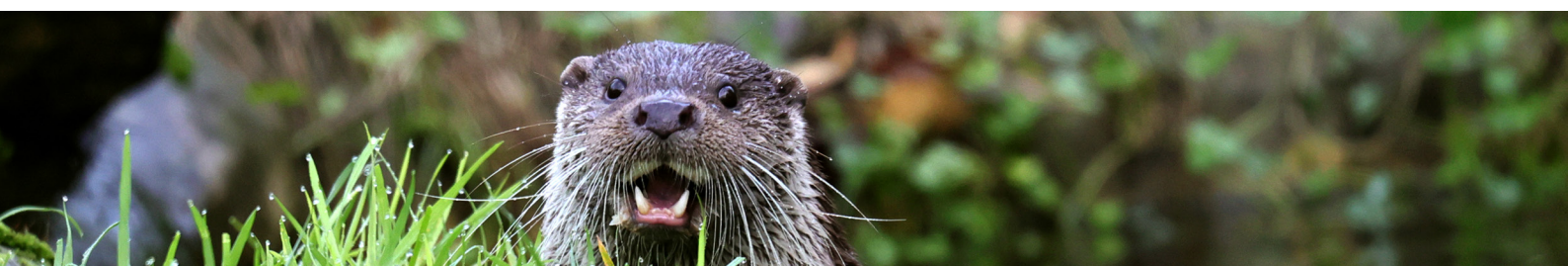
- | Choice of Platinum Package corporate animal adoption
- | Branded sponsor sign at your animal enclosure (instead of platinum plaque)
- | Invitation to Annual Supporters Event at Wildwood
- | Feature plaque on Supporters Acknowledgement Sign at park entrance
- | Key feature on Wildwood Corporate Support webpage with short bio and link
- | Sponsorship certificate to display in your offices
- | Complimentary Sponsor tickets to Corporate Networking events at Wildwood

Park Sponsorship - From £2000 Per Year

- | Animal Enclosure, play equipment, recycling station, picnic area, food and beverage venue.
Fee may vary dependent on enclosure, area or feature sponsored. For exclusivity please contact us
- | Welcome visit for up to 10 people, including park tour, lunch vouchers and leisure time
- | Photo opportunity for press releases at your sponsored area, sent to media and featured on Wildwood Trust website as a news story
- | Branded premium sponsor sign at your sponsorship enclosure or area
- | Invitation to Annual Supporters Event at Wildwood
- | Invitations to special project events
- | Priority listing on Supporters Acknowledgement Sign at park entrance
- | Key feature on Wildwood Corporate Support webpage with short bio and link
- | Conservation talk from one of Wildwood's experts about your chosen species or project.
This can be by Zoom call, at your premises, or as part of the park visit by your company
- | Sponsorship certificate to display in your offices
- | Complimentary Sponsor tickets to Corporate Networking events at Wildwood

Headline Sponsorship (major enclosure or new project) - From £5000

- | All the benefits of Park Sponsorship
- | Headline sponsor sign at your sponsorship enclosure or area
- | Invitation to Annual Directors Dinner for a first hand insight into Wildwood's conservation project work
- | Bespoke opportunities to entertain your staff and clients at our parks, managed by our corporate stewardship team





Animals involved in recent Wildwood projects

**Thank you for your interest in working us at Wildwood.
To find out more about Wildwood Corporate Support please contact**

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