



Marketing with BBOWT

If you have a product which supports wildlife conservation or would appeal to an audience interested in nature, we may be able to provide a bespoke marketing solution. We successfully help to market outdoor clothing, binoculars and bird food and will consider promoting products that are 'nature positive'.

With over 35,000 visitors to our website a month, over 400,000 visitors to our nature reserves annually and with a committed membership of over 52,000 people, we can provide significant exposure to a unique and targeted customer base. Identifying your brand with BBOWT could help differentiation, increase brand recognition and promote customer loyalty.

How to engage with the Berks, Bucks and Oxon Wildlife Trust (BBOWT)

If you are interested in joining us as an Investor in Wildlife please contact Laura Pepper, Head of Fundraising, on laurapepper@bbowt.org.uk or **01865 7754786 (ext 223)**



Our Affinity Marketing Package

By gifting products to the Trust, or through percentage of sales via an advertising campaign that focuses on protecting wildlife, we can create compelling stories to promote our relationship and your products.

We can construct a package tailored to your needs that uses our marketing channels and assets.

This could include:

■ Member Focused Advertising

- Three annual print editions of Wildlife News
- Monthly email newsletters
- Events for members, including the annual conference



■ Multimedia Promotion

- Press releases and articles written for local newspapers
- Social media
- Website recognition
- Videos

■ Visitor Centre Advertising or Retail

Our two visitor centres, which include cafés and small shops, attract over 200,000 people a year including families who are looking for a day out and those interested in wildlife who want to learn more. These centres provide advertising and retail opportunities.



We wanted to show that Celestron is not just about telescopes and binoculars, we also have a deep interest in protecting wildlife. By having a relationship with BBOWT we have been able to get this across to our customers and in turn we found new people who want to use our technology. We continue to have a great experience selling our optical products through the visitor centres and by supporting competitions that BBOWT have been running. We highly recommend others join BBOWT to not only help wildlife but to enhance their business!

Paul Clarke,
Business Development Manager – UK, Celestron



We protect local wildlife through sustainable production and distribution of bird food, and related products. Growing our business, with the small margins involved, requires us to look at innovative marketing techniques. The team at BBOWT have met our expectations, and the customers they find for us come back time and time again. We can recommend working with BBOWT to do help deliver affinity marketing.

Lucy Taylor, Director, Vine House Farm



www.bbowl.org.uk

Photos: Rob Appleby, Katie Gardener, Matthew Roberts