



Sponsoring your Local Wildlife Trust

We offer sponsorship packages, which can improve engagement with staff members and enable your company to benefit from increased brand exposure. Whether your company is interested in supporting species-specific conservation projects, environmental education for local children, wildlife events, nature reserves, urban projects, or wider landscape conservation work, we welcome company sponsorship to help us create an environment rich in wildlife, valued by all.

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)**



Sponsorship Opportunities



As part of a sponsorship arrangement, we can help your company communicate your commitment to the local environment through press releases, newspaper articles, social media, and BBOWT's own digital and print newsletters. Depending on the level of sponsorship support, we can also co-brand projects, nature reserves and events with your company logo.

■ Species-Specific Conservation Projects

For a small sponsorship fee, you can sponsor one of our existing species-specific programmes such as those with water voles, adders and badgers, to name but a few and gain special recognition through a company plaque, the BBOWT website, newsletters and on social media.

■ Education

The number of children regularly playing in wild places has fallen from 40% to 10% in just one generation. Environmental education is a priority for us and 12,000 school children attend our environmental education sessions every year. Your company could sponsor a whole term of school visits, our education bursary scheme, or our Nature Tots programme, or you may want to sponsor an entire education centre. We can use our engagement channels to help promote your support to your stakeholders.

■ Events and Competitions

We run over 350 events every year engaging over 40,000 people, including the Wildlife Zone at BBC Countryfile Live and the Oxford Festival of Nature. As well as these larger events, we run numerous sessions helping people engage in our work - from wildlife talks through to major conservation activity launches. We run competitions to support our events and other activities – the largest of these is the Oxford Festival of Nature photo competition. Your sponsorship can be targeted at an audience you wish to engage with and we can support promotion of your sponsorship via hand-outs at an event or through joint advertising of an event or competition.



■ Nature Reserves

We manage 88 nature reserves covering 2,500 hectares. Your company may wish to simply sponsor the conservation work on the nature reserves by providing volunteers and funds, or may wish to sponsor a nature reserve itself – a longer term commitment of at least three years. This provides joint branding of interpretation signage on a nature reserve, a launch event, and press and communications to support the sponsorship.

■ Urban and Living Landscape Conservation

We have three large living landscape conservation projects on the Upper Thames, in West Berkshire, and on the Bernwood Forest and River Ray. They are all in river catchments and preserve vital wildlife corridors. We engage land-owners and local authorities to maintain ecosystems that not only support wildlife but also clean air, water and provide vital pollinators. We also run urban conservation projects in partnership with Councils in Oxford, Banbury and Milton Keynes. These projects support the enhancement of green spaces in those cities and promote people's engagement in areas which will enhance lives. We can promote your sponsorship of this work through an event, videos, press releases and articles in local newspapers as well as through interpretation signage and leaflets used to promote these projects.

■ Flagship Visitor Centres

We run two visitor centres at College Lake in Bucks, and the Nature Discovery Centre in Thatcham. Together they attract nearly 200,000 visitors a year. If you are interested in sponsoring facilities on site (such as bird hides) or wish to sponsor the centre as a whole - we can provide three-year sponsorship packages to suit the needs of your company. There are opportunities to promote your sponsorship through a naming event, interpretation signage, press releases and articles in local newspapers.



Panasonic has been delighted to sponsor our local Wildlife Trust for many years. We support vital conservation work at our local nature reserve, ensuring the precious heathland is protected for wildlife and local people. Our employees have a close connection with the site, and follow its progress year-on-year. As a company, we are committed to keeping environmental management at the core of what we do, and to drive sustainability across society, from businesses to homes. Sponsoring our local Wildlife Trust is one way in which we can work towards this goal.

**Simon Eves, General Manager,
Panasonic UK**

