

Reach new markets by becoming a

CORPORATE SUPPORTER of COLCHESTER ZOO

Colchester Zoo is well known for its conservation efforts and a great place for family and friends to unite for a fun filled day out. With visitors travelling from all over the world to visit, Colchester Zoo is a great location to use innovative marketing to gain new interest and increase brand recognition.

With just under 1 million annual visitors and over 50,000 Zoo Passholders, the opportunities are endless, with your company being seen by a wide audience!

With a number of different corporate opportunities suitable for a variety of budgets, by becoming a corporate supporter of Colchester Zoo you'll also play a huge role in assisting our conservation efforts and further development.



A tall giraffe with a brown and white patterned coat stands prominently on the left side of the image. In the background, a modern building with large glass windows and a dark roof is visible. The building has "COLCHESTER ZOO" written on its facade. The scene is set against a clear blue sky with some greenery and a paved area in the foreground.

ABOUT COLCHESTER ZOO

Colchester Zoo is home to 180 species set in over 60 acres of beautiful parkland and lakes thus providing ample opportunity for businesses to build their brand to a wide audience.

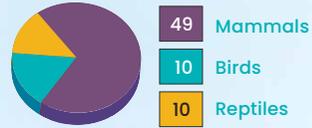
Colchester Zoo's mission is to provide a first-class experience for all its visitors and at the same time further understanding and respect for animals. This is not only done through interpretation and the experience but also by maintaining and developing an education programme from pre-school to degree level.

Colchester Zoo is privately owned and does not receive any external funding. Funding the zoo's further development, as well as assisting projects in the wild is only possible with the support of the community through all their visits and the funds Colchester Zoo receives from retail and catering sales.

CONSERVATION

A large number of the 200 species at Colchester Zoo are classified as threatened, endangered or critically endangered in the wild. To aid the conservation of these threatened species, many are part of the European Ex Situ Breeding Programmes (EEPs).

69 species are part of breeding programmes.



Our curators sit on the species committees for over 20 EEPs; their role being to provide advice and assistance to the programme coordinator, helping to manage and maintain the European population.



© Jamie Reeve

Our tiger cubs were born as the result of a successful breeding programme

ACTION FOR THE WILD

Charity No. 1105621

Action for the Wild is Colchester Zoo's charity dedicated to assisting conservation projects worldwide including its own project, the UmPhafa Private Nature Reserve in KwaZulu Natal, South Africa.

Our charity provides both financial and technical assistance and aims to raise awareness with local people in community conservation programmes, as well as supporting conservation research work.



UMPHAFa

Private Nature Reserve

For more information, visit
www.umphafa.org

Colchester Zoo and Action for the Wild purchased land to form the UmPhafa Private Nature Reserve in 2005. We have since been working to rehabilitate the land and recreate the historic animal populations on the reserve.

Recent key reserve work has included:

- Creating a bonding facility for African wild dogs to form new, unrelated packs.
- Regular translocation of nature species onto and off of the Reserve to manage blood lines.
- Opportunities for placement positions on the Reserve, from 2 - 12 weeks in duration, to gain conservation skills and knowledge

The reserve is home to many amazing species, including giraffe

A GREEN ZOO

Our ultimate aim is to lower our waste and recycle whatever products we can, as well as continue to reduce our ultimate landfill contribution.

Energy Efficient

In order for us to become more self-sufficient, a number of biomass boilers have been installed to help reduce our carbon emissions. They run on wood pellets - a waste product from the wood industry.

Waste Reduction

For many years, we have worked to reduce the waste produced by our visitors and recycle the contents of our bins. We are also working to reduce our contribution to landfill.

Responsible Produce and Packaging

All our food is sourced as locally as possible and we work to ensure that our ingredients do not conflict with our conservation policies.

Palm Oil Statement

Colchester Zoo is committed to continuously working to purchase products for our catering and retail facilities that avoid the use of palm oil or use only RSPO certified sustainable palm oil for any new products we introduce.

Waste not want not

Many of our animals enjoy enrichment, kindly provided by donators. Donations also include fruit and veg that is riper than consumers would prefer, but is perfect for our animals!



Installation of one of our biomass boilers



CORPORATE PACKAGES AVAILABLE

We have a number of packages available
to choose from -

Digital Corporate Supporter

Corporate Animal Supporter

Corporate Zoo Sponsor

Please see the following pages for more
details about each package.

If you are interested and would like to
discuss any of the corporate opportunities
with us, please contact our team at:

marketing@colchesterzoo.org

01206 331292 ext .465

All packages are valid for 1 year from a specified start date
and can be renewed. If renewed consecutively
a 10% discount will be honoured.

Digital Corporate Supporter

£500.00 + VAT

This supporter sponsorship includes;

Colchester Zoo Supporter Pack, including pen, keyring and badge.

Digital Certificate for you to print and display at your premises.

Mention of thanks on Corporate Support page on the Colchester Zoo website with a short company bio/logo and link to your website.

One appreciation post on Colchester Zoo's Social Media pages with link to company website within the year of support (Instagram, Facebook & Twitter).

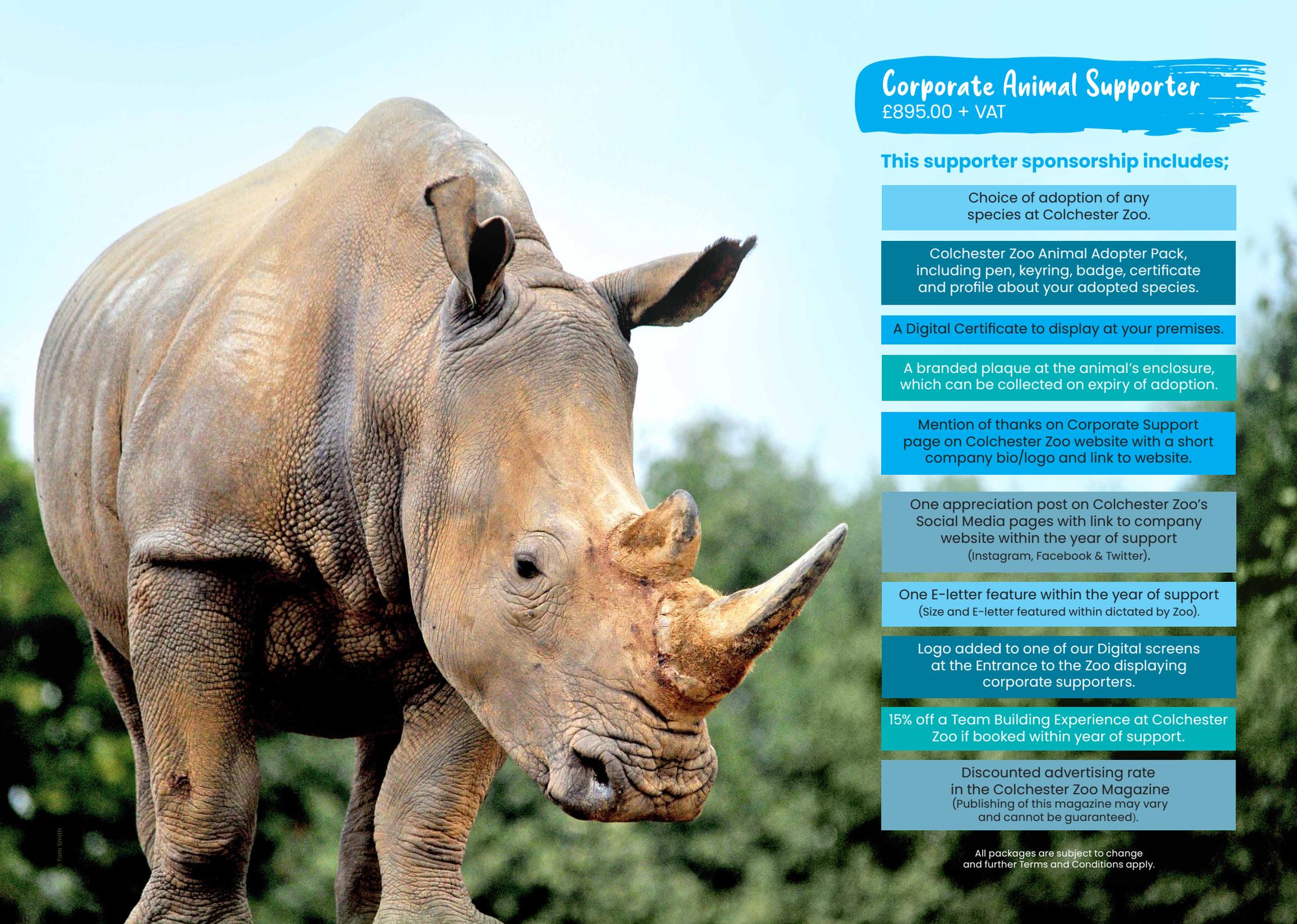
One E-letter feature within the year of support (Size and E-letter featured within dictated by Zoo).

Logo added to one of our Digital screens at the Entrance to the Zoo displaying corporate supporters.

10% off a Team Building Experience at Colchester Zoo if booked within year of support.

Discounted advertising rate in the Colchester Zoo Magazine (Publishing of this magazine may vary and cannot be guaranteed).





Corporate Animal Supporter

£895.00 + VAT

This supporter sponsorship includes;

Choice of adoption of any species at Colchester Zoo.

Colchester Zoo Animal Adopter Pack, including pen, keyring, badge, certificate and profile about your adopted species.

A Digital Certificate to display at your premises.

A branded plaque at the animal's enclosure, which can be collected on expiry of adoption.

Mention of thanks on Corporate Support page on Colchester Zoo website with a short company bio/logo and link to website.

One appreciation post on Colchester Zoo's Social Media pages with link to company website within the year of support (Instagram, Facebook & Twitter).

One E-letter feature within the year of support (Size and E-letter featured within dictated by Zoo).

Logo added to one of our Digital screens at the Entrance to the Zoo displaying corporate supporters.

15% off a Team Building Experience at Colchester Zoo if booked within year of support.

Discounted advertising rate in the Colchester Zoo Magazine (Publishing of this magazine may vary and cannot be guaranteed).

All packages are subject to change and further Terms and Conditions apply.

Colchester Zoo Sponsor

From £2,000.00 + VAT
(price may vary according to location/area sponsored)

There are a number of areas that you can sponsor at Colchester Zoo, such as;

- Main Entrance
- Enclosures
- Facilities
- Play Areas
- Road train
- UmPhafa Private Nature Reserve
- Catering Outlets
- Park bins
- Gift Shop
- Gardens

This supporter sponsorship includes;

Branded sponsorship sign in location sponsored at Colchester Zoo (Sign size and location advised by Zoo).

Two appreciation posts on Colchester Zoo's Social Media pages with link to company website within the year of support (Instagram, Facebook & Twitter).

Colchester Zoo Supporter Pack, including pen, keyring and badge.

Logo added to one of our Digital screens at the Entrance to the Zoo displaying corporate supporters.

A Digital Certificate to display at your premises.

10x day tickets valid for 1 visit each within the year of adoption, which can be used as staff incentives or rewards.

Conservation talk from our Conservation Director, this can be arranged via Zoom or as an outreach to your company. Alternatively it can be combined within a paid visit to the Zoo for your company.

Pre-planned Press Release and photo opportunity at location sponsored, sent to media and uploaded to Colchester Zoo's website as a news item.

20% off a Team Building Experience at Colchester Zoo if booked within year of support.

Mention of thanks on Corporate Support page on Colchester Zoo website with a short company bio/logo and link to website.

Discounted advertising rate in the Colchester Zoo Magazine (Publishing of this magazine may vary and cannot be guaranteed).

Two E-letter features within the year of support (Size and E-letter featured within dictated by Zoo).

All packages are subject to change and further Terms and Conditions apply.



TEAM BUILDING

Colchester Zoo provides a unique location for your next team building event that is sure to challenge, stimulate, reward and boost your team's morale.

With specially-tailored activities, combined with some amazing, close-up animal interactions, this package is a must for any organisation wishing to strengthen and motivate their team.

There are a range of different activities available, where teams can focus on communication, planning, time budgeting, design, debating skills, reasoning, all whilst having fun! You can also choose between a full-day or half-day package to suit your needs.



One of the many tasks is making enrichment for our animals!



We would love to speak to you about becoming a supporter of Colchester Zoo.

If you are interested and would like to discuss any of the corporate opportunities we have, please contact our team at:

marketing@colchesterzoo.org

01206 331292 ext .465

All packages are valid for 1 year from a specified start date and can be renewed.
If renewed consecutively a 10% discount will be honoured. Further terms and conditions apply.