



# BAROSSA WILDLIFE RESCUE

## Corporate Sponsorship Prospectus

**Low-Cost, Eco-Friendly  
marketing opportunities  
for business**

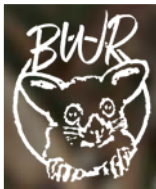


 [www.barossawildliferescue.com.au](http://www.barossawildliferescue.com.au)

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MAR 2024



# Background



Over the past 24 years, Barossa Wildlife Rescue Inc. (BWR) has formed a symbiotic relationship with our community to become the de facto organization caring for injured, orphaned or displaced wildlife in the Barossa Valley and surrounding districts.

In 2022, BWR became an Incorporated Independent organization and a registered charity, led by a management committee tasked with the goal of ensuring BWR is a long-term sustainable organization

BWR is run through a wide network of members including trained wildlife carers, committee members, and other supporting roles. We are widely supported by local businesses, veterinary clinics, schools and colleges, local media, the Barossa Council, and local police and emergency services.

We are devoted to educating the community, and supporting the awareness and development of our youth, of which hundreds have volunteered to learn and assist over the many years.

BWR is also a founding member of Wildlife United South Australia (WUSA), a collective representation of South Australian wildlife rescue organizations working together with Governmental regulatory bodies in the interest of conserving our wildlife.

Just as important as caring for the animals, we are working to strategically achieve the need to acknowledge, understand and manage communities' ecological impact on our fragile biodiverse environment

## Operational Statistics

VOLUNTEERS

75



ANNUAL PUBLIC TRAINING AND AWARENESS EVENTS 10

SUPPORT CALLS / YEAR

500



RESCUES

2019 360

2020 474

2021 598

2022 786

Increased Development, housing density, habitat loss and road traffic have resulted in intensification of human/wildlife interactions, with rescue numbers consistently increasing by ~20+% year on year. As a responsible community, we have a humane commitment to care for the animals we are displacing



# Sponsorship Tier Structure

|   | Donation              | Bronze Sponsorship | Silver Sponsorship | Gold Sponsorship | Platinum Sponsorship | Project Sponsorship |
|---|-----------------------|--------------------|--------------------|------------------|----------------------|---------------------|
| Amount                                      | Any                   | \$1,000            | \$2,000/yr         | \$3,500+/yr      | \$5000+/yr           | Per project         |
| Sponsorship Duration                        | One time contribution | 1 Year             | 2 Year             | 3 Years          | 5 Years              | 3 Years             |
| Tax Deductable                              | No*                   | ✓                  | ✓                  | ✓                | ✓                    | ✓                   |
| Recognition on Facebook                     |                       | ✓                  | ✓                  | ✓                | ✓                    | ✓                   |
| Recognition on Instagram                    |                       | ✓                  | ✓                  | ✓                | ✓                    | ✓                   |
| Recognition on Website                      |                       | ✓                  | ✓                  | ✓                | ✓                    | ✓                   |
| Recognition on Correspondence & uniforms    |                       |                    |                    | ✓                | ✓                    | ✓                   |
| Posters/Banners at Events                   |                       |                    |                    | ✓                | ✓                    | ✓                   |
| Animal or Enclosure Naming Rights & Signage |                       |                    |                    |                  | ✓                    |                     |
| Project Naming Rights & Signage             |                       |                    |                    |                  |                      | ✓                   |

\* We do not currently have ATO DGR (Deductable Gift Recipient) Status. But we are working on it...!

## Current Projects

## Sponsor Naming Rights

### “... Sanctuary”

\$20,000 for fencing & Facilities



### “... Aviary Hotels”

\$20,000 for new aviary village at Gilbert Street Lyndoch HO



### “... BWR Rescue Van”

The ultimate mobile billboard will be a Barossa household name. Naming and Sponsorship Signage negotiable







# Marketing Reach



We enjoy a strong media presence with regular articles in local media



Professional Social Media articles and Website

Ongoing community events



Volunteer Uniforms and Official correspondence





# Environmental Recognition



At the recent UN Biodiversity Conference (COP15, Dec 2022), Australian Environment Minister Tanya Plibersek acknowledged that Australia is a global leader in wildlife extinctions and has a special part to play.

Australia is one of 17 "megadiverse" countries, which together account for over 70% of Earth's biodiversity, yet we lead the world in mammal extinctions. A critical inclusion of the Australian UN agreement is to ensure "urgent management" to "halt human-induced extinction".

In South Australia, alone, there are **324** animal species listed as **threatened** under the National Parks and Wildlife Act

There is very clear consumer movement towards eco-friendly products and services - a trend which will certainly intensify going forward.

Organizations that invest in the protection of our biodiversity are sure to win not just as good corporate citizens, but earning such a reputation will attract customers, staff, and business partners.

**A sponsorship partnership with Barossa Wildlife Rescue is an effective, low-cost opportunity into active community conservation-based marketing**



# BWR Management Committee



Operations Manager:  
Rose Brooks



Chairperson:  
Greg Linke



Secretary:  
Chelsea Linke



Treasurer:  
Meredith McLean



Public Officer:  
Frits Van Emden



Membership Secretary  
James Kuhn



Committee Member:  
Vanessa Sullivan



Committee Member:  
Tash Morley



Committee Member:  
Tim Prier



Committee Member:  
Sam Lewis



Committee Member:  
Ingrid Milsom

## Our Strategic Goals

### 1. COMPLIANCE

- Continuously Improve our governance structure, documentation, policies and procedures
- Ensure adequate operational risk assessments and safety procedures are in place.

### 2. ORGANISATIONAL SUSTAINABILITY

- Develop strategy for decentralizing the organization with a sustainable leadership model and robust, collaborative, communicated network of carers and supporting roles.
- Maintain and strengthen Wildlife United SA (WUSA) alliance, being a key contributor to the collective goals and government influence in the interest of wildlife preservation

### 3. FINANCIAL SUSTAINABILITY

- Secure ongoing corporate sponsorships
- Secure ongoing Government Funding and Support

### 4. PEOPLE, EDUCATION AND TRAINING

- Support, develop and grow our network of volunteers, by listening and engaging people in our quest.
- Provide training to ensure our volunteers are skilled, proficient, and grow in their roles, and our animals have the best chance of survival, quality of life and ultimately release.
- Provide public awareness sessions through Workshops, Talks, Stalls, and Media.
- Develop a media strategy to establish the organization as a professional, informative authority on wildlife preservation.