



WOBURN
Safari Park

CORPORATE SPONSORSHIP OPPORTUNITIES



Woburn Safari Park is home to over **1,000 magnificent wild animals** and is situated in 360 acres of Bedfordshire parkland with drive through reserves, animal encounters on foot and leisure activities for the adventurous soul. The park offers your brand an excellent opportunity to associate with a **well-known and popular leisure attraction**, with a focus on education and entertainment, and **supporting conservation** of endangered species.

Key Facts

Visitor profile – 51% male and 49% female

Approx 70% of visitors aged 25-44

Approx 45% of visitors live within 1 ½ hours drive of the park

Mainly visitors are from Coventry to London and Oxford to Peterborough

Average dwell time approx 4+ hours

Over 95% of research respondents would recommend a visit to Woburn Safari Park to family and friends

Over 87% rating for staff friendliness

**Stats from Visitor Research Programme*

Sponsorship Options



Rhino



Giraffe



Antelope



Elephant

All sponsorship packages include:

- Branded signage on the enclosure
- Digital branding on key web pages
- 100 Complimentary admission tickets
- Inclusion in email newsletters

AND

A credit pot of:

- £7,500 – Rhino, Giraffe or Antelope packages
 - £17,500 – Elephant package
- to spend on VIP experiences, admission tickets and Safari Lodge event space

Sponsorship Package Costs:

Rhino	Giraffe	Antelope	Elephant
£15,000	£15,000	£15,000	£25,000

Call the team on **01525 292106** now for details



Spend your sponsorship package credit pot on Corporate Experiences and Events



Use your sponsorship package credit pot for a choice of memorable daytime activities, evening functions or VIP Experiences.

Discounted Admission Tickets:

100 Adults and 50 children – £2,000 + VAT

200 Adults and 100 children – £3,900 + VAT

All Inclusive Tickets (includes lunch, drinks, entry to Sea Lion Cove and a guidebook):

100 Adults and 50 children – £3,500 + VAT

200 Adults and 100 children – £6,900 + VAT

VIP Experiences, from £79 per person

Choose from a selection of exciting, memorable experiences getting up close to the animal residents of the park. Get an insight into keepers' routines, or go off road in a VIP Land Rover for a fascinating guided tour of the park.

VIP Access All Areas (for up to 32 guests) £4,000 + VAT

Guests will enjoy a grand tour of the park in a VIP Land Rover with an experienced guide, followed by a delicious BBQ lunch at The Safari Lodge overlooking Swan Lake and Desert Springs.

The Safari Lodge - Events, Meetings and Function Space

Located at the heart of the Foot Safari, The Safari Lodge offers a unique function space for meetings, conferences, parties and celebrations for up to 200 guests. Staff offer a flexible and attentive service for a wide variety of events, including; boardroom style, lecture theatre, formal dinner, drinks reception or informal BBQ on the spacious veranda.

Sunset Safari (for up to 300 guests) £15,000 + VAT

Exclusive use of the park from 6pm to 9pm, including a BBQ on the veranda of The Safari Lodge, African dance troop, animal talks and demonstrations, plus two drinks vouchers and a guidebook for each guest.



Call the team on 01525 292106 now for details



Go Ape at Woburn Safari Park*

If you're looking for a corporate team building event with spirit, then Go Ape is the answer. Experience the award-winning treetop adventure set high up in the trees. Your guests can whizz down zip wires, crawl through tunnels, walk the plank and cross rope bridges. Go Ape is for anyone who likes to live life adventurously.



Exclusive full day Go Ape course hire
(for up to 240 guests) £6,000 + VAT*

Exclusive half day Go Ape course hire
(for up to 120 guests) £3,250 + VAT*

Corporate Golf Opportunities

If you would like to take advantage of corporate membership or golf days at Woburn Golf Club, please ask for more details.



*Date, age and height restrictions apply

Peter Gurr, Managing Director of Taylor Wimpey North Thames, says:

"Our partnership with Woburn has been extremely beneficial, giving us a range of opportunities to promote both the conservation work being carried out by the park and also ourselves as a responsible local housebuilder, committed to supporting the communities in which we build our new homes.

The fact that we decided to renew our sponsorship after the first year for another three years is testament to the positive relationship we have developed with Woburn.

We have organised various events at our developments to highlight the partnership, including 'find the tiger' events at our showhomes and a 'design a tiger-themed bedroom' competition for local children, as well as working with local schools to hold readings of 'The Tiger Who Came To Tea'.

We also produced an informative newsletter for youngsters about Woburn's tigers – the Tiger Times – that was available at our developments, and bought our own Tiger mascot costume for VIP appearances! In addition, the partnership has given us the chance to invite staff to corporate days at the park to promote team bonding.

We hope our investment will continue to aid the conservation of Amur tigers, which are threatened with extinction mainly due to poaching and loss of habitat, by raising awareness of their plight with new generations."