

SHOW OFF YOUR SPOTS!  
BRAND ACTIVATION AT

CHESTER ZOO

Chester Zoo is a Registered Charity 306077



Why consider **CHESTER ZOO**  
FOR BRAND ACTIVATION?

Voted the UK's number 1 zoo by our visitors for the last five years, Chester Zoo welcomed 2 million people through our gates in 2019, making us the most visited attraction outside of London. *(Association of Leading Visitor Attractions)*

Our audience includes families of all shapes and sizes looking to create memories and start traditions, as well as couples of all ages on dates and daytrips. Our safe, open environment provides the perfect place for people to go for a good walk and take in the natural world.

Chester Zoo offers excellent consumer engagement opportunities for your brand. Whether you're planning a tactical sampling campaign, or a deeper brand engagement experience, you can reach your target audience within a relaxed, positive and inspirational environment.





## About Chester Zoo

Chester Zoo, one of the best days out destinations in the UK, is a registered charity (the North of England Zoological Society), dedicated to PREVENTING EXTINCTION and respected for our role in the conservation of biodiversity and habitats around the globe.

Ultimately, we aim to engage and inspire our visitors to have a genuine impact on conservation – more informed, connected and empowered people can, and will, do more to save the wildlife we care about.

Founded over 80 years ago under the revolutionary vision of becoming 'a zoo without bars' we are now:

- The most visited attraction outside London, (Association of Leading Visitor Attractions).
- Custodians of over 35,000 animals over 500 species, many critically endangered
- Trip Advisor-voted 7th best zoo in the world
- Experience-makers for over 2 million visitors every year
- Inspiring over 130,000 young people each year through learning activity
- Proudly nurturing over 130,000 members
- Creating a huge impact on our region: with £50m GVA and over 1000 employees
- A leading force in research and conservation science
- Involved in over 60 global field projects
- Working tirelessly day after day to PREVENT EXTINCTION!



## Available sites for BRAND ACTIVATION:

### Main entrance

Inside our front gates but before you enter the zoo, we have a 6m wide x 3m deep pitch ideal for an engaging promotion space. We also have an ideal spot for exit sampling or for bringing vehicles as part of your set up.

### Daily footfall

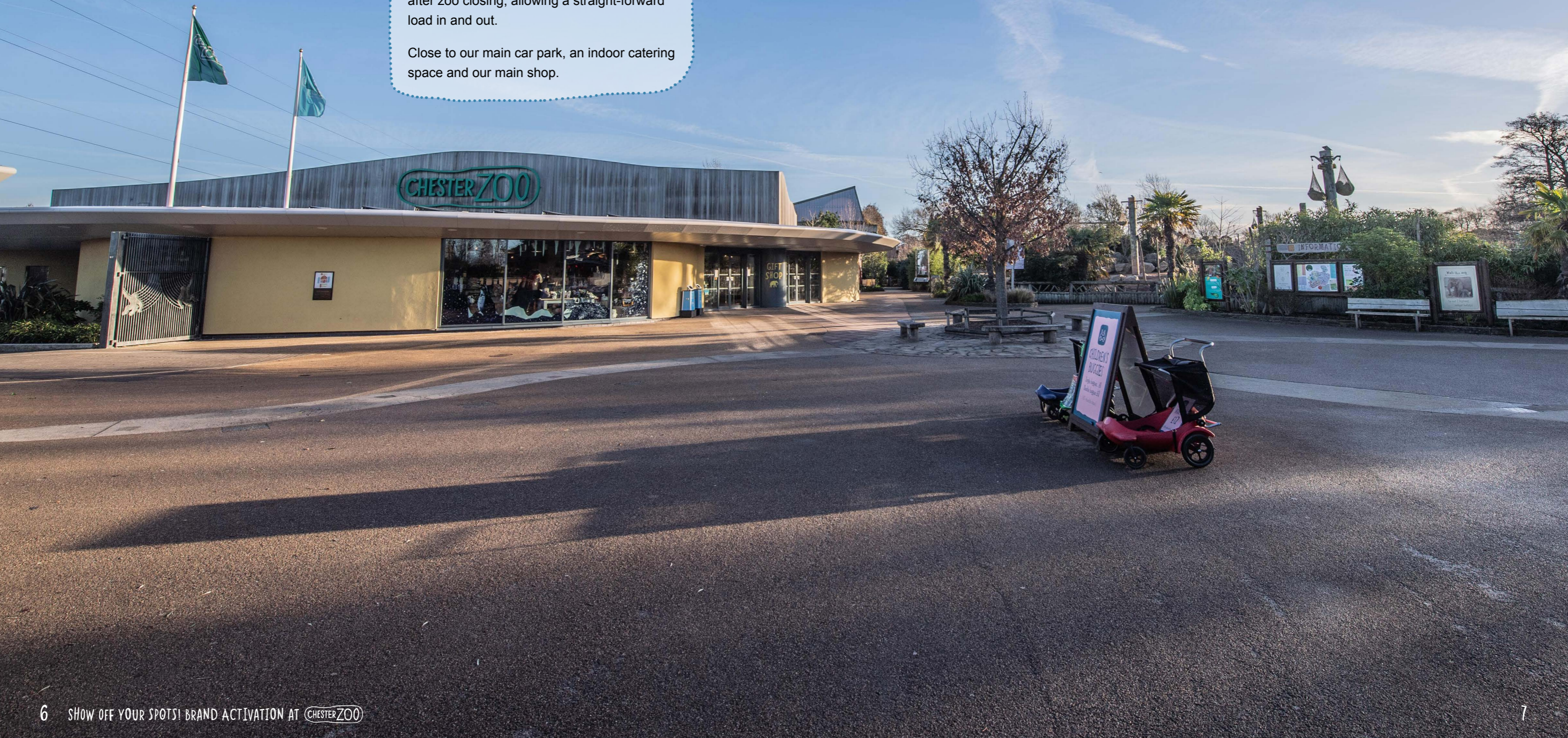
Off peak 2,000 – 6,999 / peak 10,000+

### Key features:

The perfect spot for high footfall engagement, visitors will see your brand as they enter and leave the zoo.

Easy access for vehicles before opening and after zoo closing, allowing a straight-forward load in and out.

Close to our main car park, an indoor catering space and our main shop.





## Available sites for BRAND ACTIVATION:

### The Oakfield

The outdoor area surrounding our iconic gastropub, is an ideal spot to engage visitors while they're enjoying their day. A destination for our visitors, The Oakfield welcomes up to 3000 covers a month. This is the historic home of Chester Zoo founder George Mottershead, which puts you at the very heart of the zoo.

#### Daily footfall

Off peak 2,000 – 6,999 / peak 10,000+

#### Key features:

A recently refurbished manor-house-turned gastro pub steeped in history – The Oakfield is our first home, so has a special place in the hearts of our visitors.

A direct access route for vehicles, allowing easy load in and out. Nearby facilities include June's Food Court, a monorail station.





## Available sites for BRAND ACTIVATION:

### A retail or catering space

With a variety of interesting and inspirational indoor spaces, you'll be sure to find the perfect spot to engage our visitors. Get in touch to discuss your requirements and we can explore options.

#### Daily footfall

Off peak 2,000 – 6,999 / peak 10,000+

#### Key features:

Truely bespoke setting with a range of open and uncovered spaces.





## BRAND ACTIVATION prices

The fee you pay for promotional activity goes straight back to our conservation work; so you're not only doing something great for your business, but also supporting a charity which is fighting to PREVENT EXTINCTION.

Location	Cost per day OFF PEAK (+VAT)	Cost per day PEAK (+VAT)
Main Entrance	£2,500	£4,000
Exit Sampling only	£1,500	£3,000
Oakfield Halo	*From £1,500	From £2,500
I Retail or Catering Spaces	From £1,500	From £2,500

All prices are subject to VAT and may be amended by Chester Zoo without notice prior to the signing of a contract.

\*'From' prices will be calculated based on degree of disruption to ordinary zoo activities.

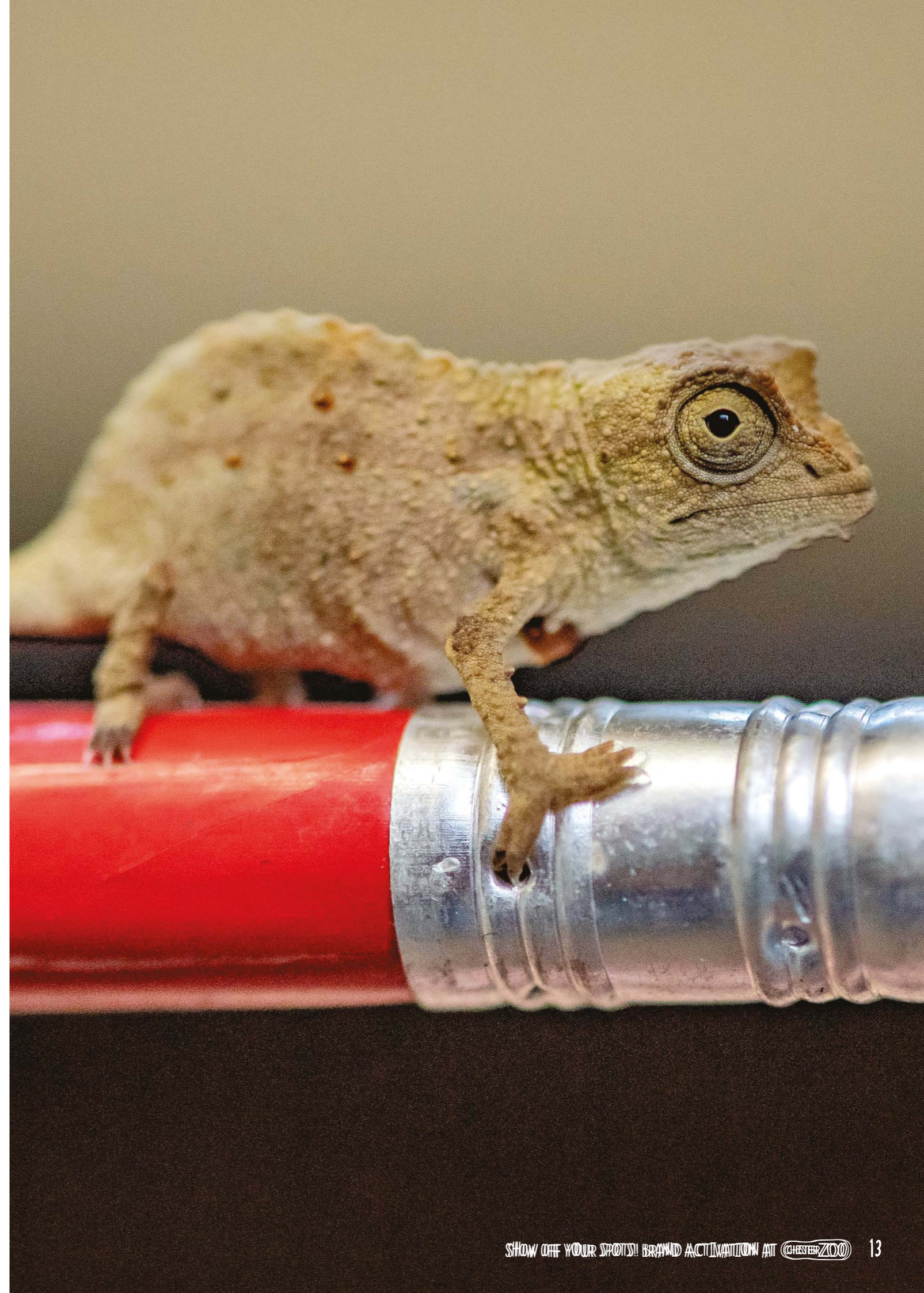
Space only

### Block bookings

Discounted prices will be considered for additional days / block bookings and are dependent upon the nature of activity being undertaken.

### Unique bookings

Please get in touch if you'd like to discuss feasibility and costs for unusual activation requests. These will be calculated based on the level of disruption to the day to day running of the zoo.





## Filming & photography

Chester Zoo is 130 acres of beautiful grounds, exceptional animal habitats, themed landscapes filled with diverse architecture and a further 400 acres of luscious Cheshire countryside, including ponds, woodland and farm buildings. We can provide a wonderful setting for commercial filming and photography, and have the space to welcome crews of all sizes.

Conveniently located off the M56, and in easy reach of Manchester, Liverpool and Birmingham, our main visitor car park can easily provide a base for your crew if required.

With notice, we can arrange interviews with our expert zoo keepers and scientists, or provide closer access to animal habitats. Although we want to encourage a connection to the national world, as per our non-negotiables, our animals cannot be disturbed from their natural behaviours and there will be no entry to any habitats other than our walk-through spaces.

A site visit is recommended so you can see the opportunities for yourself, or we are happy to send a selection of photographs if provided with a brief.



### Prices

Non-disruptive\* filming or photography  
£1000 for a half-day / £1,500 for a full day

Disruptive\*\* filming or photography  
From £1,500 for a half-day / from £2,250 for a full day

\*Non-disruptive rates are for off-peak seasons and do not include special access, keeper time, animal involvement or disruption of zoo operations

\*\*Disruptive rates will reflect the level of disruption, animal/human interaction or will be during peak season or after opening hours

### Extra costs

Small Unit Base: 2 facility vehicles and 10 cars  
£1,000 plus VAT per day

Large Unit Base: 4 facility vehicles and 20 cars  
£2,500 plus VAT per day

Very bespoke requests will be examined on a case-by-case basis

Catering can be arranged at an additional cost through our sales and events team





# Our non-negotiables

We need to be mindful of the impact of brand activations on our animals, visitors and general zoo environment. As such, we have a few rules that our brand partners need to follow. Here is a little more about what to expect:

## Animal welfare

Our animals are at the heart of what we do; preventing extinction is, after all, the mission of our charity. There are some strict guidelines we will ask you to work within, which is why we'll help you plan your activity. We are not able to involve our animals directly in any brand activation activities. Also, certain noises, inflatables and large objects can spook animals, so we need you to respect the framework we provide you with.

## Customer care

Our visitors are amazing. They come to learn, to support conservation and to have a great day out. Please treat them with the same care you would treat your own customers. But don't be afraid to do something amazing and unforgettable with them. However, we don't permit any data or payment collections on site. We also have a lot of under-18's visiting, so we would need to be mindful that sampling is controlled and managed.

## Environmental

Our commitment to the environment means we expect those coming on site to consider their impact. We're massively reducing our plastics and would hope you'd consider the same when sourcing disposable cups/glasses. Plastic straws are definitely a no-no.

Don't worry, we'll help you through the process...

## Sampling

Sampling activity must add to the guest experience and must be appropriately presented. It must not affect spend in our commercial outlets and cannot conflict with existing commercial partners/sponsors.



## Palm oil

The growing oil palm industry and unsustainable production of palm oil is one of the biggest threats facing the forests and wildlife of Borneo and Sumatra – and demand is increasing. Forest habitats are being lost, animals are losing their homes and carbon is being released into the atmosphere, contributing to global warming.

We can make a big difference in protecting wildlife by tackling the issue of unsustainable palm oil production.

We're working with partners all over the world to promote sustainable palm oil production and, as such, we can only work with brands which either don't use palm oil, or can evidence that they use responsibly sourced palm oil in their products.

## Your policies & docs

Depending on your business or product we may ask to see your policies or statements. As an example, if you are promoting outdoor clothes, we would request your ethical down or wool policy.

We will also need to see your public liability insurance, and a risk assessment of your activity.





## Our existing contractors & suppliers

Chester Zoo is always building, always growing and always getting better. Because of this, we work with a huge number of contractors and suppliers, who all help us to make Chester Zoo the UK's number one zoo.

We often get requests from these companies to use this work as a case study, web articles and press releases to promote products or services to potential customers. Here are the amazing opportunities available to those contracted to work on our site:

### Case Studies for websites & literature

We are happy to support you with gathering content and images to create compelling case studies, however this can take up valuable time from our teams and the brand association requires a contract in place. Because of this, we ask any company that would like to use Chester Zoo as a case study to take out a **corporate adoption**, offering the benefits listed below:

- **Association with the Chester Zoo brand**  
*Use of our logo and the valuable brand association that comes with it*
- **Your company name on our 'Adopters Recognition Board'**  
*A great way to show everyone you're supporting us, we'll include a name credit on an animal adoption board of your choice for 12 months*
- **Four complimentary single use adult tickets**  
Use as competition prizes or as a way of thanking your top employees
- **Ready to frame certificate of support**  
Everyone who visits your offices will see that you belong to our family of supporters

**Corporate Adoption is £500 plus VAT**  
*(per annum)*

### On-site branding

Our visitors love Chester Zoo's playful tone of voice and branding. Any company branding or accreditation on our site, through sponsorship or otherwise, has to be given that special Chester Zoo sparkle before going up. If you are a supplier, being paid for your services, you must contact us to discuss branding opportunities in the zoo. This will give you an idea of the fees:

- £500 to design the initial artwork, with joint branding and appropriate messaging (a separate quote will be provided for production and installation)
- £150 for each day the branding is visible within the zoo site
- Prices for extended periods are negotiable and based on season

### Sound-bites and interviews

We are happy to arrange interviews with our conservation experts. The fee depends on the staff member involved and the length of time required.

### Bespoke opportunities

Our site, our people and our animals are totally unique. If you have a bespoke request, please don't be frightened to ask; we can guide you as to what is possible. However, our non-negotiables will always apply, so give them a read in the first instance.

To find out more about how to organise a case study for your work, contact our Corporate Giving Specialist, on [r.gelder@chesterzoo.org](mailto:r.gelder@chesterzoo.org)

The great thing is that every penny we raise from corporate promotional activity goes straight towards out conservation work, so not only will you enjoy some unique and creative marketing activity, you'll also be helping to **PREVENT EXTINCTION!**





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Interested in hearing more?

Contact us for a chat about opportunities for your brand.  
You can email [fundraising@chesterzoo.org](mailto:fundraising@chesterzoo.org)  
or call us on 01244 389421!

PREVENTING  
EXTINCTION

Chester Zoo is a Registered Charity 306077