

BUSINESS SUPPORT ENQUIRY



Thank you for contacting Wildlife Conservation International, trading as The Orangutan Project, the International Elephant Project, the International Tiger Project and Forests for People.

As a leading non-profit organisation for wildlife conservation, we receive many enquiries from businesses around the world wishing to help raise awareness and contribute financially to our cause through a business relationship. We appreciate your interest. To assist us in responding to these enquiries, we ask businesses, regardless of size, to read through and acknowledge the following assessment criteria and engagement policy before completing and returning the Expression of Interest (EOI) form.

OUR PARTNERSHIP MISSION

Wildlife Conservation International seeks to partner with organisations that operate ethically, align with our vision, mission and values, and are committed to achieving outcomes aligned with our conservation strategy.

Our Vision: All wildlife will live in their natural habitats in secure, viable populations, alongside prosperous and empowered forest communities.

Our Mission: To ensure the survival of wildlife in their natural habitat, and promote the welfare of all individuals within rainforest ecosystems, human and non-human.

Our Values: Compassion, Protection, Freedom

Our Strategy: Our approach to conservation supports a wide range of critical projects that address the holistic problem facing *Critically Endangered* orangutans, Asian elephants and tigers, and indigenous communities - including fighting deforestation and habitat loss at the highest level.

1. *Legally Protect Forest:* Securing high conservation value rainforest to permanently protect viable populations of orangutans, elephants and tigers.
2. *Secure, Restore and Patrol Habitat:* Safeguarding critical rainforest habitat through managing ecosystem concessions, restoring degraded areas, and resourcing Wildlife Protection Units to patrol protected habitat areas.
3. *Rescue, Rehabilitate and Release:* Securing the survival of *Critically Endangered* orangutans, elephants and tigers through the rescue, rehabilitation and release into protected habitat.
4. *Educate and Empower:* Providing local people with the knowledge, resources and power to be guardians of their own forest resources through community engagement, education and support.

Wildlife Conservation International
wildlifeconservationinternational.org

The Orangutan Project
theorangutanproject.org

International Tiger Project
internationaltigerproject.org

International Elephant Project
internationalelephantproject.org

Forests for People
forests4people.org

ASSESSMENT CRITERIA

Before being accepted as a potential Business Supporter/Partner, your business should meet the following criteria.

1. There is an alignment between your business and Wildlife Conservation International.
2. There is a clear benefit to Wildlife Conservation International to form a partnership.
3. The business respects the principles and practices of environmental protection, sustainability and human rights.
4. The business has no previous, current, or anticipated future issues that could damage Wildlife Conservation International's reputation.
5. There is no expectation that Wildlife Conservation International will market your goods or services to our supporter base.

OUR BUSINESS ENGAGEMENT POLICY

Wildlife Conservation International will not accept donations or sponsorship from businesses whose activities contravene our values.

Specifically, Wildlife Conservation International will not accept donations or sponsorship from those business entities that engage in, or align with organisations and individuals that engage in:

1. animal cruelty, including animal testing, hunting, etc.
2. activity that causes rainforest destruction or degradation, or the manufacture of associated products;
3. discrimination by way of race, religion, gender or sexual orientation;
4. the creation, encouragement or perpetuation of militarism or engagement in the manufacture of armaments; and
5. any form of modern slavery or employee exploitation, including through direct manufacturing of goods or via supply chain partners

OUR SPONSORSHIP TIERS & BENEFITS

		Green Supporter	Bronze Supporter	Silver Supporter	Gold Supporter
Financial Contribution	Annual upfront contribution	\$1,000+	\$5,000+	\$20,000+	\$50,000+
	PLUS % of sales/profits	Paid quarterly	Paid quarterly	Paid quarterly	Paid quarterly
	Sponsorship Impact Statement	X	Annual statement with photos	6-monthly statement with photos	Quarterly statement with photos
Promotional Benefits	WCI Website Listing	X	Small logo & link to website	Medium logo & link to website	Large logo & link to website
	Use of WCI Business Supporter Logos	Website only with pre-approved Statement of Support	Website only with pre-approved Statement of Support	Website and marketing collateral (must be approved)	Website and marketing collateral (must be approved)
	WCI Social Media Promotion	X	2 per channel (T&C's apply)	4 per channel (T&C's apply)	6 per channel (T&C's apply)
	EDM promotion	X	X	X	1 (subject to approval)
	Use of WCI Media Kit	YES	YES	YES	YES
Staff / Company Benefits	Comp. Orangutan Adoption	X	1 adoption (non-exclusive)	2 adoptions (non-exclusive)	3 adoptions (non-exclusive)
	Comp. Merchandise	X	5 Gift Packs (book, bag, & t-shirt)	10 Gift Packs (book, bag & t-shirt)	20 Gift Packs (book, bag & t-shirt)
	Invite to WCI Events	X	2 comp tickets	4 comp tickets	6 comp tickets
	Access to WCI Rep	X	X	X	YES
	Eco-Tours	private tour open to discussion			

Seeking a Business Partnership?

A Business Partnership represents a strategic alliance between your organisation and Wildlife Conservation International. We will work with you to develop a bespoke partnership agreement that meets your business goals and objectives while delivering maximum conservation impact. Benefits include, but are not limited to, a tailored, high-value partnership agreement with rights to promote the partnership, category exclusivity, access to exclusive assets, including the use of relevant WCI logos on product packaging, and a quarterly impact statement. Partnerships start at a minimum contribution of \$150,000 over three years. Please contact partnerships@wildlifeconservationinternational.org to discuss further.

BUSINESS SUPPORT EXPRESSION OF INTEREST

1. Name of Business / Organisation:

2. Contact Details:

Name:		Position:	
Business Phone:		Email:	
Mobile Phone:		Website:	
City/Town:		Country:	

3. Please tick which Industry Sector(s) your business/organisation is in.

<input type="checkbox"/> Banking & Finance	<input type="checkbox"/> Manufacturing
<input type="checkbox"/> Education	<input type="checkbox"/> Medical
<input type="checkbox"/> Forestry	<input type="checkbox"/> Mining
<input type="checkbox"/> Hospitality & Tourism	<input type="checkbox"/> Retail/Fast Moving Consumer Goods (FMCG)
<input type="checkbox"/> Other (please specify)	

4. In which country/ies does your business/organisation primarily operate?

5. How many years has your business/organisation been operating?

6. What is the annual turnover of your business/organisation?

7. Who are the primary contacts in your business/organisation? Complete all that apply.

Position	Name	Website/LinkedIn Profile
CEO / Owner		
Chair of Board		
CSR / P/Ships Manager		
Marketing Manager		

8. Does your business/organisation have a Corporate Social Responsibility (CSR) Program?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If YES, provide a brief overview and include a link to the program on your website if applicable

9. Does your business/organisation have an existing Environmental Policy?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If YES, provide a brief overview and include a link to the policy on your website if applicable

10. Does your business/organisation currently support Community Initiatives or other Charities?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If YES, outline which charities and the nature of your support, including financial contributions.

11. Which of our conservation brands do you specifically wish to partner with? Tick all that apply. Note that sponsorship contributions are PER brand.

<input type="checkbox"/> The Orangutan Project	<input type="checkbox"/> International Elephant Project
<input type="checkbox"/> International Tiger Project	<input type="checkbox"/> Forest for People

12. Please tell us why you wish to align your business/organisation with us.

13. How will we benefit from an alignment with your business/organisation?

14. What financial benefits will the alignment provide? Tick the applicable category and provide further details.

<input type="checkbox"/> \$ annual sponsorship in return for agreed partnership benefits
<input type="checkbox"/> % of annual sales/profits

NB: Businesses wishing to donate a percentage of annual sales or profits may like to register with 1% for the Planet. Doing so provides independent verification of your environmental giving, enhances your sustainability credentials, and aligns your brand with trusted, high-impact conservation initiatives. Wildlife Conservation International is registered with 1% for the Planet under The Orangutan Project, International Elephant Project, International Tiger Project, and Forests for People.

15. If you wish to contribute a percentage from the sale of a specific brand or product, please provide details of the said brand/product including details of its manufacture, list of ingredients (including whether it contains palm oil or palm oil derivatives), markets where it will be sold, retail price, and the percentage of sales which will be directed to us.

16. If your business wishes to take up an Annual Sponsorship, what level of financial investment is your business looking to make per annum? Please select from the following categories.

<input type="checkbox"/> Green Supporter (\$1,000+)	<input type="checkbox"/> Bronze Supporter (\$5,000+)
<input type="checkbox"/> Silver Supporter (\$20,000+)	<input type="checkbox"/> Gold Supporter (\$50,000+)
<input type="checkbox"/> Business Partner (\$100,000+)	

Thank you. Your response here will help us provide a proposal tailored to your level of commitment.

17. How does your business/organisation intend to promote their relationship with us?

NB: Supporting businesses cannot imply they are partners of Wildlife Conservation International unless a specific partnership agreement is entered into. Business Supporters will be provided with a pre-approved wordmark and statement.

18. What do you expect us to provide as part of this relationship?