



partnership opportunity
BORN FREE LIONS



Align your company with other leaders and organisations supporting the charity's vital work in ensuring all wild animals are treated with compassion and respect. These are just a few of the corporate partners who currently support our work, or who have supported in recent years.



next



The co-operative bank



ALLEN & OVERY



Virginia McKenna OBE
Joanna Lumley OBE
Sally Gunnell OBE
Mollie King
Nicky Campbell OBE
Dan Richardson
James Lewis
Gaby Roslin
Kirsty Gallacher

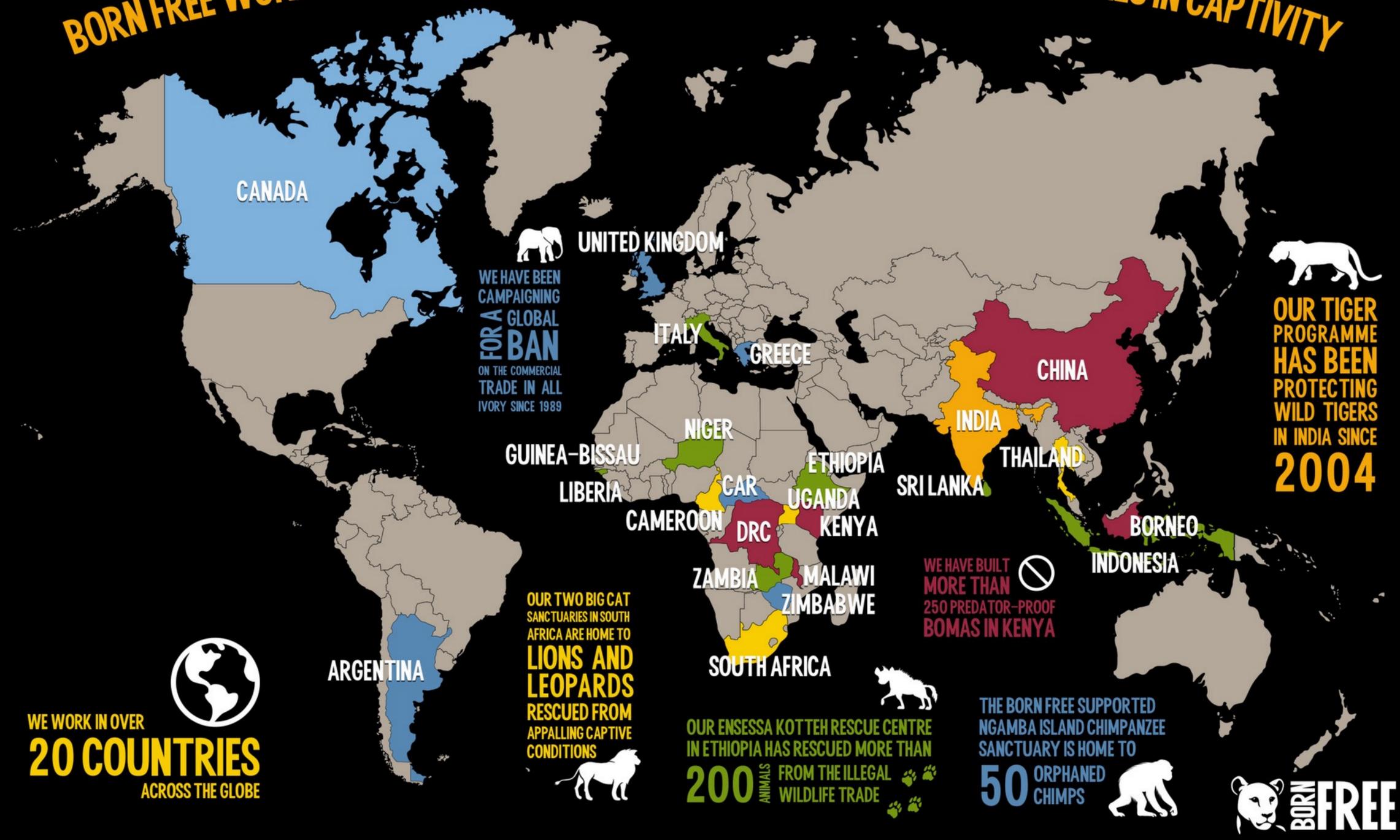
WHERE WE WORK

BORN FREE WORKS WORLDWIDE TO IMPROVE THE WELFARE OF WILD ANIMALS IN CAPTIVITY

THERE ARE FEWER THAN
500 ETHIOPIAN WOLVES
LIVING IN THE WILD



the legacy



WE WORK IN OVER
20 COUNTRIES
ACROSS THE GLOBE



the opportunity



Gillie and Marc have been called “the most successful and prolific creators of public art in New York’s History” by the New York Times. Creating some of the world’s most innovative public sculptures, Gillie and Marc are redefining what public art should be, spreading messages of love, equality, and conservation around the world. Their highly coveted sculptures and paintings can be seen in art galleries and public sites in over 250 cities. They’re Archibald Prize Finalists and have won the Chianciano Biennale in Italy, together with the People’s Choice Award in Sydney’s Sculpture by the Sea 2 years in a row , among many other notable awards and accolades.



the opportunity

Partner the national UK tour of the *Born Free Forever Lions*, cast in bronze to capture the pure majesty of these iconic animals



London Jan - March
Newcastle April - June
Bristol July - Sept
Edinburgh Oct - Dec



the opportunity



Born Free Forever

VISIT EXHIBITION NOW - MILLENIUM GREEN, LONDON >

Capturing the essence of Born Free, the award-winning 1966 film, in which Bill Travers MBE memorably starred alongside his wife, Virginia McKenna OBE, the sculptures centre around the iconic image of Elsa the lioness on top of a 4x4, four other adults - Joy, George, Bill and Virginia - surrounded by 20 cubs. Back then, Africa seemed endless, and it's thought that as many as 200,000 lions roamed wild and free. Today, just 20,000 remain. The race to secure their future survival is on. We have no time to waste.

the opportunity

In honour of what would have been the 100th Birthday of Bill Travers MBE, Born Free are celebrating their co-founder's life and work by designating 2022 as Born Free's Year of the Lion. Currently in London, and followed by a UK-wide tour, the exhibition features 20 stunning, life-size, bronze lion sculptures to raise both awareness and vital funds for the charity he founded.

Prices start at £150k to be a partner for the rest of the tour, £50k per city, and there are varying tiers to suit national and regional opportunities.

The bronze sculptures are also available to purchase outright at any time and will be made available at the end of tour exhibition and auction.

Sponsorship benefits include:

- Launch day collaboration
- Exclusive access to venue
- QR code to page on Born Free website
- PR / Social Media / Comms
- Born Free Supported Employee Engagement
- Early opportunity to purchase sculptures
- Personal webinar on lion conservation
- An exclusive album of the tour available in both digital and hard copy



George Logan photography

the opportunity

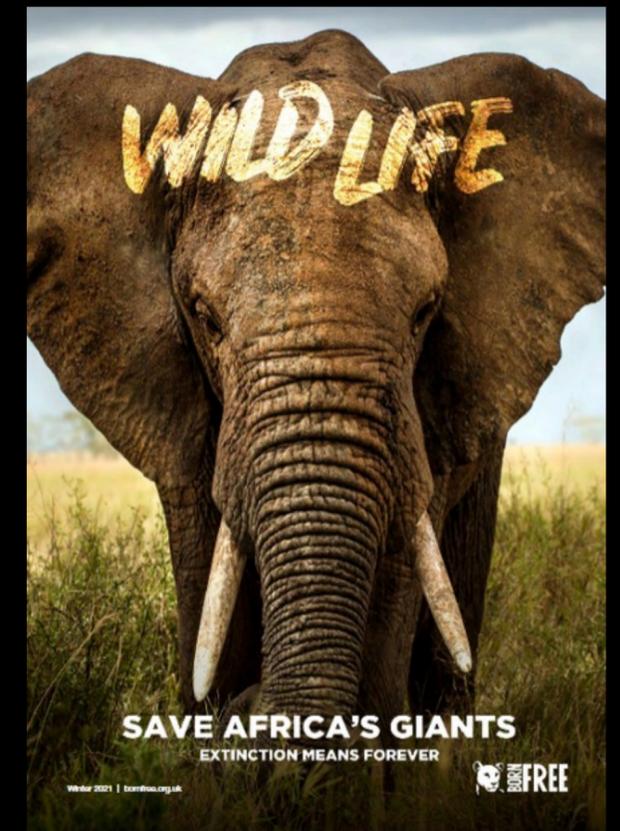
reach

In January 2022 Born Free launched the 'Born Free Forever' exhibition campaign securing high profile television news coverage across Sky, C5 News and ITV. The launch received pick-up in national and regional press publications including The Daily Mirror and The Express'.

Born Free generated 2,137 mentions across 2021, reaching a potential audience of 333.8 million. Mentions appeared most often in Internet media, which accounted for 1,865 items.

The Guardian.com (Web) was the top source by reach, with a potential audience of 45.1 million exposed to Born Free mentions through its coverage.

Footfall in the Millennium Green location in London averages 1.7k per day.



about the charity



Born Free's Mission is to ensure that all wild animals, whether living in captivity or in the wild, are **treated with compassion and respect**, and are able to live their lives according to their needs. **Born Free opposes the exploitation of wild animals in captivity and campaigns to keep wildlife in the wild.** Born Free promotes **Compassionate Conservation** which strives to **enhance the survival of threatened species in the wild**, protect natural habitats, and support communities living alongside wildlife, while respecting the needs and safeguarding the welfare of individual animals.



GaryRobertsPhotography.com

about the charity



In 1966, Virginia McKenna OBE and Bill Travers MBE starred in the classic wildlife film *Born Free*. The film told the true story of conservationists Joy and George Adamson, who rescued a little orphan cub named Elsa, and successfully returned her to the wild.

Virginia and Bill went on to make a number of wildlife films together including, in 1969, *An Elephant Called Slowly* featuring an elephant calf called Pole Pole (pronounced Poly Poly). When filming was over, Pole Pole was destined to be gifted to London Zoo by the Kenyan government of the day. Although the authorities agreed to give Pole Pole to the couple, they declared that another little elephant would have to be caught to honour their promise to the zoo. Rather than see another infant removed from her wild family, Pole Pole was sent to London. In 1982, Virginia and Bill went to visit her at the zoo. Pole Pole, in clear distress, remembered Virginia and Bill and stretched out her trunk across the moat to touch their outstretched hands. Virginia and Bill launched a campaign to give Pole Pole a better life but, in 1983, aged just 16, Pole Pole was destroyed by the zoo's veterinary team, having 'lost the will to live'.

Determined that her death would not be in vain, in 1984, Virginia, Bill and their eldest son Will launched Zoo Check – the charity that has evolved into Born Free. Today, Will Travers OBE is Born Free's Executive President, and Virginia McKenna OBE is a Trustee.



about the charity



Circled here are elements of the UN SDG goals Born Free strives to support through our corporate and retail partnerships, encouraging our supporter base to re-consider their shopping habits and purchase from brands we collaborate with.

The 17 UN Sustainable Development Goals

about the charity



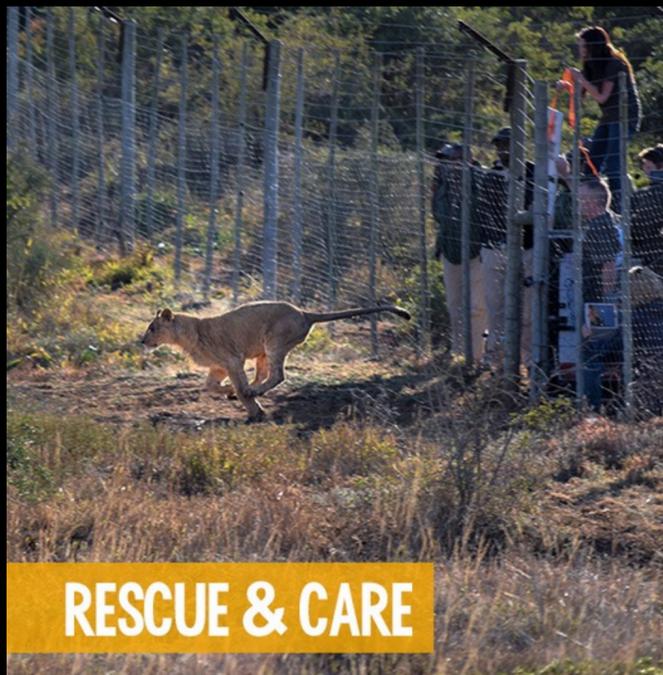
Born Free stands on the following 4 pillars. By embracing these different disciplines, our programmatic work achieves outstanding results in a way that ensures no one is left behind.



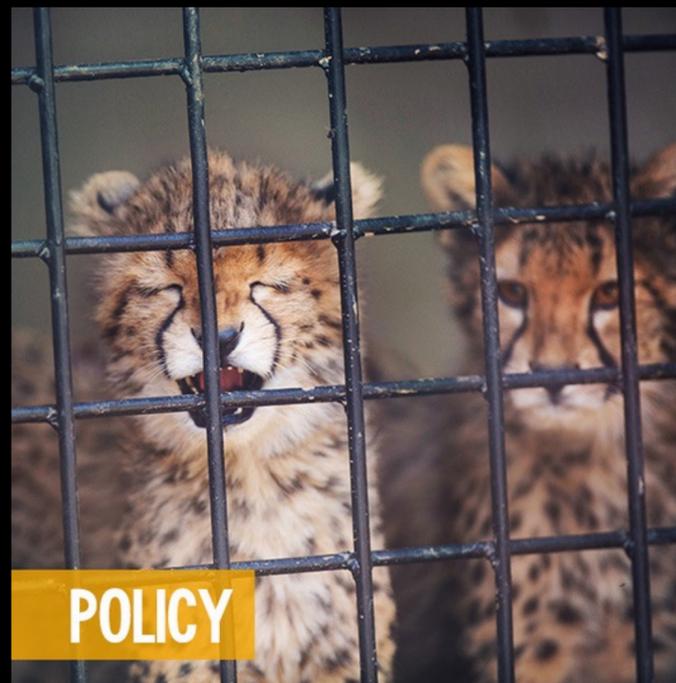
CONSERVATION



EDUCATION



RESCUE & CARE



POLICY



Kahuzi Biega National Park

contact us



[Born Free Foundation](https://www.bornfree.org.uk/)

<https://www.bornfree.org.uk/>

Charity number: 1070906

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