



## HOW TO BECOME A PRESENTING PATRON THE RHINOS ARE COMING!!!! (TRAC)

We are delighted that you are interested in becoming our Presenting Patron. The sponsorship model below has been formulated based on other very successful initiatives worldwide; for example, The Cow Parade. The package can be customised to be more aligned to your brand's marketing goals and objectives, if necessary. Should you consider becoming our Presenting Patron, we will draft a more detailed proposal for your brand.

**Level One - R2,250,000 (Exclusive Rights)**

**Level Two – R1,125,000 (Shared Rights with one other non-competing brand)**

**Level Three – R750,000 (Shared Rights with two other non-competing brands)**

**The Sculpture:** A beautiful Rhino sculpture painted by one of our local artists is offered to your company, in exchange for your sponsorship. You will select your own Artist, either from our database, or by choosing a local Artist in Cape Town & surrounds that you support.

**Your Branding on the Sculpture:** Your Rhino will have a plaque on its base displaying your brand's name, logo and mission statement. Your plaque will be displayed alongside a plaque dedicated to the selected Artist.

### **Prominent Naming Rights:**

- Your brand's logo will receive equal exposure to our own TRAC branding on our website, social media platforms, the Rhino Exhibition Trail Map, and various other marketing materials.
- Your brand can also be featured alongside TRAC in all future marketing ventures, for example, branded merchandise.
- A full page dedicated to your brand on the TRAC website.
- VIP presence at all TRAC events, with speaking opportunities and interviews with the Press.
- A full-page advert in our Commemorative Auction Catalogue
- Rights to use the TRAC brand in your own campaigns

**Using & Adopting your Rhino:** Once your Rhino has been made and painted, you may use your Rhino for your own PR and marketing campaigns in the run up to the Exhibition in mid-December of 2018. For example, The Radisson Blue Hotel Group use their Rhino for special events and activations by exhibiting their Rhino at their hotels throughout the country.

THE RHINOS ARE COMING!!!!

REGISTERED NPO 2015/110502/08  
WWW.THERHINOSARECOMING.ORG  
INFO@THERHINOSARECOMING.ORG

The Rhinos are  
Coming !!!



From December 2018 – March 2019, TRAC will need your Rhino for the Outdoor Art Exhibition, where it will be on display throughout the Mother City for all to see. After the Exhibition, your Rhino will be **yours to own for life!**

**Rhino Exhibitions & Activations:** The media love our Rhinos and due to this, we are often invited to showcase the Rhinos at events, conferences and at high-traffic public spaces. Having your Rhino exhibited at these and other prominent and high foot traffic locations will provide valuable exposure for **your brand**. Below is a list of some of the events and locations of where we have been and where we are going in the near future.

- 8 Rhinos exhibited at the **WAA Conference** held at Cape Town Stadium in April 2017
- 5 Rhinos exhibited at the **V&A Waterfront** (December 2017 – March 2018)
- Our 'Penguin' Rhino exhibited at the **Two Oceans Aquarium** (December 2017 – March 2018)
- 3 Rhinos exhibited at **Cape Town International Airport** (December 2017 – March 2018)
- 6 Rhinos on a flatbed truck at **The Cape Town Carnival** (17 March 2018)
- 8 Rhinos at the **WTM Africa Conference** held at the CTICC (18 – 20 April 2018)

**Saving our Rhinos:** After the Exhibition, all of the Level One Rhinos will be auctioned and the proceeds will be donated to our chosen beneficiary, <http://www.stoprhinopoaching.com>, or to a registered Rhino Conservation Organisation that you already support. Your Rhino **will not** be auctioned, and will be delivered to your chosen location after the Exhibition.

**Media Exposure for your Brand:** Since April 2017, we have received in excess of R2,400,000 in FREE media exposure, which is tracked by one of our partners, PRESSCLIP Media Monitoring. Please click through to the link to view our coverage [TRAC in the Media](#). We are also very proud of our 4-page spread and front-page coverage in May 2017, where we were the main story of The Big Issue's publication. This too was sponsored publicity. Wherever TRAC is featured, so is your Rhino and therefore, your brand.

**Ready to Sponsor?** Should you be interested in becoming our Presenting Patron, please let us know so that we may set up a time to present to you and your colleagues in-person.

#### Contact Details

Whether you are ready to join the TRAC family, or if you need further information (either via email, telephone, or in-person), or if you would like for us to present at your offices, please do not hesitate to contact us via the following channels:

- **Email to** [[insert your email address](#)]
- **Call us on** [[insert your cell number](#)]
- **Visit our website at** [www.therhinosarecoming.org](http://www.therhinosarecoming.org)
- **Follow us on Facebook** [www.facebook.com/therhinosarecoming](http://www.facebook.com/therhinosarecoming)
- **Follow us on Instagram** [www.instagram.com/therhinosarecoming2018](http://www.instagram.com/therhinosarecoming2018)
- **Connect with us via LinkedIn** [www.linkedin.com/company/27153920](http://www.linkedin.com/company/27153920)

**We look forward to welcoming you to the TRAC family!**

THE RHINOS ARE COMING!!!!

REGISTERED NPO 2015/110502/08  
WWW.THERHINOSARECOMING.ORG  
INFO@THERHINOSARECOMING.ORG





**Cape Town International Airport and the V & A Waterfront  
have assigned us 21 prime locations on which to exhibit Rhinos.  
We are offering one of these locations to our PRESENTING PATRON  
at no extra cost.**

**The Waterfront attracted over 25 million visitors last year, which means that your  
Rhino will be exposed to over 2 million individuals per month. Similar numbers  
apply to exhibition locations at Cape Town International Airport.**

---

THE RHINOS ARE COMING!!!!

REGISTERED NPO 2015/110502/08  
WWW.THERHINOSARECOMING.ORG  
INFO@THERHINOSARECOMING.ORG

The Rhinos are  
Coming !!!

