



Ulster Wildlife Corporate Membership Member Benefits

Ulster Wildlife truly values the contribution you as a Corporate Member would make towards supporting our vision of **a healthy environment rich in wildlife and valued by all**. All levels of Corporate Membership support make a positive contribution towards our achieving that goal. In return for your support we can offer you:-

Public Relations and Press Activity

Ulster Wildlife will organise a photo call for all new members and annually on renewal and will issue an associated press release to local media. For Platinum and Gold members we will also work with you to issue additional press releases about your membership during the year.

Please Note:- Ulster Wildlife cannot guarantee media coverage and we reserve the right to have final editorial approval on all media releases that mention our organisation or that feature quotes from or images of our staff.

Ulster Wildlife Staff Engagement with your Organisation

Ulster Wildlife appoints a Relationship Manager for every Corporate Member we sign up to ensure that you get supported throughout your membership and that our two organisations work together to our mutual advantage. For all Corporate Members there will be an initial meeting at time of sign up or renewal and for Platinum, Gold and Silver members there would be partnership progression meetings throughout the year.

We would like our staff team to engage with your staff on a regular basis throughout your membership period to help inform, educate and engage your staff with local nature conservation. Where possible a representative of the Ulster Wildlife team will also attend some of your key corporate events.

Please Note:- Employee Volunteering Days are subject to staff availability and the specific conservation needs of our nature reserves. Information Stands or Educational Talks are subject to staff availability. The attendance of an Ulster Wildlife Staff Member, Manager, Director or Chief Executive at your event will be subject to availability and suitability of the event.

Ulster Wildlife Website

All Corporate Members will be featured on the Ulster Wildlife website (www.ulsterwildlife.org) and Platinum, Gold and Silver members will also have their organisation's membership profiled on our site. We hope you would also link from your website to the Ulster Wildlife website to help raise awareness of local nature conservation with your stakeholders.

Please Note:- Ulster Wildlife retains full editorial approval on all content on the Ulster Wildlife website and also retains the right to remove information on and links to a Corporate Member if that member engages in activities that could be deemed to be detrimental to the reputation of Ulster Wildlife.

Ulster Wildlife Publications and Promotional Items

All Corporate Members will receive complimentary copies of our *Irish Hare* and *Natural World* member magazines. All Corporate Members are featured in *Irish Hare* at time of sign up or renewal of membership, and Platinum, Gold and Silver members also have the option of a corporate profile once a year in *Irish Hare*. *Irish Hare* is our local membership magazine which is issued to our 12,000 plus members three times a year. Ulster Wildlife has geographically and demographically profiled our members who corporate members could communicate with via the *Irish Hare* and we can provide details of this analysis on request. At time of sign up or renewal, Ulster Wildlife will also supply you with branded items to help promote your membership within your organisation.

Please Note:- Ulster Wildlife retains full editorial approval on all content in publications and reserves the right to remove information on a Corporate Member if that member engages in activities deemed to be detrimental to the reputation of Ulster Wildlife.

Ulster Wildlife Membership Items

Each Corporate Member will receive a membership certificate at time of joining and/or renewal. To allow you to promote membership of Ulster Wildlife as a benefit your staff might like to enjoy, we also give Platinum and Gold members a free family membership for you to use as an incentive with your staff team and if you wish we can extend a 10% discount to any of your staff team who wish to sign up as members via the Ulster Wildlife website.

Please Note:- Ulster Wildlife reserves the right to revoke this membership privilege if the member or one of its staff engages in activities that is deemed to be detrimental to the reputation of Ulster Wildlife.

Ulster Wildlife Logo

Use of the Ulster Wildlife logo by a corporate member in their marketing is discussed and approved on a case by case basis.

Please Note:- Ulster Wildlife retains the right to withdraw consent for a corporate member to use the Ulster Wildlife logo if that member engages in an activity that is deemed to be detrimental to the reputation of Ulster Wildlife.

Summary Table of Ulster Wildlife Corporate Member Benefits

Corporate Membership Category	Platinum (£5000)	Gold (£2000)	Silver (£1000)	Bronze (£500)	Standard (£300)
PRESS/PR ACTIVITY					
Sign Up Press/PR or Renewal Press/PR Activity. This meeting will also include first relationship management meeting for all members.	1	1	1	1	1
Ongoing/Event Specific Press/PR activity throughout annual membership period.	2	1			
ULSTER WILDLIFE STAFF ENGAGEMENT WITH CORPORATE MEMBER					
Additional Relationship Management Meeting(s) with Ulster Wildlife Marketing Manager (first meeting for all at Sign Up/Renewal, for Platinum Members again at months 4 and 8 for Silver & Gold Members at month 6).	2	1	1		
Employee Volunteer Event for up to 20 staff at an Ulster Wildlife nature reserve.	1	1			
Information Stand at an event or Educational Talk to Corporate Member's staff.	2	1	1		
Ulster Wildlife staff member presence at a Corporate Member's event.	1	1			
Ulster Wildlife Director or Chief Executive presence at a Corporate Member's event.	1				
ULSTER WILDLIFE WEBSITE					
Listing on Corporate Member Page of Ulster Wildlife website during membership.	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Listing on Links Section of Ulster Wildlife website during membership.	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Membership profile on Ulster Wildlife website for 3 months.	1	1	1		
ULSTER WILDLIFE PUBLICATIONS & PROMOTIONAL ITEMS					
Receive Ulster Wildlife Member Newsletter.	2	2	2	2	2
Receive Irish Hare & Natural World magazines.	3	3	3	3	3
Listing in Corporate Support column of Irish Hare magazine during membership.	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
1/12 th Page Sign-Up or Renewal Feature in Irish Hare Magazine.	1	1	1	1	1
¼ Page Corporate Profile in Irish Hare magazine.	1	1	1		
Ulster Wildlife Branded Welcome Pack	1	1	1	1	1
ULSTER WILDLIFE MEMBERSHIP ITEMS					
Ulster Wildlife Branded Corporate Membership Certificate	1	1	1	1	1
Ulster Wildlife Family Membership as a 'prize' to be used by Corporate Member	1	1			
10% discount for any of the Corporate Member's staff who sign up as Ulster Wildlife members via the Ulster Wildlife website using assigned promotional code	1	1	1	1	1

The Ulster Wildlife Trust is happy to discuss with all Corporate Members individual variations on the above offering and also to discuss Corporate Members having access to membership benefits from other categories of membership providing it is financially possible for the Trust to do so.