

Silver Safari

Sponsorship



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Plantasia Tropical Zoo

Plantasia Tropical Zoo: Empowering a Thriving Over 50s Community

Plantasia Tropical Zoo is proud to present our impactful Silver Safari Programme, an initiative dedicated to fostering a vibrant and inclusive community for individuals over 50. We believe in the power of connection, learning, and giving back, and our programme is designed to address social isolation, promote environmental sustainability, and empower individuals to make a meaningful difference through;

Transportation Inclusion:

We understand that transportation can be a barrier for many individuals. Our programme provides convenient transportation options to ensure that everyone, regardless of location or mobility, can participate fully in our enriching experiences.

Wellbeing Workshop:

We prioritise the holistic well-being of our participants. Our specially designed wellbeing workshop will offer valuable tools and techniques for managing stress, improving mental clarity, and cultivating a positive outlook on life.

Guided Zoo Exploration:

Participants will embark on a captivating journey through our tropical zoo, accompanied by an experienced zookeeper and a knowledgeable botanist. Discover fascinating animal behaviours, learn about diverse plant life, and gain a deeper appreciation for the natural world.

Circular Economy Workshop:

We believe in empowering individuals to become active contributors to a sustainable future. Our circular economy workshop will provide practical knowledge and skills on how to reduce waste, repurpose materials, and create valuable resources for the community and themselves. Participants will learn how to craft beautiful bug hotels from recycled materials and create nutrient-rich compost for their gardens.

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As a sponsor, your company has the unique opportunity to:



Champion Social Change: Be a leader in social responsibility. Our programme promotes well-being and social engagement to fight isolation and empower the often-forgotten over 50 demographic.

Develop Meaningful Relationships: Build lasting connections with a loyal audience. The over 50 demographic is known for its brand loyalty and spending power.

Partnership Opportunities: Expand your reach through collaboration. We partner with sponsors to develop new programmes and services, maximising the impact of the initiative.

Embrace the Circular Economy: Support a sustainable future. Our programme fosters community connections, keeping resources circulating within our local network.

Create a Shared Space: Foster a space where communities can gather and connect. This programme strengthens social bonds and creates a positive atmosphere around your brand.

By 2030, 40% of the UK population will be over 50, making them the largest and fastest-growing demographic.

Sponsoring this programme positions your brand at the forefront of engaging with this influential group.

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Your Sponsorship Your Rewards

The Perks of Partnering with Plantasia

- 1. Champion Status:** Enhance your brand image and reputation by aligning with a programme that supports well-being, community, and sustainability.
- 2. Increased Brand Visibility:** Gain prominent exposure through our website, event promotions and social media channels; Instagram, Facebook, Twitter, LinkedIn.
- 3. Stronger Customer Relationships:** Connect with a loyal and engaged audience of over 50s, fostering trust and brand affinity.
- 4. Employee Engagement Opportunities:** Enjoy discounted team-building workshops at the zoo, strengthening collaboration and morale within your company.
- 5. Thought Leadership Platform:** Showcase your expertise and commitment to social responsibility by collaborating on educational content and events.
- 6. Measurable Impact:** Receive reports showcasing the positive outcomes of the programme and the difference your sponsorship makes.

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By Sponsoring

Plantasia's Silver Safari Programme,
your company invests in:

The well-being of our community members.

Combating social isolation among the over 50s.

Building a more sustainable and connected South Wales.

Become a Partner, Not Just a Sponsor

We view sponsors as partners in creating a positive impact.
Join us in building a brighter future for our community.

Contact us now

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