

I. AN INVITATION

Twelve hours, six days — *all weather.*

Aranger's day on the dome starts before dawn and ends after dusk, six days a week, in summer rain and winter frost and the kind of October sun that bleaches anything synthetic. Rehab staff carry rescued animals out of riverbeds. Photographers crouch in damp hides. Volunteers turn up at the office in branded shirts and walk out into thorns. **This is an invitation to an outdoor, apparel, or gear brand who would like to live inside that day with us.**



II. Where your kit shows up

On rangers, every working day. Boots, trousers, technical shirts, layering kit, hats, packs. What gets worn is what gets photographed.

On the rehab and veterinary team. Soft-shell jackets in transport, scrubs and aprons in the pen, weatherproof outer in callouts. The least glamorous environment to test in — which is exactly the point.

On photographers shooting our long-form stories. Hides, riverbanks, ridge climbs, unpredictable weather. Field-tested, on-camera, in the credits.

On donor walks and supporter events. Branded shirts, caps, and small gifts that the trust's most engaged audience wears home and wears again.

On the volunteers and interns rotating through. University students, gap-year travellers, retirees on a working holiday. The next generation of conservation buyers, kitted out by a brand that backed them early.



III. The honest field test

Most outdoor marketing happens in two places: the studio and the perfect-weather expedition. We are neither. **The dome is the everyday-difficult middle** — where most working outdoor people actually spend their lives. Long shifts. Repeated wash cycles. Sweat, mud, blood, vegetable matter, the occasional bite from a rescued patient. Kit either lasts here or it doesn't.

The trust will report on it the way we report on everything else: openly, in the field journal. Where something works, we'll say so. Where it doesn't, we'll say that too — back to the brand first, in confidence, before anything is published. **Honest field reporting is what we offer. Brands that can stand inside it benefit twice over.**



IV. What the partnership can look like

Kit-out the working team. Annual outfit refresh for rangers, rehab staff, and the field photographer – measured, sized, replaced as it wears out. The brand sees its product in every photo we publish.

Sponsored field-photography programme. A named seasonal series, photographer briefed and credited, kit visible, story told around it. Distributed by the trust and offered to outdoor and conservation press.

Branded supporter merchandise. Co-designed shirts, caps, or technical pieces sold through the trust's shop, with a share of revenue funding conservation. Buyers become walking ambassadors for both sides.

Demo programme on the dome. Brand teams use the trust as a real-world testing ground for upcoming product. Confidential pre-release wear-test under field conditions, with structured feedback from people who use kit professionally.

A combination, designed together. Most useful arrangements turn out to be hybrids. Bring the brief; we'll match the work to it.



V. What we'll be honest about

We are early in our public arc. Reach is real and growing – donors, sponsors, news subscribers, social – but it is not yet a household audience. **What we offer in exchange is depth and durability:** visible kit on a working conservation team for years, in a story (Earth's oldest impact crater, ongoing rescue and restoration) no other location in South Africa can offer. Brands betting on us early get credited every chapter forward.



VI. Open the conversation

The right starting point is a half-day on the dome with the trust – meet the team, see the working environment, take your own photos, ask the awkward questions. After that we'll know whether we're a fit, and what shape the arrangement should take.

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Wildlife Conservation Trust Vredefort Dome

Protecting the wild in the world's oldest crater.