

I. AN INVITATION

Conservation has wheels — *and we'd like yours under it.*

The Vredefort Dome is roughly 300 kilometres across at the original impact ring, and almost none of it is reached by tar. Every rescue we attend, every snare-sweep we run, every school in the surrounding district we visit, every researcher we shuttle — all of it has a vehicle under it, almost always a 4×4. The trust's reach, very literally, is the distance our wheels can take us. **This is an open letter to a brand who would like that distance to be measurably further.**



II. Where the work happens

The dome is privately owned land, public conservancies, river edges, working farms, and the small towns wrapped around it. The work — rescue, research, restoration — happens across all of it. There is no central depot. Rangers respond from where they are. A sick raptor on a farm in Vredefort is a 90-minute round trip; a snare-sweep on the south rim is a full day; a school visit in Tweeling is two hundred kilometres before lunch. **Every one of those days happens, or doesn't, depending on the vehicle parked in the yard at sunrise.**



III. What we'd ask for

An active-service vehicle. Not a vehicle in a brochure, not a vehicle in a marketing photo — one that lives at the trust, gets dust on it, takes a vet to a callout at 2 a.m., crosses a riverbed in February. The brand alignment is not "we lent them a 4×4 once for a launch event"; it's **"this is the vehicle that conservation runs on, and you can see it in the photos every week."**

The form the partnership takes is open. A long-term loan with branded fleet markings. A sponsored unit owned by the trust under a multi-year support arrangement. A fuel and maintenance partnership against an existing vehicle. A combination. We are listening to brands rather than dictating to them.



IV. What you'd get back

Visible in every working photo. News stories, donor newsletters, social posts, video shorts, the annual field report – wherever a ranger is, the vehicle is. We document our work openly because it is the only way to be trusted; your brand is in the documentation, by default.

Named in print, every time it's load-bearing. The vehicle that carried Mavi from the snare-line to the leopard ward gets a credit in the rescue write-up. Every time.

Co-branded launch piece. A field-shot launch photograph, written up as a long-form story, distributed across the trust's growing channels and offered to South African motoring and conservation press.

First-look field events. Brand teams join a half-day on the dome at no charge – see the vehicle in service, meet the rangers, take their own photos.

Audience overlap that flatters both sides. Conservation supporters, outdoor consumers, professional photographers, school groups, foreign visitors. The kind of audience that watches what a brand does, not just what it advertises.



V. What we'll be honest about

The trust is young, the channels are growing, and the audience is real but not yet enormous. We won't dress that up. **What we will offer is durability and authenticity** – a partnership measured in years, not campaigns, on a story (Earth's oldest impact crater, ongoing rescue and restoration) that is impossible to manufacture and impossible to imitate. A brand betting on us early gets a credit on every chapter that follows.



VI. Open the conversation

If a brand team would like to walk the dome with us first – no commitment, no slides – we will host you for a half-day. After that, we talk shape and scale.

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Wildlife Conservation Trust Vredefort Dome

Protecting the wild in the world's oldest crater.