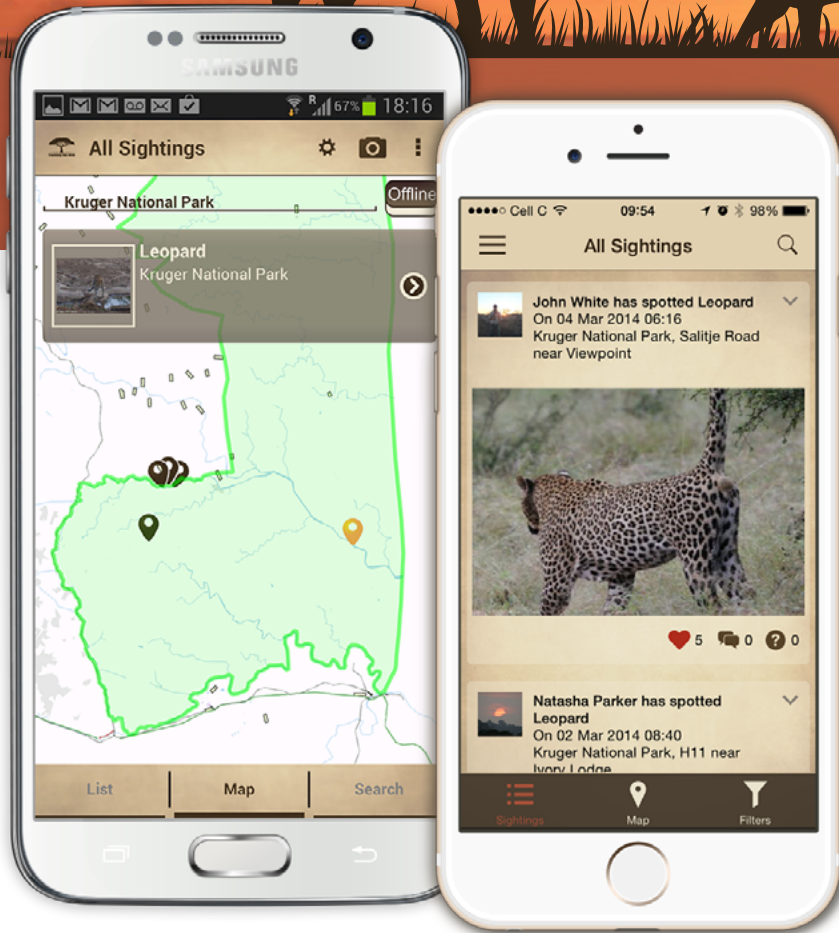


# Join Tracking the Wild and be part of something great.



## Private Reserves.

### Partnering with Tracking the Wild.

Imagine a space where conservation efforts can be crowdsourced. Picture technology that allows everyone to contribute to the scientific world with their own data. Your greatest wildlife encounters shared in a responsible way.

Tracking the Wild is a social platform to explore national parks and game reserves, share wildlife sightings and contribute to conservation research. The platform connects a global community of wildlife lovers and uses citizen science to collect the valuable data that conservation research needs to protect Africa's biodiversity.

The goal is to enrich people's wildlife experiences and raise awareness of Africa's wilderness through sustainable tourism. Tracking the Wild's belief is that our wilderness can only be protected when people have the opportunity to experience its beauty and contribute towards its preservation.

*Explore. Share. Contribute.*



# Take a look at Tracking the Wild's best features.

## Sightings.

Enhance your experience.

- Sightings feed with comments, likes and species suggestions
- Personal sightings history and statistics
- Share your sightings on Facebook and Twitter
- Filter sightings by park, date and species



## Offline Maps.

Keeping you on track.

- Offline vector maps for every park and reserve
- Map files are small and quick to download even without WiFi
- Offline maps are stored on your device so can be accessed when out of cell phone coverage



## Parks and Reserves.

Your easy access directory.

- A directory of Southern African parks and reserves in South Africa, Namibia, Swaziland, Botswana and Zimbabwe
- Accommodation booking
- Park contact details and map

## Conservation.

Contribute to wildlife research.

- All sightings data is sent to researchers at the Animal Demography Unit (ADU), University of Cape Town
- Management of endangered and protected species by removing location details
- The posting of rhino sightings is blocked



## Species Guides and Checklists.

Know your wildlife.

- Species checklists for every park to keep track of what you've seen
- Species guides covering all birds, mammals and reptiles in each park which can be downloaded for offline use



## Hotspots.

Find what you're looking for.

- Heatmap of historical sightings
- Filter by species and location to help self-guide guests find animals without driving around aimlessly
- Works offline



# Why list on Tracking the Wild?



## Great brand exposure.

Listing your private park on Tracking the Wild allows you to tap straight into a community brimming with your target market. Exposing your reserve via our app, website, blog and social media networks provides you with multiple marketing channels and is great way to reach a new mobile audience. The sightings from your reserve can also be shared on your social media channels, plus we feature the best photos across all of our social networks so you get twice the benefit! All of this positive exposure helps to keep your reserve front of mind for repeat visitors.



## Put your reserve on the map.

List your reserve with Tracking the Wild and we will make sure that it is thoroughly mapped on OpenStreetMap (OSM). OSM is the most extensive, community-generated mapping solution in the world. We map all of the details related to your park including roads, buildings and points of interest. And we keep them updated, so if details change then we can accommodate it. The data is open source which means that once your park has been mapped, you get the benefit of being able to use the data for your own purposes.



## Enhance your guest's experience.

Our app is free to download and is a great interactive tool for your guests to record and their sightings and share their wildlife encounters from your reserve. We also offer a Video Partner Program which enables users to add video to their sightings and earn revenue for themselves and conservation. All videos will feature on our YouTube channel and we'll pay 50% of all advertising revenue earned to the video owner and donate 10% automatically to our conservation partners. Each video from your reserve will feature a link to book accommodation too!



## Valuable sightings data.

Tracking the Wild will send you a breakdown of all the sightings data specific to your reserve. This data can then be utilised by your scientific services department or as part of any wildlife research projects. The data is also sent to our partner conservations organisations including the Animal Demography Unit at the University of Cape Town who use it for species distribution research.



## Safe and secure.

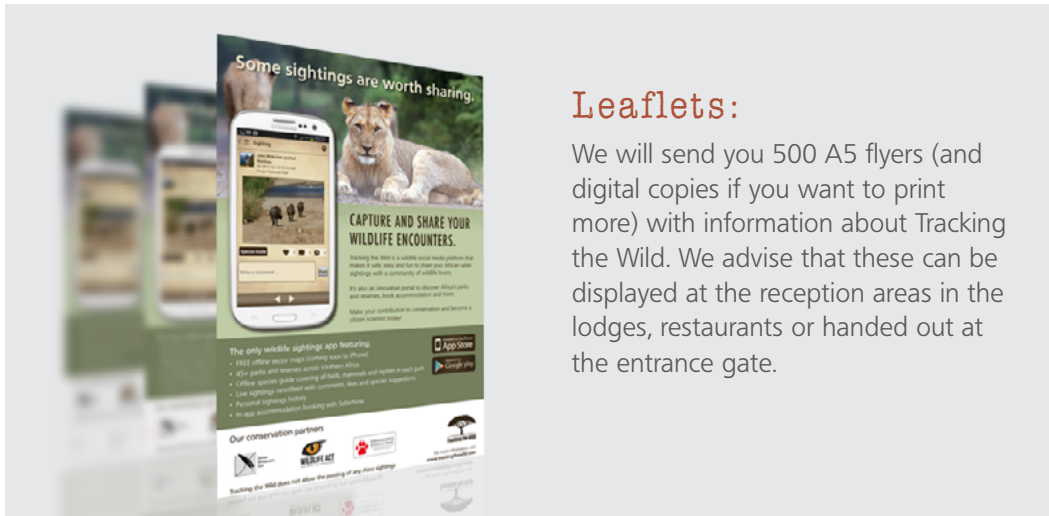
In the development of Tracking the Wild, we specifically set out to build a platform where the public can safely submit their wildlife sightings without the location data of vulnerable species being made public. The platform uses a proprietary system to manage how the location of sightings are shared with it's users. This is done by managing what species the public can see within each of the parks/reserves that Tracking the Wild lists. Furthermore, we block any rhinoceros sightings from being posted and also withhold the location of any species that is outside of a protected area. Each park information page within the app also carries telephone numbers where people can directly report poaching concerns.

By taking this approach, we provide a platform where the public can responsibly share their sightings and simultaneously contribute vast amounts of valuable data to conservation research. This provides a worthy alternative to standard social media platforms, where there is little control of species location information and the data cannot be easily extracted for use in wildlife research. The Tracking the Wild platform captures the specific fields that conservation organisations need but displayed in a user-friendly way to make it quick and easy to add a sighting.

# Getting the most out of Tracking the Wild.

We understand that it can be difficult to reach your desired audience when marketing your brand. Using Tracking the Wild will give you a platform to showcase your reserve to a targeted audience who are more likely to buy your services. In order to do this, you need to make sure that you communicate Tracking the Wild to your clients as often as possible.

To kick-start your campaign, we'll provide you with some marketing materials to get you going.



## Leaflets:

We will send you 500 A5 flyers (and digital copies if you want to print more) with information about Tracking the Wild. We advise that these can be displayed at the reception areas in the lodges, restaurants or handed out at the entrance gate.



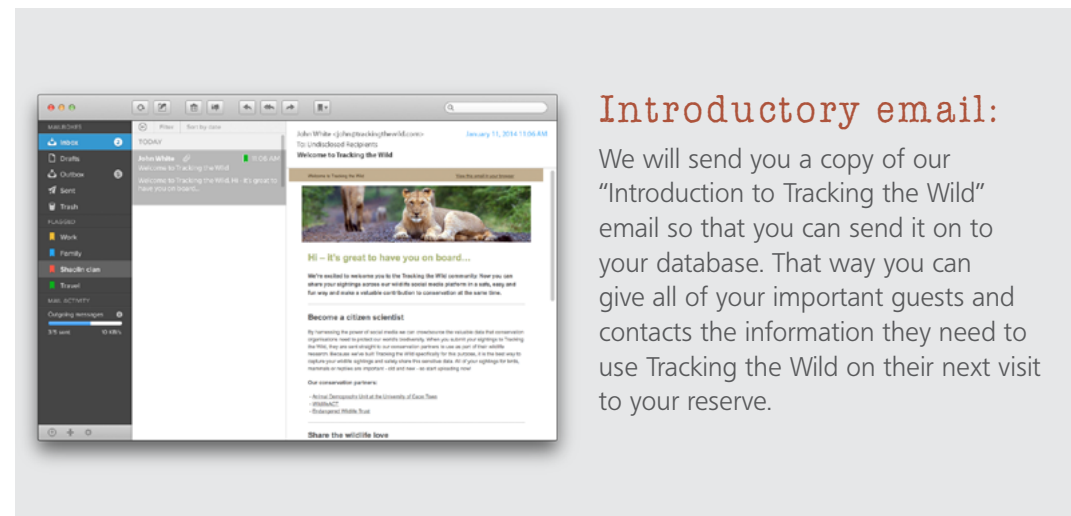
## Digital banners:

A series of digital banners for you to use on social media, your website and email sign-off. Link them straight through to the Tracking the Wild website to make it super easy for your customers to download the app. Available in two different sizes.



## Posters:

We will send you four pre-designed A3 or A4 posters (and digital copies if you want to print more) detailing information about how Tracking the Wild can be used to help conservation. We suggest that you display these at the entrance gate, reception areas in the lodges and at bird hides.



## Introductory email:

We will send you a copy of our "Introduction to Tracking the Wild" email so that you can send it on to your database. That way you can give all of your important guests and contacts the information they need to use Tracking the Wild on their next visit to your reserve.

# Pricing and packages.

## BASIC PACKAGE:

- Dedicated page for your park on the Tracking the Wild website and app
- Link to accommodation booking via SafariNow
- Announcement on our social media networks
- Park specific species guide for use on the Tracking the Wild app
- Park map for offline use on the Tracking the Wild app (park will be mapped on OpenStreetMap)
- Marketing material including posters, leaflet design, web banners and introductory email

### Set up fee

**R7,500.00**

Maximum once-off payment.  
Actual cost dependent on the amount of work required to map your reserve - please enquire for a quotation.

### Monthly management

**R500.00**

Discount if paid annually.

## BOLT-ON // Get social:

Monthly TTW blog post on something newsworthy from your reserve/lodge, (e.g. interesting company news, wildlife experiences, special offers etc.)

**FREE**

*Content to be supplied*

Monthly social media post on your reserve/lodge across TTW social networks (e.g. interesting company news, wildlife experiences, special offers etc.)

**R 75.00**  
per month

A TTW feature blog post introducing your reserve/lodge including an informative overview and pictures\*

**R 2,500.00**

## BOLT-ON // Web stuff:

Link to your own accommodation booking site rather than SafariNow

**R 500.00**  
per month

*\*subject to site visit - accommodation to be provided*

## Interested?

Getting started is easy! If you have any questions, or would like to find out more about how Tracking the Wild could benefit your private reserve then please get in touch using the details below.

Email // [info@trackingthewild.com](mailto:info@trackingthewild.com)

Web // [www.trackingthewild.com](http://www.trackingthewild.com)

