



Partner for a wilder future

Corporate partnerships with the
Royal Zoological Society of Scotland

The Royal Zoological Society of Scotland (RZSS) is a wildlife conservation charity with a bold vision: a world where nature is protected, valued and loved.



Edinburgh Zoo and Highland Wildlife Park are gateways to the natural world, giving adults and children the opportunity to connect with animals, discover the challenges facing wildlife and learn how they can help protect species from extinction.

Our mission is to save wildlife and inspire people in Scotland and around the world to protect, value and love nature. But we cannot achieve this alone. Our vision depends on an inspired and empowered global community coming together to create a wilder future for people and wildlife. You can be part of that community.

Partnering with RZSS gives your organisation the opportunity to support world-leading conservation projects, connect communities across Scotland with nature, and empower more people to take action for wildlife and the natural world.

Every RZSS partnership is unique. We work closely with you to understand your goals, audiences and values, creating a bespoke partnership that delivers meaningful impact for wildlife while bringing your brand, people and purpose to life.

THREE WILD REASONS TO PARTNER WITH RZSS

Build trust

Align your organisation with Scotland's wildlife conservation charity

Make an impact

Support tangible conservation action that brings your sustainability ambitions to life

Inspire your audiences

Create compelling stories and experiences to engage your customers, colleagues and stakeholders

BY WORKING TOGETHER, WE CAN ACHIEVE OUR COMMITMENTS BY 2030 TO:

Enable more than 100 communities to better protect nature

Create stronger connections with nature for more than a million people

Reverse the decline of at least 50 species

Our conservation work spans Scotland and the world, from protecting threatened species and restoring habitats to pioneering research, conservation breeding and cutting-edge genetic science.

We work alongside communities, researchers and conservation partners to turn knowledge into action.

From wildcat recovery in Scotland to protecting chimpanzees in Uganda and giant anteaters in Brazil, these partnerships tackle the challenges facing wildlife at local and global scale.

Your partnership can help turn conservation ambition into action – supporting projects that protect wildlife, restore nature and create a wilder future for generations to come.

WHERE WE WORK



Our audiences are waiting for you:

Over 750,000 visitors per year at Edinburgh Zoo and Highland Wildlife Park

56,000 loyal RZSS members and rising – one of Scotland's largest membership organisations

Engaged combined social media audience of 1.4 million ready to hear your story



Wild partnership in action

Your partnership with RZSS will give you a whole range of opportunities to:

Demonstrate tangible environmental and community impact

We'll support your ESG reporting with content and sustainability metrics, internal communications and stakeholder engagement.

Celebrate your commitment to employee engagement and wellbeing
Boost morale, strengthen connections and give back with event tickets, animal adoption gifts, volunteering opportunities and team away days at Edinburgh Zoo or Highland Wildlife Park.

Create unique experiences for customers and clients

Host unforgettable client events in two of Scotland's most unique venues or arrange for your VIPs to meet one of our iconic animals.

Reach the audiences that matter to you
From families to older couples, reach a diverse, engaged audience through tailored partnerships that connect your brand with our charity's mission.

Differentiate your business and brand in a crowded marketplace
Align your brand with one of Scotland's most recognised conservation charities and benefit from year-round visibility across our visitor attractions, campaigns and channels.

Saving Scotland's wildcats

Together with our partners, RZSS is working to restore Scotland's critically endangered wildcat population. Through conservation breeding, field research and work with communities, we're giving this iconic Scottish species a future in the wild. Now your company can be part of the ground-breaking story.

Creating global animal sensations

From adorable newborns such as Haggis the baby pygmy hippo and Bru the capybara to rare and endangered species, our animals regularly capture the imagination of audiences around the world. Partnerships help us share these stories far and wide, generating millions of views and inspiring people to care about wildlife and conservation.

Making a difference for those who need it most

Our partnerships help open our gates at Edinburgh Zoo and Highland Wildlife Park to underserved communities, making nature more accessible. By supporting these visits, we can provide opportunities to connect with wildlife, spend time together and create positive experiences away from the pressures of everyday life.

Powering a greener future

Our solar field at Edinburgh Zoo is reducing our environmental impact while generating clean, renewable energy. We are proud to be the UK's leading zoos for renewable energy generation. It's an example of how partnership and investment can support practical action for nature, both within our zoos and beyond.

Whether your priority is sustainability, employee engagement, customer acquisition or brand awareness, we'll work with you to create a partnership that delivers measurable value for your organisation while helping protect wildlife and nature for generation to come.

To start a conversation, get in touch with Eloise Mair, Business Development Manager via email emair@rzss.org.uk or phone 0131 314 0378.



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