



FREE OPPORTUNITY FOR DUBBO BUSINESSES TO LEVERAGE FROM STATE-WIDE CAMPAIGN

Wild! Rhino Trail

Background

In early February, five brightly coloured, 3 dimensional, Rhino sculptures will be installed in the City as part of Dubbo City Council's partnership with Taronga Zoo and Taronga Western Plains Zoo as part of a campaign aimed at raising awareness of the plight of the Rhino. The sculptures form part of the Wild! Rhino Trail spanning from Sydney's CBD, through the region and into Dubbo.

The Trail will be heavily promoted by Taronga via banners in Sydney's CBD, segments on Channel 7's Sunrise program, Qantas inflight magazines, and supported by robust on-line and social media activity. Council's City Development team will also be promoting the trail as an additional point of interest for the City and a visitor experience when travelling from Sydney through the region to Dubbo.

Opportunity for local business

City Development has created an opportunity for local businesses to leverage from the Campaign and the invaluable promotional and public relations activity around the Wild! Rhino Trail.

The **Wild! Rhino App** will feature Dubbo and the locations of the five (5) sculptures. It will encourage visitors to upload a photo of a Dubbo Wild! Rhino and take the image to the Dubbo Visitors Centre for a chance to win a Dubbo souvenir or a special offer from a local business. Visitors will simply reach into a "lucky dip" and draw out a prize.

If you would like to provide a "prize" all you need to do is provide 10 x 1 special offer. For example, if you provide half price entry per person, there will be 10 vouchers from your business offering half price entry.

Businesses participating in the "lucky draw" will be promoted on the [Wild# Rhino](#) page on [dubbo.com.au](#).

There is **no cost** to businesses to participate.

If you would like to provide a special offer for the Wild! Rhino Trail campaign, please complete the below form and return by COB Thursday 30 January to gabrielle.brown@dubbo.nsw.gov.au.

Name of Business * _____

Address* _____ Telephone _____

Details of special offer * _____

**these details will be included on the 10 x special offer vouchers produced by Council.*

The following **terms and conditions** will appear on each special offer voucher:

- Not valid with any other offer
- Valid 3 February – 13 April (prior to autumn school holidays)
- Not transferable
- Not redeemable for cash
- Voucher must be presented to redeem special offer

Additional terms and conditions (if required): _____

Email address (essential): (Approval of your offer will be sought via email prior to production.)

Signature: _____ Date _____

Deadline for offers: ~~COB Thursday 30 January~~ COB Monday 3 February

ENQUIRIES: Gabrielle Brown,
T 6801 4458 | F 6801 4459 | E: gabrielle.brown@dubbo.nsw.gov.au