



Yorkshire
Wildlife Trust

Winter Wonderland at Potteric Carr Nature Reserve

Potteric Carr Nature Reserve is a haven for people and wildlife. Nestled between the M18 motorway and East Coast mainline railway, just a few miles from Doncaster town centre, this is a green lung in an industrial landscape. It is a truly enchanting place; a remnant of the vast fenland that once stretched all the way across the Humber basin to the East coast. The reserve is a mosaic of wetland habitats, from reedbeds swaying gently under big open skies to winding woodland trails to networks of ponds teeming with life.

This mosaic of wetland and woodland attracts a diversity of birdlife; from the elusive booming bittern, and the curved beaked avocet, (both amber listed birds), to the chattering starlings that fill the skies with their ariel displays. The most patient visitors may even spot a roe deer or hare, while the enthusiastic pond dipping children will be rewarded with toads, newts and dragonflies. This 240-hectare site has over 5 miles of trails and walkways, a Visitor Centre with gift shop and café, and Education Centre and an outdoor learning area for Forest Schools.

Potteric Carr is a haven for the local community keen to escape the hustle and bustle of modern life and offers unique wildlife experiences to visitors who travel here specially to hear the booming bittern and watch the autumn starling murmurations.

As the recent pandemic has shown we are becoming increasingly dependent on wildlife and wild places to provide essential health and well-being benefits. Many people are realising the benefits of connecting with nature; from improving mood, reducing stress and blood pressure, to boosting productivity. Potteric Carr attracts approximately 33,000 visitors per year, over 20 school and education groups, and hosts over 100 events per annum (attracting an additional 1,200 people). We know that because of the climate, ecological and health crisis, Potteric Carr will grow increasingly in popularity with local communities and visitors and will become a critically important refuge for wildlife.



For the sake of wildlife and people we need to safeguard the future of Potteric Carr.





Wild Winter Wonderland Sponsorship Opportunity

Winter at Potteric Carr is a magical experience for every generation. From the thousands of starlings that dance at dusk in the skies above and the frosted reed beds glistening in the morning sun, to the hundreds of species of fungi that can be spotted amongst the fallen leaves, mingling in dead wood and peaking out from behind branches this is a wildlife experience for everyone

To celebrate this natural wonderland we are joining together with some of Yorkshire's many talented artists to create a Wild Winter Wonderland in 2021. We are commissioning a series of wildlife inspired art installations that will become an interactive art trail across the nature reserve. The art will encourage visitors to think about and enjoy our wildlife and wild place in a completely new way.

The art installation will be in place for 4 weeks from late November until late December, and the final weekend will be a special celebration with additional attractions such as: trade stands including food and drink and gift items, activities and events for the family, guided walks and entertainment like carol singers.



We anticipate Wild Winter Wonderland will attract an additional 1,200 visitors during December; this is in addition to our usual high footfall periods during the starling murmurations.

Option	Cost (+VAT)	Benefits to sponsor
Co-Headline Sponsor	£2,500	<ul style="list-style-type: none"> Logo on all printed materials e.g. maps, leaflets Your company featured in Yorkshire Wildlife Trust communications regarding the event including: Facebook-26,000 likes Twitter-27,000 Instagram- 28,000 Quarterly Magazine- readership circa 23,000 Emails circa 70,000 Any press releases Wildlife Walk with an expert guide for up to 20 participants 15 Complimentary entry passes into Potteric Carr from 1st November – 31st January 20 Complimentary entry Passes into Winter Wonderland