



*Back  
from the  
Brink*

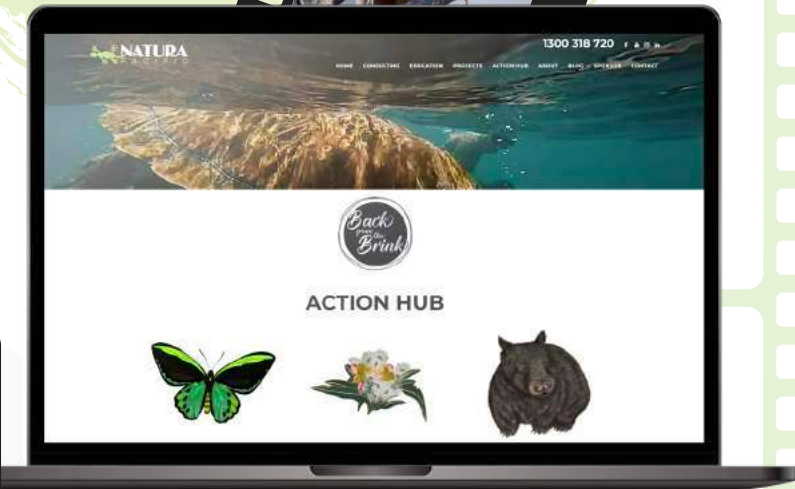
**INVESTMENT PROSPECTUS**

# I. INTRODUCTION

*In 2017 Natura Pacific launched Back from the Brink, the first venture of its kind to showcase a series of documentaries on Australia's most threatened plants and animals, what is happening to them, and how people can help. The initiative aims to raise awareness, facilitate collaboration, drive conservation efforts, and create a positive impact on biodiversity.*

In 2023 Back from the Brink expanded its efforts, launching the **Action Hub**, a community space to host documentaries, podcasts, expert articles, learning materials, and more; creating a dedicated online space for education and collaboration.

We are delighted to present to you the following investment opportunities to support us in our unique multi-channel initiatives.



[www.natura-pacific.com/actionhub](http://www.natura-pacific.com/actionhub)



## TOP 3 SPECIES-SPECIFIC OUTCOMES

1. Enlargement of protected areas for threatened butterflies and wombats
2. Increased direct funding to support threatened insects and turtles
3. New propagation programs for three wild plant species on the brink



## II. INVESTMENT OPTIONS

### 1 SPECIES SUPERSTAR

Join our species superstars by committing to an annual sponsorship of a chosen species from our Action Hub. Limited places are available.

#### BENEFITS:

- The opportunity to display your logo or name on the Action Hub species page, including an approved link to your chosen platform - website, Facebook, LinkedIn
- Official sponsorship certificate and badge in appreciation of your support
- The opportunity for recognition of support in annual sponsorship partners' acknowledgement (opt-in)
- The opportunity to contribute approved content to educational materials
- The opportunity to submit a blog article highlighting the work you are doing with the sponsored species, to be hosted on the Action Hub
- Yearly rollover of species sponsorship until cancellation

#### INVESTMENT:

**\$2,000 P/A**

### 2 BACK FROM THE BRINK BFF

Be the exclusive "Species BFF" for a new episode launch! Limited to one per species.

#### BENEFITS:

- The opportunity to display your logo or name on the Action Hub species page, including an approved link to your chosen platform - website, Facebook, LinkedIn
- Official sponsorship certificate and badge in appreciation of your support
- The opportunity for recognition of support in our annual sponsorship partners' acknowledgement (opt-in)
- The opportunity to contribute approved content to educational materials
- The opportunity to submit a blog article highlighting the work you are doing with the sponsored species, to be hosted on the Action Hub
- The opportunity for logo placement (and/or acknowledgment) on all launch promotional materials, including website, social media, and printed materials.
- The opportunity for inclusion in our partner Highlights series on Instagram
- The opportunity to be recognised in press releases and media outreach efforts for the launch
- \*\*2 x VIP tickets to the launch event
- \*\*The opportunity for verbal acknowledgment at the launch event

#### INVESTMENT:

**\$3,500**

*\*\*Only applicable to species launches that include events*



### 3 EDUCATION PARTNER

*Co-create a suite of educational materials on a threatened species for schools, libraries, councils, community outreach programs or your use.*

#### **BENEFITS:**

- Choose an Australian threatened species from our Action Hub or one of your own to co-create a suite of educational materials with us.
- Logo placement on educational material, i.e informational pamphlets, brochures, interpretive signage, blog, education booklets or worksheets.
- Acknowledgement in promotion of the educational materials

**INVESTMENT:  
STARTING FROM  
\$2,000**

### 4 PODCAST PARTNER

*Co-produce a podcast episode for a threatened species with us.*

#### **BENEFITS:**

- Propose an Australian threatened species to co-produce a podcast episode. Engaging audio content for a global audience, fostering a deeper understanding of conservation challenges.
- Propose an expert to be featured in the podcast. Don't like being in the limelight? No problem, leave it to us!
- The opportunity to feature in exclusive behind-the-scenes content
- The opportunity to co-produce the episode - reviews and feedback for the final instalment
- The opportunity for acknowledgment as a co-producer in the episode
- The opportunity for logo placement (and/or acknowledgment) on all episode promotional materials
- The opportunity for recognition in press releases and media outreach efforts for the launch
- The opportunity to submit an expert article, white paper or blog article hosted on the Action Hub
- The opportunity to be included in our partner Highlights series on Instagram

*\*\*Only applicable to species launches that include events*

**INVESTMENT:  
\$5,000**

**Channels:** Podcast hosted through Natura Pacific distribution channels using Libsyn



## 5 DOCUMENTARY PARTNER

*Co-produce a species documentary with us*

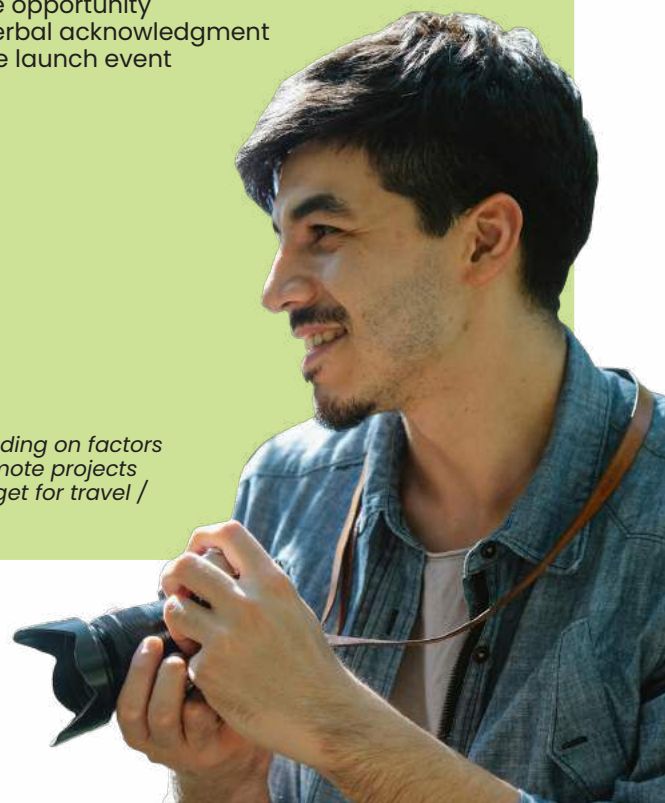
### **BENEFITS:**

- Propose an Australian threatened species to co-produce a documentary with our team to captivate an audience through visual storytelling
- Propose people and organisations to be featured in the documentary. Don't like being in the limelight? No problem, leave it to us!
- The opportunity to feature in exclusive behind-the-scenes content. Don't like being in the limelight? No problem, leave it to us!
- The opportunity to co-produce the episode - reviews and feedback for the final instalment
- The opportunity for acknowledgment as a co-producer in the documentary episode credits/ end-screen
- The opportunity for logo placement (and/or acknowledgment) on all episode promotional materials
- The opportunity for recognition in press releases and media outreach efforts for the launch
- The opportunity to contribute approved content to educational materials
- The opportunity to submit an expert article, white paper or blog article hosted on the Action Hub
- The opportunity for a partner Highlight or Reel on Natura Pacific's Instagram
- \*\*2 x VIP tickets to the launch event
- \*\*The opportunity for verbal acknowledgment at the launch event

*\*\*Only applicable to species launches that include events*  
**Channels:** Documentary distribution through Natura Pacific Youtube, Facebook, Instagram and Action Hub

**INVESTMENT: \*\*STARTING FROM**  
**\$25,000**

*\*\*Prices may vary depending on factors such as location with remote projects requiring additional budget for travel / remote location logistics*





## 6 CONSERVATION CHAMPION

*Co-produce a suite of assets including a documentary, podcast and educational material to empower communities with the knowledge to facilitate species conservation.*

### BENEFITS:

- Propose an Australian threatened species to co-produce a documentary and podcast
- Propose people and organisations to be featured in the documentary and podcast. Don't like being in the limelight? No problem, leave it to us!
- The opportunity to feature in exclusive behind-the-scenes content
- Co-produce the documentary and podcast episode - reviews and feedback
- The opportunity for acknowledgment as a co-producer in the documentary and podcast episode
- The opportunity for logo placement (and/or acknowledgment) on all episode promotional materials
- The opportunity for acknowledgement in all social media posting for episode launch
- The opportunity for recognition in press releases and media outreach efforts for the launch
- The opportunity to submit an expert article, white paper or blog article hosted on the Action Hub
- The opportunity for a partner highlight or reel on Natura Pacific Instagram
- The opportunity for logo or name displayed on the Action Hub species page, including an approved link to your chosen platform - website, Facebook, LinkedIn
- Official sponsorship certificate and badge in appreciation of your support
- The opportunity for acknowledgement in annual partners announcement
- \*\*The opportunity to co-host a launch event
- \*\*The opportunity for prominent logo display on screen at the launch event
- \*\*The opportunity for verbal acknowledgment at the launch event

**INVESTMENT: \*\*STARTING FROM**  
**\$30,000**

*\*\*Prices may vary depending on factors such as location*

**\*\*Only applicable to species launches that include events**

**Channels:** Distribution through Natura Pacific channels

**Disclaimer:** In co-producing Natura Pacific assets with our investors, it is acknowledged that intellectual property (IP) ownership rights may be shared or allocated as per contractual agreements. Any disputes regarding IP ownership will be resolved according to the terms outlined in the contractual agreements between the parties involved. This disclaimer serves to clarify that all parties acknowledge the complexities inherent in defining IP ownership within the collaborative process of co-production.



## III. COLLECTIVE BENEFITS

### BRAND EXPOSURE



- Align with a Social Enterprise producing some of Australia's best content on threatened species
- Feature prominently across our multi-channel initiatives
- Leverage our extensive network to amplify your conservation message

### CORPORATE SOCIAL RESPONSIBILITY



- Demonstrate commitment to environmental conservation
- Enhance corporate image through positive impact initiatives

### NETWORKING OPPORTUNITIES



- Connect with like-minded individuals, organizations, and influencers
- Attend exclusive events related to the project

## HOW TO GET INVOLVED?

Contact us via the provided channels on our website to discuss your preferred investment option and explore custom sponsorship packages tailored to your goals.

Invest in the future of our Australian threatened species, align yourself with meaningful initiatives, and be a catalyst for positive change.


 [@naturapacific](https://www.instagram.com/naturapacific)

 [@naturapacificGC](https://www.facebook.com/naturapacificGC)

 [@naturapacific](https://www.youtube.com/naturapacific)

 [natura-pacific](https://www.linkedin.com/company/natura-pacific)

 [info@natura-pacific.com](mailto:info@natura-pacific.com)

 1300 318 720