

Introducing - Moor Otters 2020

From: DNPA moorotters Project (moorotters@dartmoor.gov.uk)

To: moorotters@dartmoor.gov.uk

Date: Wednesday, 18 September 2019, 15:26 BST

Hi There,

You may have already seen or heard the good news! During the summer of 2020 the Moor Otters are making a return to Dartmoor National Park and surrounding areas. We have already started talking to artists about their creations and the excitement among them is already building.

We have not set out or agreed where the actual trails will be situated just yet, this will develop over time. The reason for this introductory email is to ask if your area (or a suitable location within your area) would be interested in being considered to host one of the superb Moor Otters during the summer season of 2020.

The 2017 Moor Otters were a major hit for the thousands of Otter Spotters who visited Dartmoor and surrounding areas (DNPA estimate an additional 100,000 visitors were drawn into the region by the Moor Otters).

We are looking to build on the success and positive news stories that the returning Moor Otters will no doubt bring. As well as creating happy fond memories for everybody there are also practical and positive outcomes from the last project, such as increasing footfall of visitors across the moor and raising £60k for 3 key conservation and education projects on Dartmoor. At the same time as entertaining local communities and visitors from around the UK and indeed international visitors. We want to surpass the overall income figure from 2017 and with more sponsors and supporters on board we believe we can do this. We are looking to get all the Moor Otters sponsored and hosted for the fee structure set out in the attached document.

There will be opportunities for companies that do not have a suitable location to host an Otter to have their logo positioned on a piece of their choice. At the end of the project all proceeds raised from the event will be ploughed back into important Dartmoor based conservation and educational projects.

The attached information brochure indicates the different levels of support and benefits associated with each category. It would be fantastic if you would consider embracing the initiative by putting yourselves forward or identifying a potential location that could be a potential sponsor or host for one of the Moor Otters.

By being part of this interactive project you will play an important role in bringing colour, fun, smiles and enjoyment to Dartmoor National Park and gateway towns and creating an unforgettable atmosphere during the summer of 2020 and at the same time contributing to important conservation and educational projects.

If you have any questions or queries relating to any part of the new Moor Otters project please do not hesitate to contact me by return email or by phone as per below.

Many thanks and speak soon

Dave Southern
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