



TACUGAMA 30TH ANNIVERSARY

FUNDRAISING EVENT 2025

Sponsorship opportunities



WHO WE ARE



Tacugama Chimpanzee Sanctuary, founded in 1995, has evolved into a leading force for **conservation and sustainable development in Sierra Leone**. Working with over 100 communities, **we protect critical habitats** while advancing climate action, education, and livelihoods—impacting over 10,000 people annually..



ACHIEVEMENTS

- Played a key role in declaring the chimpanzee as Sierra Leone's national animal and new face of tourism, replacing the diamond
- Advancing 16 of the 17 United Nations Sustainable Development Goals
- Sierra Leone's only recipient of the Queen's Commonwealth Canopy Project distinction
- Custodian of Congo Dam, which supplies water to 20% of Freetown
- Partnered with the National Protected Area Authority to upgrade the Western Area Peninsula Forest Reserve to National Park status
- Integrated Tacugama's Kids Environmental Education Program (TKEEP) into Sierra Leone's national school curriculum
- Conducted a landmark chimpanzee census confirming Loma Mountains National Park holds the highest chimpanzee density in West and Central Africa (4.81/km², population of 1,390)

HIGHLIGHTING THE INTERCONNECTEDNESS OF GLOBAL ENVIRONMENTAL CHALLENGES AND HOW LOCAL ACTION CAN HAVE WORLDWIDE IMPACT



An evening with **Dr. Jane Goodall** (DBE). Dr. Goodall will deliver the evening's keynote address, followed by a panel discussion and a focus on Tacugama's 30-year history, along with a performance by members of the **Kanneh-Mason family**. The event is hosted by Tacugama's registered charity in the UK (Charity number: 1153204).

WHO IS GOING TO BE THERE



Dr. Jane Goodall (DBE), anthropologist, conservationist, UN Messenger of Peace and the world's foremost expert on chimpanzees, will join Tacugama Chimpanzee Sanctuary to host their 30th year anniversary event in London. Dr Goodall inspired the founding of the sanctuary in Sierra Leone 30 years ago and, through the remarkable dedication of its Founder and Director, Bala Amarasekaran, the sanctuary has survived the country's ten year civil war to become a leading environment and wildlife conservation organization.



The Kanneh-Masons are a talented family of seven siblings of Sierra Leonean descent, all of whom play either the violin, piano, or cello. They have won numerous prizes and awards and have appeared on many television shows. The five eldest performed at the BAFTA Awards in 2018, and all seven siblings appeared in the December 2019 Royal Variety Show. In October 2020, they released their first album, *Carnival*, on Decca Classics to great critical acclaim. In May 2021, they received the Global Award for Best Classical Artist.



Bala Amarasekaran, honored with Sierra Leone's highest award (COR), founded Tacugama Chimpanzee Sanctuary in 1995 after witnessing the impact of poaching and deforestation. For 30 years, he has led conservation efforts through conflict and crisis, without drawing a salary. His advocacy led to chimpanzees being featured on Sierra Leone's biometric passport and named the national animal—symbolizing a national shift toward valuing wildlife and environmental protection.

HOW CAN YOU BE INVOLVED



We're inviting organizations and businesses to be part of Tacugama's milestone anniversary, celebrating decades of impact, innovation, and conservation.

This is a sponsorship opportunity to support a nationally and globally recognized movement. Just like Tacugama's journey, this celebration will be bold, meaningful, and unforgettable.

SPONSORSHIP OPPORTUNITIES

Sponsorship pack	5,000 POUNDS	10,000 POUNDS	15,000 POUNDS
Logo in pull up banners	X	X	X
Logo and text in event booklet for 285 guests	X	X	X
Logo on 10 min documentary prepared by filmmaker Gemma Bonfiglioli		X	X
5 VIP Tickets to meet Dr. Goodall and Tacugama Founder Bala Amarasekaran			X

SPONSOR THE CATERING!

SPONSOR THE VENUE!

SPONSOR EVENT TICKETS!!

EVENT INFO

Get in touch with us about sponsorship
opportunities today



- **Date:** June 26th 2025
- **Location:** Brunei Gallery
Lecture Theatre
- **City:** London, UK
- **Time:** 6pm - 10 pm
- **Contact:**
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