



LICHFIELD • TAMWORTH • SUTTON COLDFIELD

You're invited!

Sponsorship pack

A Wild in Art event
brought to you by St Giles Hospice



St Giles Hospice
Care

Have you herd?

I am delighted to announce that in 2023, St Giles will celebrate 40 years of hospice care with an exciting and iconic art sculpture trail that our entire community can enjoy together – March of the Elephants!

For 40 years, St Giles Hospice has been an integral part of our community, providing care and support for local people, and their families, living with a terminal illness. Care is offered at our hospice sites in Whittington and Sutton Coldfield, and in patients' own homes.

It costs more than £10 million to deliver the care we provide locally each year. With only a third of this funded by the Government, we rely heavily on donations and the generosity of our wonderful supporters.

Working together with our partner, Wild in Art, March of the Elephants will see a herd of around 60 elephants paraded across Lichfield, Tamworth and Sutton Coldfield whilst raising vital funds and awareness of hospice care.

Each sculpture will be individually designed by artists and sponsored by businesses creating a free, fun and family-friendly trail for people to enjoy whilst exploring their local area.

We can't thank our community enough for their support since the first patient was admitted to the hospice in Whittington back in 1983, right up until the present day.

We look forward to marking this 40th anniversary and inviting our community to join together to celebrate with us.



Wild in Art

Wild in Art has a track record of delivering world-class events that entertain, enrich, inform and leave a lasting legacy. We believe passionately in the power of creativity to connect the private and public sectors with artists, learning institutions and communities to produce popular mass participation art events.

We are very excited to be working with St Giles Hospice to produce March of the Elephants, which we hope has a very positive impact on your communities.

With your support, we can create an event that will have significant impact and will see many thousands of people engaging with and enjoying the art trail during the summer of 2023.



Charlie Langhorne, Managing Director and Co-founder, Wild in Art

You're invited!

We invite your business, employees, customers and visitors to be inspired, get creative and celebrate the 40th anniversary of St Giles Hospice in this mass participation public art event.

Be a part of the parade as sculptures great and small take to the streets, parks and open spaces in the summer of 2023.

We will work with you and a team of talented artists to create an individually designed sculpture that features on the trail and showcases the very best of your business.

Our team would be delighted to meet you to discuss this opportunity to align your business with St Giles Hospice.

Please contact marchoftheelephants@stgileshospice.com or call 01543 434039 or 07817 129611.



Why elephants?

At St Giles we believe in a world where the end of someone's life matters as much as the beginning. We focus on creating special and unforgettable moments together for our patients and their families.

This is why an elephant is the perfect animal for our 40th anniversary trail. They say an **elephant never forgets** and at St Giles we value the importance of making lasting memories for those we care for.

We also want our community to never forget how much we truly value their support in ensuring that we can continue to be there for patients and their families when they need us most.

March of the Elephants is both a wonderful opportunity to celebrate the lives of loved ones we hold dear in our memories and also to make new treasured memories for the future.

Elephants are wonderful, majestic and much-loved animals.

They have characteristics synonymous with the nature of the care St Giles Hospice provides for patients every day.



These wonderful mammals share very similar characteristics and values to those held by St Giles Hospice.

The compassion, dedication and courage provided through hospice care is reflected in the behaviour elephants show towards their herd whilst alive and after death.



The Big Trunk Trail 2021.
Credit: Keech Hospice Care

Sharing emotions

Joy, anger, grief, compassion, love – each of these emotions reside within these mammals. Through years of research, scientists have found that elephants are capable of complex thought and deep feeling. In fact, the emotional attachment elephants form towards family members may rival our own.

Comfort

Elephants stay with injured or dying individuals and try to comfort them; they have even been observed in nature helping other animal species in distress.

The 3rd-century Roman author Aelian stated in De Natura Animalium: “An elephant will not pass by a dead elephant without casting a branch or some dust on the body.” They remember the places where other elephants have died, and linger there when they pass them.



The Big Trunk Trail 2021.
Credit: Keech Hospice Care

A social bond

Communication among elephants is varied and continuous. Elephants sense sounds through their feet as well as hearing them. Much of the communication seems to be an attempt to convey reassurance and connectedness.

How it works...

This trail will bring our community, schools and businesses together with the creative sector to make lasting memories while celebrating the 40th anniversary of St Giles Hospice.

The art sculpture trail will see the streets of our community adorned with elephant sculptures, each individually designed by local artists and community groups, over an 8-10 week period.

At the end of the trail the sculptures will be auctioned with the proceeds helping to fund vital care services at St Giles Hospice.



This event will...

- 1** Provide a trail through Lichfield, Tamworth and Sutton Coldfield streets, parks and open spaces, encouraging thousands to become a 'tourist in their own county' and discover or rediscover their community.
- 2** Showcase the creativity of Lichfield, Tamworth and Sutton Coldfield, their heritage, architecture and culture.
- 3** Increase business exposure and engagement for elephant sculpture sponsors.
- 4** Increase awareness, footfall and visitor spend.
- 5** Provide community engagement, fun and excitement.
- 6** Create an education programme for schools, using creativity as a learning device.
- 7** Gain significant media coverage across the area.

Don't miss out!

Brand promotion

Raise brand awareness of your company, organisation or group in a unique way over a long period of time, and benefit from pre and post event exposure.

Media exposure

Similar events have generated massive interest. Benefit from an association with your own 'feel-good' stories in the media, internal communications and trade publications.

Sales promotion

Drive sales through social media campaigns, a bespoke app and a presence on the sculpture trail.

Increase footfall

Showcase and encourage mass footfall to your place of business and local community.

Engage staff and customers

Showcase your own corporate creativity and engage staff, customers and associates with your uniquely designed sculpture.

Increase community engagement, pride and integration

Be involved with a project that will create unforgettable moments and memories for everyone in 2023.

Community learning programme

The community learning programme will see 30-45 small elephant sculptures creating a wider trail, specifically designed to engage community groups and schools.



Businesses, community groups and education establishments are invited to sponsor a blank elephant sculpture – the 3D canvas!

Schools and colleges can also join in the fun, adopting and designing their own smaller sculpture – while taking part in a learning programme.

This sculpture gives an exceptional, creative opportunity to engage pupils in important topics – from environmental issues and the natural world, to citizenship, health and wellbeing, to name a few.

After getting creative in the classroom, they will see their masterpiece on the art trail and afterwards it is theirs to keep.

Community groups have the opportunity to work with a regional artist to decorate an elephant with artwork to reflect their stories. It will be displayed as part of the trail, before being returned to its forever pasture in the local neighbourhood.



Past sponsors said...

“It’s the best money we have spent as a business, we would have to have spent 4-5 times this to get the same PR value.”

Griffith Smith Farrington Webb LLP, Snail Space, Brighton 2018

“The enthusiasm for the Snowdogs was palpable across the entire region – being seen to be involved in the project was definitely a talking point for staff. Outside of the Newcastle property scene there might be many portions of local society who wouldn’t have a clue who Quorum are – now we’re firmly on the map!”

Quorum Business Park, Snowdogs, Newcastle-upon-Tyne, 2016

“Worcester Stands Tall attracted people to the city in their thousands and there were several indicators to show that footfall and spend across all the retailers, restaurateurs and tourist attractions in Worcester increased. It was a huge boost to Worcester’s economy.”

Worcester Business Improvement District, Worcester Stands Tall, 2018

A similar sized trail in Cambridge saw the following:

2.3 million

app interactions

533,571 visitors

actively engaged with the trail

74% said the trail encouraged them to spend more time in Cambridge

£449,658 generated through national and regional media coverage

90%+ said the event encouraged them to do more walking than usual



Plus, the economic impact was a whopping:

£12.8m

Join the herd!

Presenting Partner, 2 available, £20,000

- One large elephant sculpture with priority choice at art selection
- One medium sculpture, gifted on your behalf to a local school/ community group or kept by you for staff engagement
- Full brand integration with your logo on marketing and advertising collateral
- Brand logo on every sponsored elephant's plaque, website, mobile app and trail map
- Opportunities for bespoke brand activation, including app reward
- High profile location for sculpture
- VIP tickets and speaking opportunities at all elephant events and workshops
- Positive and exciting PR opportunities



Education and Community Presenting Partner, 1 available, £15,000

- One large elephant sculpture with priority choice at art selection
- Two medium sculptures, gifted on your behalf to local schools/ community groups
- Partnership opportunity with schools, youth or community groups
- Brand logo on your sponsored elephant's plaque, website, mobile app and trail map
- Opportunities for bespoke brand activation, including app reward
- VIP tickets and speaking opportunities at all education and learning events
- Positive and exciting PR opportunities



Early 2022

Businesses, schools and community groups invited to sponsor a blank elephant sculpture.

June 2022

Artists invited to submit designs to be presented to sponsors for selection.

June – August 2023

60 individually designed elephants go on display in Lichfield, Tamworth and Sutton Coldfield.

Official Supplier, £10,000

Minimum £7,000 sponsorship plus minimum £3,000 service or material gift in kind commitment

- One large elephant sculpture with priority choice at art selection
- Brand logo on your sponsored elephant's plaque, website, mobile app and trail map
- Opportunities for bespoke brand activation, including app rewards
- VIP tickets at all elephant events and workshops
- Positive and exciting PR opportunities

Corporate and Community Sponsor, £8,700

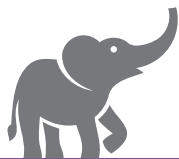
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- Invites to elephant events and sponsor workshops
- Positive and exciting PR opportunities

Corporate Sponsor, £7,000

- One large elephant sculpture
- Brand logo on your sponsored elephant's plaque, website, mobile app and trail map
- Opportunities for bespoke brand activation, including app rewards
- Invites to elephant events and sponsor workshops
- Positive and exciting PR opportunities

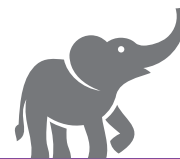
Media Partner

We are looking for a media partner to work with us, across the trail and trail events to raise awareness and promote the campaign and activities.



September 2023

Farewell event displaying all elephants in one place for one weekend to wish them well as they go on their final parade!



October 2023

After the event, the elephants will take centre stage and go to auction to raise funds for St Giles Hospice.



LICHFIELD • TAMWORTH • SUTTON COLDFIELD

Join the herd!

For information about how to get involved through sponsorship, gifts in kind, services in kind or donations of advertising opportunities, please get in touch:

marchoftheelephants@stgileshospice.com

01543 434039 or 07817 129611



St Giles Hospice, Whittington (Registered address): Fisherwick Road, Whittington, Lichfield, WS14 9LH
St Giles Hospice, Sutton Coldfield: Lindridge Road, Sutton Coldfield, West Midlands, B75 6JB

Registered Charity No. 509014