Sponsorship Pack

We invite you to Stand Tall for the county in 2018

A Wild in Art event brought to Worcester by St. Richard’s Hospice
For over 30 years St. Richard’s Hospice has been an integral part of the Worcestershire community, providing free specialist palliative care for patients affected by life-limiting illnesses and supporting their loved ones. As we embark on the next chapter of the hospice and look towards the Build 2020 appeal we were very keen to bring a project to the county that would not only raise significant funds, but inspire civic pride across the generations and showcase the very best the county has to offer.

...and now we are asking, will you Stand Tall with us...?

We invite your business, employees, customers and visitors to be inspired, get creative and celebrate the uniqueness of Worcester in the BIGGEST mass participation public art event ever to take place in the county. For 10 weeks in the summer of 2018, Worcester’s streets, parks and open spaces will be brought to life by a tower of giraffes. Individually designed, beautifully created, majestic giraffes, showcasing the wealth of artistic talent the county has to offer, whilst positively contributing to the local economic, cultural and social life of the area.

I am so excited at the thought of majestic giraffes against Worcester’s iconic attractions standing tall alongside us to bring colour and excitement to the city. Worcester Stands Tall will offer everyone a fabulous fun day out, exploring areas of the city people may not have visited before, with the added bonus of being active!

It is one of the most innovative, inclusive, mass participation events we have undertaken, and we are committed to doing all we can to work with our partners and sponsors to make this the most exciting event Worcester has ever seen. We thank everyone who has shown such enthusiasm to the project to date, we would have not come this far without them.

TRICIA CAVELL
Fundraising Director, St. Richard’s Hospice.

This Wild in Art event brought to Worcester by St. Richard’s Hospice provides a communication and charity platform for your business over a period of 12-18 months.
Tell me how it works?

**Worcester Stands Tall** is about partnerships. It aims to bring together the business and creative sectors with the local communities and schools in the county to celebrate the character and creativity of the area and its cultural identity. This world-class, mass appeal, large scale public event will:

- Provide a trail through Worcester City Centre, parks and open spaces, encouraging thousands to become a ‘tourist in their own county’ and discover or rediscover their own community.
- Increase, footfall and visitor spend.
- Engage local and regional artists.
- Create an education programme for schools, using creativity as a learning device.
- Attract regional, national and international visitors to Worcester and the surrounding areas.
- Showcase the creativity of Worcestershire, its heritage, architecture and cultural offer.
- Provide community engagement, fun and excitement!

"It is no coincidence that John Lewis Norwich, experienced the best footfall increase of any John Lewis shops across the country in the final weeks of Go Elephants - it was very evident there were plenty of people in the city following the trail."

**RICHARD MARKS**
*General Manager, John Lewis.*

So, when does the fun and excitement begin?

**Now!** We are already working with our partners, art & education communities and businesses to bring together the **Worcester Stands Tall** project to add value and relevance to the extraordinary cultural life our city has to offer.

**How it works**

- Businesses, education establishments, community groups and charities are invited to sponsor a blank giraffe sculpture – the canvas.
- Artists, both well-known and undiscovered, are invited to submit designs which will be presented to sponsors for their selection. Where possible local artists will be commissioned to customise each sculpture creating a unique piece of artwork.
- At least 25 individually designed giraffes will go on display through the streets and public spaces of Worcester City from 9th July - 16 September 2018 for everyone to enjoy.
- A farewell event will be arranged where the giraffes will go into one area over a period of a few days for those who are unable to complete the trail or simply haven’t time to do so. The farewell event also provides an opportunity for everyone to choose which giraffe they might like to bid for at auction.
- After the trail, the giraffes will take centre stage and go to auction in October 2018, to raise funds for St. Richard’s Hospice and to leave a lasting legacy.
Why should my business, organisation or group get involved?

Your sponsorship will help to:

- Play an important part in animating Worcester and creating an unforgettable atmosphere in the county during the summer of 2018.
- Significantly raise brand awareness in a unique and memorable way and through long term exposure (12-18 months).
- Showcase and bring footfall to your place of business, latest development and community. 53% of visitors to GoGoGorillas! in Norwich visited specific trail venues because of the event and 56% had a more favourable attitude to businesses in their community because of the event.
- 53% of the footfall visited local venues because of event.
- Showcase your own corporate creativity, engage your staff, customers and associates with your uniquely designed giraffe sculpture.
- Stimulate the economy. On average visitors spend on food, drink travel and other items increased by 60% during a visit to the GoGoGorillas in Norwich and 71% of visitors stayed longer in the City. 91% of visitors to Gromit unleashed (Bristol) visited parts of the City they wouldn’t normally go to.
- Increases of 100-250% for footfall were reported in some places during Wild Dolphins, Aberdeen (2014).
- Benefit through association with your own ‘feel good’ stories in media, internal communications and trade publications. Wow! Gorillas (Bristol 2011) attracted over £4.5m of positive print and broadcast media coverage and engaged 1.7m people via social media activity.
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- Create community engagement, pride and integration. 43% of visitors to GoGoGorillas in Norwich thought the event created a strong sense of community.
- Sales promotion – Pret a Manger reported a 16% increase in sales during Go Elephants! (Norwich 2008).
- 16% increase in sales through the event.
- Raise significant sums for St. Richard’s Hospice through the auction of your giraffe at the end of the project.
- Go! Rhino’s in Southampton (2013) Saw more than 250,000 visitors over a 10-week period, 74% said the main purpose of their journey into the city was to do the trail.

We have lots of statistics to evidence why you should get involved – please ask us for more specifics!
How can I help make sure Worcester Stands Tall?

Wild in Art events are hugely popular wherever they take place, offering an excellent return on your investment whether that be staff engagement, supporting local initiatives or driving sales and footfall. There is limited availability in each category, so we are standing by to get creative with you so we can ensure Worcester Stands Tall in 2018.

To encourage full participation in this most exciting project and to help St. Richard’s Hospice raise as much as possible towards the Build 2020 appeal, there is a wide range of sponsorship opportunity available. Each level offers a variety of benefits to suit your marketing, public relations and corporate social responsibility objectives.

Education and Community partners

MINIMUM INVESTMENT £25,000

An opportunity to associate your company or Trust with a county wide education and creative project engaging thousands of young people. This sponsorship will include one sculpture.

Official supplier

£10,000 OF VALUE IN KIND SUPPORT / SPONSORSHIP

A unique opportunity to gain maximum exposure in return for the products and services that you offer in areas including media, construction, event management, logistics, hospitality and programme delivery. From close association with a comprehensive marketing and PR campaign. This sponsorship will include one sculpture.

Want to sponsor but cost prohibitive?

WHY NOT PARTNER UP?

Up to 3 businesses can get together to sponsor a sculpture.

Large giraffe sponsor

£5000

Be a tower of help and sponsor an individually designed giraffe in a high profile designated location. Benefit from a wide range of marketing and PR opportunities and choose the design from artist submissions.

Why not add on and sponsor a baby giraffe for a local school?

£6000

Will secure 1 x large giraffe and 1 x small giraffe sculpture for a local school.

Advice from a giraffe….. Stand Tall, eat fresh greens, be head and shoulders above the rest, reach for new heights and preserve wild places.

We would love to discuss how the benefits of getting involved with Worcester Stands Tall can help you achieve your marketing, public relations and corporate social responsibility objectives. Please get in touch – you will find the contact details for Worcester Stands Tall on the back page.
Why a giraffe?

We simply felt that the giraffe was a majestic but elegant and gentle creature. Giraffes are sociable animals, but do not form herds, instead they meet in groups each day but the composition of the group changes from day to day. We felt this represented our own communities.

Giraffes are the tallest mammals on Earth and the collective name is a TOWER; we felt this created a sense of strength and led us to the event name Worcester Stands Tall.

A giraffe’s spots are like human fingerprints. No two individual giraffes have exactly the same pattern. One thing is for sure – the Tower in Worcester will certainly not have the same patterns but an array of design and colour, each a unique piece of art.

Giraffes appear to be silent. It was thought they did not make any sound. We now know this isn’t true they do make flute like sounds as well as low pitch noises that are beyond the range of human hearing. Who knows what the Worcester Tower will be saying to one another?

They will look fantastic on social media! And talking of social media it appears that on Twitter another popular collective name for giraffes is a ‘journey’ and we thought this was apt - why not join us on our exciting journey as we travel towards the summer of 2018?

May 2017

Official Launch - call to sponsors

September – December 2017

Call to artists and schools
About Wild in Art

Wild in Art is one of the leading creative producers of mass-appeal public art events which bring together business and creative sectors with schools and local communities through the creation of city wide trails of uniquely painted sculptures.

Since 2007, Wild in Art has delivered over 40 events including: London 2012 Olympic and Paralympic mascot trails, Gromit Unleashed in Bristol working with Aardman Animations and Wallace and Gromit’s Grand Appeal, Go Superlambananas! for Liverpool Capital of Culture 08, Mali in the City as part of Melbourne Zoo’s 150th anniversary.

Individual trails have been followed by over 1 million people, contributed over £123 million to local economies and raised over £10 million for charity partners.

January 2018

Sponsors preview and choice of giraffe designs from the submissions

February – May 2018

Giraffes painted

July 9th – 16th September 2018

Giraffes displayed across Worcester City, surrounding parks and open spaces

September 2018

Farewell Event - come and say goodbye to the giraffes as they Tower in one place for a final hurrah!

October 2018

Giraffes auctioned
For further information on how to get involved please contact the Worcester Stands Tall team...

worcesterstandstall@strichards.org.uk

Tel: 01905 763963 please ask for Tricia Cavell, Fundraising Director

Or visit

www.worcesterstandstall.co.uk

@WorcesterStandsTall  WorcStandsTall