

BEARS OF SHEFFIELD SPONSOR PACK

PAWSIBLY
THE BEST
THING YOU'LL
BE A PART OF



The
Children's
Hospital
Charity.

Registered Charity No. 505002

The Children's Hospital Charity presents...

BEARS OF SHEFFIELD



Sheffield Children's Hospital



WELCOME

Remember the elephant sculptures from the Herd of Sheffield? The sculpture trail is back for another year as bears are set to take to the streets of Sheffield in 2020.

We hope you will be a part of the project which will fund a new Cancer and Leukaemia Ward at Sheffield Children's Hospital.



OUR BEARS ARE MADE LOCALLY IN ATTERCLIFFE, SHEFFIELD

The Herd of Sheffield raised over £610,000 for Sheffield Children's Hospital with 58 large and 72 small elephants and we hope you will be part of the project which raises even more.

The Cancer and Leukaemia Ward treats children from babies through to 19 year olds from South Yorkshire, Lincolnshire, Derbyshire and as far south as Northampton.

Whilst the care patients receive on the ward is world-class, the facilities are not. You can help children and their families going through treatment by sponsoring a sculpture and transforming the Cancer and Leukaemia Ward at our hospital. With your help we can create a new home from home for families with space, privacy and natural light to make hospital stays and isolation a place of sanctuary and calm.

The transformed ward would create private patient rooms and provide en-suite facilities, giving our patients a place to make their own and room for a parent to sleep comfortably alongside them. The redevelopment will increase the ward footprint with more beds, parent facilities and an accessible bathroom which are not currently available. We will also build a classroom, playroom and adolescent room onto the ward.

By sponsoring a bear, you will be making a huge difference to cancer and leukaemia patients when they need it most.

Go on, you know you want to!



BEAR ESSENTIALS

This exciting initiative is brought to you by The Children’s Hospital Charity and will unite businesses, communities, artists and schools throughout the city and across the country, leaving a lasting legacy for years to come.

We would like to invite your company, colleagues, employees and customers to be inspired and celebrate Sheffield as a vibrant and culturally exciting city. This is your opportunity to get involved in the BIGGEST (yes we want this project to be bigger than the Herd of Sheffield) mass participation public art event ever to take place across the city.

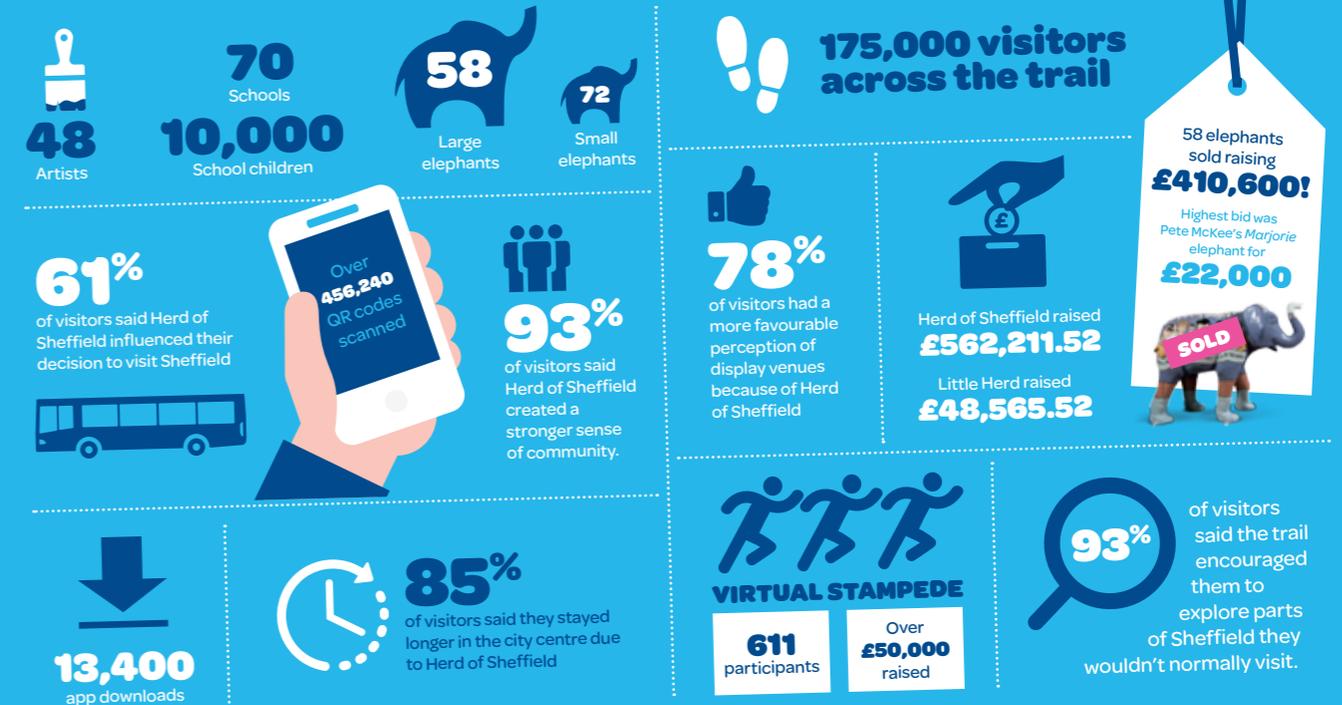
HOW IT WORKS

- 1 Businesses, community groups and individuals are invited to sponsor a bear sculpture.
- 2 Artists, both well-known and undiscovered, are invited to design a bear sculpture.
- 3 As a sponsor you choose which design you would like on your bear, creating a unique piece of artwork for thousands to see.
- 4 Schools, nurseries and colleges will join in the fun, adopting and designing their own smaller bear sculpture whilst engaging in a city-wide education program.
- 5 Your bear will join the trail and be displayed on the streets of Sheffield from July to September 2020. You will receive your own plaque which will be on display with your sculpture.
- 6 Lots of fundraising will take place throughout the city during 2020 as we all come together to create a new ward for children at Sheffield Children’s Hospital. As a sponsor we hope you will support this and encourage your friends, colleagues and family to get involved, whether that’s through a sponsored run, a cake sale or a teddy bears’ picnic. You choose how you want to get involved.
- 7 After the summer trail the sculptures will be sold at an auction to raise money for The Children’s Hospital Charity.
- 8 As a bear sponsor you will receive a framed picture of your bear to keep forever.



Our bear prototype.

HERD OF SHEFFIELD FACTS AND FIGURES



TIMELINE

NOW

Get in touch and let us know if you would like to sponsor a bear. With limited sculptures available and the popularity of the Herd, get in there early and make sure you are a part of this exciting project.



NOV 2019	31 JAN 2020	FEB 2020	MARCH 2020	MAR - JUNE 2020	JULY-SEPT 2020	OCT 2020
Public launch of the Bears of Sheffield	Applications to be a sponsor close	Artists submit their designs	Sponsors choose their design	Artists paint your bears	Bears take to the streets of Sheffield	Farewell event and charity auction

BEAR-NEFITS

This exciting project will give businesses, artists, schools and individuals the chance to come together in one giant great bear hug.

As a sponsor you will:

UNITE THE CITY

Bringing your peers, businesses, schools, the community and the general public together in one big project which is free for all to enjoy.

SHOWCASE SHEFFIELD

We know the Herd attracted the crowds and this trail will be exactly the same attracting tourists from all over the country to the wonderful city of Sheffield.

INVEST IN THE FUTURE

By funding a brand-new Cancer and Leukaemia Ward at Sheffield Children's Hospital.

BRAND EXPOSURE

Raise brand awareness of your business in a unique and memorable way throughout the year of 2020.

STIMULATE ECONOMIC GROWTH

Don't just take our word for it read the facts from the Herd of Sheffield.

SALES PROMOTIONS

Drive traffic and sales through social media, app promotions and website content.

MEDIA EXPOSURE

There will be lots of opportunities for media exposure by your own media team, at events and during the trail.

ENGAGE YOUR STAFF AND CUSTOMERS

Showcase your own corporate creativity and engage your staff, customers, suppliers and associates with your chosen sculpture design.

FUNDRAISING PACK

Take your sponsorship one step further and encourage your team to get behind your sculpture.

How would you like to support the Bears of Sheffield sculpture trail? Choose from the following options:

BEAR SPONSOR £5,000 plus VAT

Unique sponsor of an individually designed bear which will be on display in Sheffield.

PREMIUM BEAR SPONSOR £7,000 plus VAT

Unique sponsor of an individually designed bear in a premium location in Sheffield during the trail.

As a bear sponsor you will receive the following benefits:

A professionally designed bear sculpture including company logo and details on a plinth to be displayed around the city during the summer of 2020.

Choice of design on your bear.

Framed certificate to display in your business.

Sponsor acknowledgement in the trail map, auction and souvenir guide.

Invitation to official events.

Opportunity to create media and social media stories around your sculpture.

Authorisation to use the sculpture logo on your marketing materials and website.

Logo, biography, image and hyperlink on the official website.

Company details on the official app.

Increased brand awareness by using this exciting event to showcase your business.

An opportunity to also showcase your corporate creativity and engage your staff and customers.

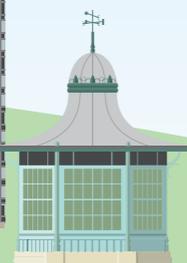
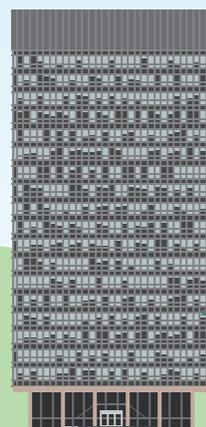
We will give you tips to help you maximise exposure of your sculpture.

PRESENTING PARTNER
£50,000

HOST PARTNER
£40,000

SUPPORTING PARTNER
£25,000

Get in touch for more details.



THANK YOU

Sheffield Children's Hospital is one of the country's specialist standalone children's hospitals, which we are lucky to have right on our doorstep. Children travel from all over the country for treatment in Sheffield and we have some of the nation's leading clinicians helping our children get better.

The Bears of Sheffield will help fund the development of a new Cancer and Leukaemia Ward, which treats around 90 children a year. Sheffield Children's Hospital prides itself on delivering world-class care for thousands of children every week, but we need your help to create the best possible environment for them to be treated in.



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