

# YOUR SPONSOR MANUAL

The  
**Children's  
Hospital  
Charity**

Registered Charity No. 505002





## WELCOME TO THE BEARS OF SHEFFIELD!

We'd like to say a very special thank you for joining our 2020 sculpture trail and helping to bring our Bears to life. We hope you are as excited about this event as we are and we look forward to working with you over this year.

To ensure that you get the most out of your sponsorship, we would like you to be involved in every part of the project. This pack is designed to give you all the information you need, including important dates for your diary.

The success of the Bears of Sheffield will be enhanced with your support in the run-up to and throughout the event which will, in turn, create greater benefits for you and of course Sheffield Children's NHS Trust.



Registered with  
**FUNDRAISING  
REGULATOR**

**The  
Children's  
Hospital  
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## ABOUT THE BEARS

The Bears represent everything the city of Sheffield stands for, made locally, the sculptures bring together local companies, the community and artists to create a trail which will be remembered for years to come.

The inspiration behind the bear theme came from the link to the well-known Sheffield bear in the Botanical Gardens and through the charity's mascot, Theo. There will even be a special Theo bear sculpture along the trail to really hit home what the project is all about – raising money for Sheffield Children's Hospital.

David Mayne, the designer of the Botanical Garden's Bear has even designed the bear sculptures to create a smoother, flatter version of the original design. The bears are extra special because they are also being made in the city as well thanks to the superb Simpson Ltd in Darnall who have ensured the bears are Sheffield born and bred.

60 individually designed bear sculptures and 100 little bears, decorated by school children, will be on display throughout Sheffield in the summer 2020.

After the trail, the large bears will find new homes, after being auctioned off to raise significant funds for Sheffield Children's Hospital and the small bears will be returned to their school for them to keep.





## What you are helping to fund

The purpose of the bears is to raise money for a new Cancer and Leukaemia Ward at Sheffield Children's Hospital and thanks to your support as a sponsor we are one step closer to transforming the ward for the 90 patients who are treated within the ward every year.

### A bit more information about Ward 6

The Oncology and Haematology department treats children from babies through to 19-year olds, in South Yorkshire, Lincolnshire, Derbyshire and as far south as Northampton. One of twenty principle treatment centres in the UK, the hospital cares for children with cancer and leukaemia as well as patients who have other blood problems such as bleeding and inherited disorders.

The hospital provides a service for the diagnosis, treatment and long term follow up of children with cancer and are the only paediatric standalone JACIE accredited transplant centre for under 16-year-olds in the field of haematopoietic stem cell transplantation. The clinicians work with colleagues across the country to improve treatments and outcomes for these patients.

Patients are treated on our 14 bedded ward with two four-bed bays and six isolation cubicles, used mainly for children who need to be isolated to prevent infections. Around 25 bone marrow transplant patients are treated on our ward every year, staying for 6 to 8 weeks at a time in isolation. Patients who require routine chemotherapy stay for 3 to 5 days before going home. Other patients can be treated for longer periods of time, sometimes over a year.

Read Georges story [www.tchc.org.uk](http://www.tchc.org.uk)





## What's the problem with the ward?

Whilst the care received is world-class, the facilities are not. A new developed ward would create a new home from home with space, privacy and natural light to make isolation a place of sanctuary and calm.

## Private en-suite bedrooms

The transformed ward would create private patient rooms with en-suite facilities, giving patients a place to make their own, with room for all their toys and space for a parent to sleep comfortably alongside them. The new design will also increase the number of beds overlooking Weston Park.

## Parent facilities

A new and improved parent room will be created, which will be a welcoming place for parents and carers to visit.

## Improved facilities

The playroom and school room will be relocated onto the ward along with a new adolescent room for older patients, so they have a place specifically for them. Flexibility in the space will be built in so rooms can be transformed into social spaces, creating a dining room so families can eat together away from the patient's bed.

# HERD OF SHEFFIELD

The Herd of elephants descended onto Sheffield streets back in 2016 and they were loved by so many. Here are a few facts and figures for you to share with everyone you meet!





**HERD  
OF SHEFFIELD**





## DATES FOR YOUR DIARY

### **March: Choose your design**

VIP reception for bear sponsors to choose the design of their Bear

### **8<sup>th</sup> July: Bears of Sheffield preview**

VIP reception for bear sponsors, artists and key stakeholders to celebrate the launch of the 2020 sculpture trail, Bears of Sheffield.

### **13<sup>th</sup> July: The trail launches**

60 large bears and 100 little bears go on display across Sheffield.

### **September: Bears of Sheffield Farewell**

For 4 days all the bears will be on display in one place as part of the Farewell event.

### **October: Bears of Sheffield Auction**

All large bears will be auctioned off to raise funds for Sheffield Children's Hospital Cancer and Leukaemia Ward.

As a sponsor, you will be invited to the auction, where you will be able to look on with pride as your bear raises much needed funds to transform Ward 6 at Sheffield Children's Hospital. You may wish to bid for your own sculpture either designed as part of your patronage or another one which took your eye on the trail. Invitations to the auction will be sent well in advance to ensure maximum audience and potential bidders.



## MEET THE TEAM

Your personal account manager will be your first point of contact but we would like to introduce to you other members of the team at Charity HQ to help in managing and maximising your sponsorship.

### Bears of Sheffield Sponsorship

<b>David Vernon-Edwards</b>	<b>Director</b>	<a href="mailto:david@tchc.org.uk"><u>david@tchc.org.uk</u></a>
<b>Cheryl Davidson</b>	<b>Project Manager</b>	<a href="mailto:cheryl@tchc.org.uk"><u>cheryl@tchc.org.uk</u></a>
<b>Tchad Western</b>	<b>Account Manager</b>	<a href="mailto:tchad@tchc.org.uk"><u>tchad@tchc.org.uk</u></a>
<b>Jen Everill</b>	<b>Account Manager</b>	<a href="mailto:jen@tchc.org.uk"><u>jen@tchc.org.uk</u></a>
<b>Sophie Coburn</b>	<b>Account Manager</b>	<a href="mailto:sophie@tchc.org.uk"><u>sophie@tchc.org.uk</u></a>
<b>Chloe Brunton-Dunn</b>	<b>Account Support</b>	<a href="mailto:chloe@tchc.org.uk"><u>chloe@tchc.org.uk</u></a>

## Marketing and PR

Please note we also have a general enquires email address

[\*\*sculptures@tchc.org.uk\*\*](mailto:sculptures@tchc.org.uk)

<b>Caitlin Hallatt</b>	<b>Marketing &amp; PR Officer</b>	<a href="mailto:caitlin@tchc.org.uk"><b>caitlin@tchc.org.uk</b></a>
<b>Sarah-Louise Kelsey</b>	<b>Sculpture Communications and Media Assistant</b>	<a href="mailto:sarah-louise@tchc.org.uk"><b>sarah-louise@tchc.org.uk</b></a>
<b>Katie Swift</b>	<b>Head of Marketing</b>	<a href="mailto:katie@tchc.org.uk"><b>katie@tchc.org.uk</b></a>

## Little Bear Education Programme

<b>Abbie Pervin</b>	<b>Regional Fundraising Manager</b>	<a href="mailto:abbie@tchc.org.uk"><b>abbie@tchc.org.uk</b></a>
<b>Lucy Rathbone</b>	<b>Regional Fundraising Officer</b>	<a href="mailto:lucy.r@tchc.org.uk"><b>lucy.r@tchc.org.uk</b></a>
<b>Lucy Green</b>	<b>Regional Fundraising Assistant</b>	<a href="mailto:lucy.g@tchc.org.uk"><b>lucy.g@tchc.org.uk</b></a>

## Merchandise

<b>Jane Darby</b>	<b>Hub Fundraising Officer</b>	<a href="mailto:jane@tchc.org.uk"><b>jane@tchc.org.uk</b></a>
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## PROTOCOLS FOR SPONSORS

With so many partners involved in Bears of Sheffield, we want to ensure we all get the most out of the trail. It would be great if together we keep internal and external communications as simple as possible and avoid any clashes of activity.

**Please could all sponsors inform The Children's Hospital Charity's Marketing and PR Team in advance of any activity taking place.**

### Marketing and PR Plan

We advise all sponsors to draw up an individual marketing and communications plan for their project detailing dates of releases, a planned interview schedule, specific photo opportunities etc and forward it to the Marketing and PR team in order to avoid any clashes with other sponsors.

The Marketing and PR team should be kept up-to-date with the progress of the plan and any changes as they present themselves in order that the overarching event campaign can be co-ordinated for the benefit of all concerned.

All promotional activity, including photo opportunities and media calls involving your bear are carried out at your expense.



We are happy to support you as much as possible to maximise your involvement, but we are unfortunately unable to manage promotional activity on your behalf.

## **Bears of Sheffield Assets**

As a sponsor, you are entitled to use the Bear of Sheffield title and brand badge in your PR and advertising activities. We will send you the Bears of Sheffield assets pack and you will find guidelines regarding the use of the logo within this document.

## **Artwork Approval**

The Children's Hospital Charity's Marketing and PR team must always see a pdf proof of artwork before it goes to print or is displayed (including online). Where possible partners and sponsors should allow 48 hours for approval (weekdays only). Please send all artwork proofs to [sculptures@tchc.org.uk](mailto:sculptures@tchc.org.uk)

## **Press releases**

Press releases for individual projects should be drawn up by your communications representatives. Once drafted, they should be sent to [sculptures@tchc.org.uk](mailto:sculptures@tchc.org.uk) who will advise of any appropriate amendments and quotes to be added etc.

All press releases should include the Bears of Sheffield logo and boiler plate in the 'Notes to Editors' section.



## Written credit

In press releases and other written documents, partners and supporters should use the following credit:

'...(company) is proud to be a (insert sponsor designation e.g. Presenting Partner/Bear Sponsor/Supporter) of the Bears of Sheffield.'

Where possible please refer to the event as; 'brought to you by The Children's Hospital Charity supporting Sheffield Children's Hospital.'

## Photo calls

Any people included in photo opportunities must give permission for the images to be used for promotional purposes.

If children or young people are included in photo opportunities or interviews, written parental permission must be secured using the consent form provided. It will be your responsibility to ensure this is done. Please liaise with parents/schools well in advance of the call to obtain the relevant permissions.



## Media enquiries

All enquiries concerning interviews or articles about your specific Bears of Sheffield projects and activity may be dealt with by your Marketing and PR representatives including PR agencies.

If the enquiry is about broader issues concerning the event or are of a serious or sensitive nature (such as government issues), The Children's Hospital Charity Marketing and PR team should be the first point of contact to agree the most appropriate course of action and disseminate information accordingly.

## Spread the word

We would love you to spread the word to your team, organisation, colleagues, friends and family about the Bears of Sheffield and how the money raised will make a difference. If you need additional information for your internal communication, such as intranets and newsletters please get in touch [sculptures@tchc.org.uk](mailto:sculptures@tchc.org.uk)

## Information for email bulletins / website updates

Any press releases forwarded to [sculptures@tchc.org.uk](mailto:sculptures@tchc.org.uk) may be added to the Bears of Sheffield website and will be used as a source of information for the media.



## Social media

Don't forget to let us know your social media handles so that we can follow you and share content.

## Bears of Sheffield artists

Where possible, we are happy to facilitate an introduction to your sculpture artist but it would be appreciated if you contact us in advance with details of your planned promotional activity.

# HOW TO PROMOTE YOUR INVOLVEMENT WITH BEARS OF SHEFFIELD



We would love you to promote your involvement in the Bears of Sheffield, but we would also like to retain an element of surprise when the sculptures are revealed and the trail goes live. In order to do this, we ask that you:

- Only release/post elements of your bear taking shape or sections of your bear as 'work in progress'. Don't reveal the full finished sculpture until the event has been launched and the sculptures are on displayed across Sheffield in the summer.
- Link to our website [www.bearsofsheffield.com](http://www.bearsofsheffield.com) from your website. You could include it as a news story on your homepage. We can also supply you with a Bears of Sheffield web banner - please let us know if you have specific dimensions.
- Like us on Facebook at [www.facebook.com/bearsofsheffield](http://www.facebook.com/bearsofsheffield)
- Follow us on Twitter [@bearsofsheffield](https://twitter.com/bearsofsheffield)
- Follow us on Instagram [www.instagram.com/bearsofsheffield](https://www.instagram.com/bearsofsheffield)
- Use the hash tag everywhere #bearsofsheffield
- Spread the word with your contacts and clients.

## TIPS TO PROMOTE YOUR INVOLVEMENT WITH BEARS OF SHEFFIELD



The Bears of Sheffield is set to be bigger than the herd of elephants so there will be no shortage of media interest in the project. But it helps to have a strong news angle to ensure your group or company's involvement in the project gets the exposure it deserves!

Why have you chosen to get involved with the Bears, and how does it link into your own strategies and aims?

- Does someone in your association have a personal connection to Sheffield Children's Hospital that has inspired your involvement? This would make a heart-warming or evocative story for general news outlets.
- Other angles for business press might include: boosting CSR, the project links to your business (e.g through the arts, conservancy, healthcare), you are offering gift in kind services, you are joining to celebrate a company/ personal milestone.
- Angles for news could include personal reasons for involvement in the project, quirky stories about how you plan to raise any additional money with your fundraising activity. Strong and bright pictures of staff with your sculpture are always a winner.



Once you have decided on the angle, draft a press release, along with a good-quality photograph. A press release template and tips on taking a good picture are included with the Bears of Sheffield marketing assets.

Press releases for individual projects should be drawn up by your communications representatives. Once drafted, they should be sent to [sculptures@tchc.org.uk](mailto:sculptures@tchc.org.uk) who will advise of any appropriate amendments and quotes to be added etc.

All press releases should include the Bears of Sheffield logo and the notes to editors found in the accompanying press release template.

# BEARS OF SHEFFIELD BRAND COLLATERAL FOR SPONSORS



As a sponsor, we are delighted to share with you the Bears of Sheffield title and brand badge in your PR and advertising activities. We will send you the Bears of Sheffield assets pack with all the file types you need, but if you need anything extra get in touch.



**Bears of Sheffield logo** It should always be reproduced in full colour with the correct dimensions i.e. not squished!



## The Children's Hospital Charity's logo

We want to make sure the link between The Children's Hospital Charity and the Bears of Sheffield is made by everyone who sees the bears. We would love you to help us spread the word



The logo should sit with the Bears of Sheffield logo and if possible with the wording; "An event brought to you by The Children's Hospital Charity."



## Bears of Sheffield colour palette

Our colour palette consists of six main colours which should feature on all marketing material. You will also find them in the Bears of Sheffield balloons.

Backgrounds, typography and logos can all be set using this palette. We've also got a deep grey that can be used for setting typography.

**Pantone 130 C**

C	0
M	.34
Y	.100
K	0
R	242
G	169
B	0

**Pantone 1585 C**

C	100
M	.44
Y	0
K	0
R	0
G	.94
B	.184

**Pantone 225 C**

C	1
M	.83
Y	0
K	0
R	.223
G	.25
B	.149

**Pantone 425 C**

C	0
M	0
Y	0
K	.77
R	.84
G	.88
B	.90

**Pantone 298 C**

C	.69
M	.7
Y	0
K	0
R	.65
G	.182
B	.230

**Pantone 1585 C**

C	0
M	.56
Y	.90
K	0
R	.255
G	.106
B	.19

**Pantone 3275 C**

C	.95
M	0
Y	.47
K	0
R	0
G	.179
B	.152

## Herd of Sheffield logo colours

Please note that colours in the outlined area are only to be used within the logo.



# Bears of Sheffield typefaces



## Primary typeface

Our primary typeface is Omnes, which we've chosen because it has a strong, stable, 'grown up' feel in its lighter weights. But, at bold or black it brings some of that softness and fun back in.

Available from either Type Kit or Darden Studio:

[www.typekit.com/fonts/omnes-pro](http://www.typekit.com/fonts/omnes-pro)

[www.dardenstudio.com/typefaces/omnes\\_pro](http://www.dardenstudio.com/typefaces/omnes_pro)

## Minimum type size

Try to avoid setting text below 9pt.  
If in doubt, print out and test. Text should be clear, readable and appropriate for the

### Omnes Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@£%?!

### Omnes Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@£%?!

### Omnes Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@£%?!



communication. In some instances, such as business cards, a smaller text size is permissible.

### **Secondary typeface**

Our secondary typeface is Arial, which should only be used when Omnes is unavailable.

**Minimum type size -** Try to avoid setting text below 9pt. If in doubt, print out and test. Text should be clear, readable and appropriate for the communication.

**Omnes Black**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789@£%?!**

### Arial

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789@£%?!**

### **Arial Bold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789@£%?!**

