

# Sponsorship pack

A Wild in Art event brought to you by





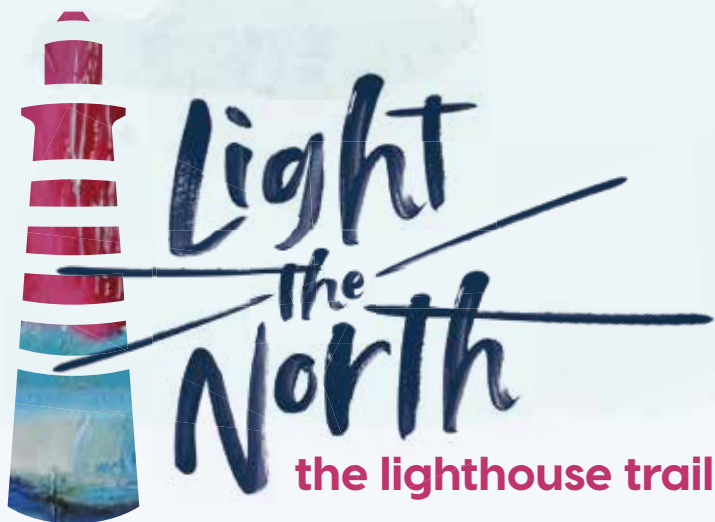


## Photo credits

- The Big Hoot & The Big Sleuth  
– Daniel Graves
- Snowdogs by the Sea & Snailspace  
– Simon Dack/Vervate
- GoGoGorillas & Pigs Gone Wild  
– Lee Blanchflower
- Wild Dolphins  
– WDC/The Archie Foundation
- GoGoHares  
– Mark Ivan Benfield







Ever since a pod of dolphins took over Aberdeen City centre in 2014, the people of the north-east have been captivated by various trails across the region. From children through to adults, there is something to inspire every individual to get outside and explore.

**Our event partner, Wild in Art, has proven experience in bringing all parts of the community together and giving them a voice through art. They design programmes that resonate with children and young people, the outcomes providing a unique insight into the aspirations, hopes, and dreams of future generations.**

Through their high-profile events, Wild in Art has provided a platform for local and national amateur and professional artists.

This year we are delighted to present the opportunity for you to become part of Light the North to inspire the north-east of Scotland and raise awareness and funds for the most significant cancer support charity in the region, CLAN Cancer Support.



## Why CLAN?

**CLAN is a shining light of hope in the dark for anyone affected by cancer. We provide the emotional and practical support needed to ensure their wellbeing needs are taken care of at all stages of their cancer journey.**

Over 35 years, CLAN's services have grown significantly to address the emotional and social impacts of cancer, including counselling, emotional support and wellbeing services aimed at reducing stress and pain, across the north-east, Moray, Orkney and Shetland. CLAN supports over 2,500 people every year across 13 community locations from Shetland to Aberdeen.

With over 20,000 people living with cancer across the region, CLAN's support services are more vital than ever. However, it costs £2.6 million per year to provide the services to the communities we operate in and we cannot do so without the support of people and businesses across the country.

## Why a lighthouse?

- A lighthouse is a safe haven
- A lighthouse is a beacon in a storm
- A lighthouse navigates you through troubled water
- A lighthouse signifies hope

These are all things that could be said about CLAN, the services that we provide, and the impact we have on the lives of so many across the north-east, Moray, Orkney and Shetland.





## What is the lighthouse trail?

**In Autumn 2020, we will shine a light across the north-east, Moray, Orkney and Shetland with over 30 lighthouses designed and created by some of the area's most talented artists continuing the region's cultural revolution.**

This project is brought to you by CLAN Cancer Support, in partnership with Wild in Art, to raise significant funds for and awareness of the vital support provided by CLAN to people affected by cancer across the north-east, Moray, Orkney and Shetland.

2020 is VisitScotland's year of Scotland's Coasts and Waters, which will be celebrated with a programme of activity designed to inspire both visitors and locals to explore and experience our unrivalled shores. This ties in perfectly with our trail plans and is especially pertinent to the north-east of Scotland which has been reliant on marine-based endeavours from fishing to the oil and gas industry.

The lighthouse trail will take people on a cultural tour of the north-east, Moray, Orkney and Shetland, letting them discover and engage with our region like never before.





## What does the Trail include?

Over 30 lighthouse sculptures will be spread across the north-east, Moray, Orkney and Shetland that will encourage people to discover new places around the area and get all of the family to exercise.

Raise awareness of the fantastic work that CLAN does across the region.

Engage with schools and children who will be able to learn about lighthouses, Scotland's coastal history, paint their own 'little' lighthouse, and be educated, in an age-appropriate manner, about cancer in the family.

The trail will celebrate the wealth of artistic talent we have in the region by showcasing local artists who will be designing the lighthouses.

Attract more, and new, visitors who will spend more time in the area where lighthouses are situated, which will benefit local businesses.

Raise significant funds to help CLAN support people affected by cancer across the north-east, Moray, Orkney and Shetland.



Lerwick



Kirkwall



Elgin

Portsoy



Banff



MacDuff



Fraserburgh

Crimond

Peterhead



Inverurie



Banchory



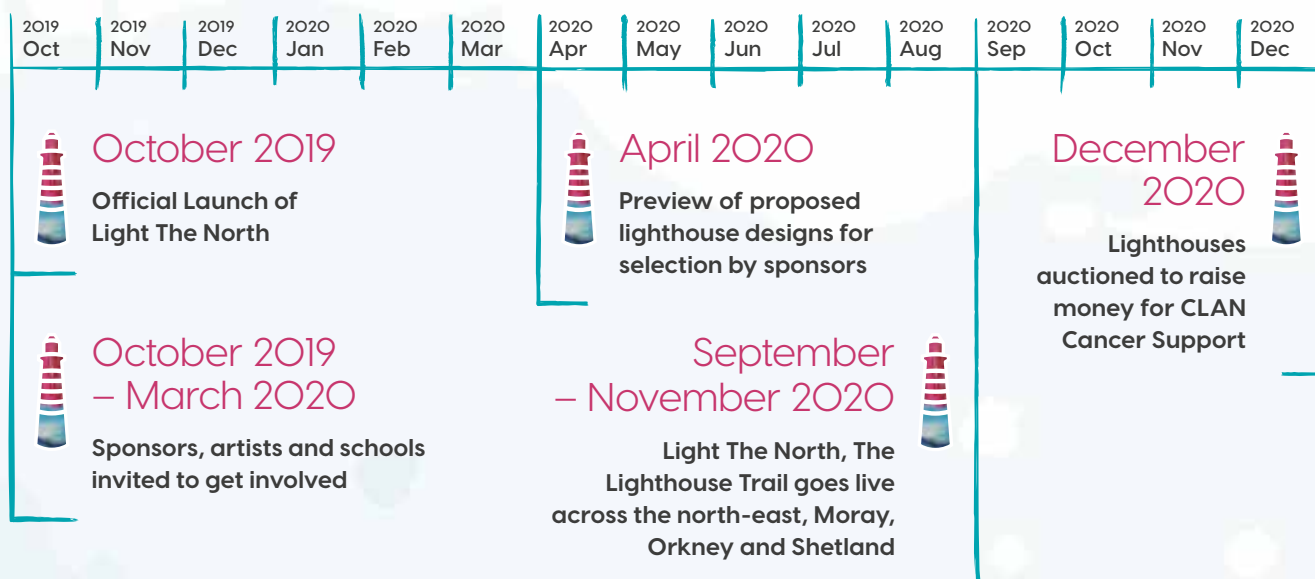
Aberdeen



Stonehaven



## Timeline of Trail



## Lighthouse Facts

- There are 206 lighthouses in Scotland.
- Originally lighthouses were lit merely with open fires, only later progressing through candles, lanterns and electric lights.
- There are 182 steps to the top of the Girdleness Lighthouse in Aberdeen which stands at 37 metres high.
- Elevated 91 metres above sea level, the Sumburgh Lighthouse in Shetland is visible for up to 23 nautical miles and flashes every 30 seconds. The walls were built to a double thickness in order to keep damp out as the building is heavily exposed to the elements.
- Noup Head Lighthouse in Orkney was constructed in 1898 and was converted to solar power in 2001.
- Lighthouses are painted differently to help identification of them by the mariner during the day. The red and white stripes help the mariner identify the lighthouse if the lighthouse is up against a white background, such as cliffs or rocks.
- The actual shape of the lighthouse often depended upon the whim of the individual designer, which is why there are some that look like traditional lighthouses whereas others look like castles.
- In 1819 petitions were made to erect a lighthouse on Buchan Ness in Peterhead. It was built by 1827 and in 1907 a broad red band was painted on the tower to distinguish it for seafarers by day.



## Key Stats

### Oor Wullie's Bucket Trail

DUNDEE, 2016



**335,000** people actively engaged with the trail with further exposure to many thousands more during the 10 weeks of the trail

The trail generated a total economic impact of **£6.9m** (GVA £1.56m)

#### HEALTH & WELLBEING:

**77%** said that following the trail encouraged them to walk more than usual



**89%** said that following the trail encouraged them to get outdoors more


#### EXPLORATION:

Oor Wullie's Bucket Trail 2016 encouraged residents and visitors to bring their families into the city and spend time exploring while doing the trail



**83%** said that the trail took them to places they hadn't visited before

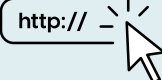



 **45,219** app downloads

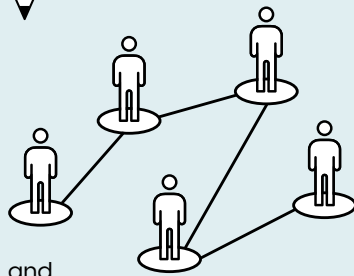
**15 million steps** 

over **30,000 miles** 

 an average of **11 miles** per user

**172,913** website visits 

 Engaged over **200 Schools**



and **Community Groups**



### Snailspace

BRIGHTON & HOVE, 2018

 **6,000** app downloads

**219,246**  Snail 'discoveries' recorded on the app

#BeMoreSnail generated

 **31 million impressions** and **8,000 mentions**  on social media

 Media coverage AVE of over **£1 million**

*It's a great fit for our brand... We are Brighton and we want to help as much as we can.*

**Steve Bax,**  
Executive Director,  
British Airways i360  
– sponsored a Snowdog in 2016's Snowdogs by the Sea and a Snail in 2018

### Wild Dolphins

ABERDEEN, 2014

Awarded **Best Event** at the Aberdeen City and Shire Tourism Awards 2015

\*Source: Oor Wullie's Bucket Trail 2016 Evaluation, NGI Solutions. Sample: 1,072.







# Help us to light up the north!

You can be part of this significant business development opportunity by becoming a sponsor. Our sponsorship opportunities offer an excellent and unique return on investment, with a variety of levels to meet the needs of your business.

By supporting CLAN and the Lighthouse Trail, you will be able to demonstrate that it will:

- Raise the company profile across the region
- Meet corporate and social responsibility targets
- Engage with potential customers
- Enhance the cultural development of the north-east, Moray, Orkney and Shetland
- Help CLAN to support people affected by cancer

For your staff teams, it provides the chance to further engage with the company, through being part of the sponsorship, having pride in the company they work for and engaging with the project before, during and after the trail – giving your teams the chance to be part of a lasting legacy across the north-east.

## ALL OF OUR SPONSORS WILL ENJOY:

- Up to 12 months association with a high-profile and media friendly event
- One little lighthouse to gift to a school of your choice
- Dedicated account manager
- Relationship building opportunities with other lighthouse sponsors
- Stakeholder engagement opportunities
- Brand profile and positioning
- Logo displayed on trail app and website

All sponsorship opportunities are subject to VAT.



## Be The Beacon in our Lighthouse

### PRESENTING PARTNER

£50,000

Our presenting partners are with us every step of the way offering unprecedented levels of PR and marketing exposure throughout the project. Working closely with you and your team, we will tailor your marketing activation to your specific business needs and will ensure you meet and surpass your targeted return on investment.

We want to work with an exciting organisation which is passionate about engaging with the north-east, Moray, Orkney and Shetland to help us light up the region with our lighthouses.



### Benefits

- A maximum of two Presenting Partners
- Sector exclusivity (at Presenting Partner and Partner level only)
- All above the line marketing exposure - logo to be present on all marketing and advertising collateral (digital and print)
- Two large lighthouse sculptures to be placed in a high profile location of choice subject to availability, terms and conditions
- Logo displayed on all large sculpture plaques
- Bespoke product/service activation through rewards in the trail app or promotional opportunities at events\*
- Priority art selection
- VIP tickets to all trail-related events
- Speaker opportunities at high profile trail events
- Enhanced branding on post-event stats

*\*Subject to further discussion between parties.*

## EDUCATION PARTNER

£37,000

An education partner will help to create a dedicated education programme that will enable us to 'light up' schools across the north-east, Moray, Orkney and Shetland to inspire the youth.

Our aim is to engage with over 100 schools reaching thousands of children who will then have the experience of creating a free mini-trail to be visited by the north-east community.

The education programme will focus on three key elements:

- 1 History and development of lighthouses
- 2 A link to the sea, e.g., renewable and wider energy sector, and maritime
- 3 Cell biology, when cells go wrong, dealing with cancer, and how to lead a healthy lifestyle.

## Benefits

- A maximum of one Education Partner
- Speaker opportunity at Schools Inspiration Launch
- Sector exclusivity (at Presenting Partner and Partner level only)
- All above the line marketing exposure - logo to be present on all marketing and advertising collateral (digital and print)
- Bespoke product/service activation through rewards in the trail app or promotional opportunities at events\*
- Provision of 100 little lighthouse sculptures to primary schools, with your logo displayed on all little lighthouse plaques
- Sponsorship of a dedicated creative education pack that will be based on the Curriculum for Excellence. This pack will guide schools on decorating their lighthouse
- VIP tickets to all trail-related events including the Schools Inspiration Launch for the collection of the little lighthouse sculptures

*\*Subject to further discussion between parties.*

## CULTURAL PARTNER

£25,000

As the Cultural Partner, you will help us celebrate and promote the arts culture and heritage of the north-east to visitors attracted to the Lighthouse Trail, both locally and from across the country. By bringing free and high-quality art to our streets, people of all ages will be captivated with creativity and inspiration, whilst also experiencing a positive impact on their wellbeing as they walk and explore our beautiful country.

## Benefits

- A maximum of one Cultural Partner
- Sector exclusivity (at Presenting Partner and Partner level only)
- VIP tickets to all trail related events
- One large lighthouse sculpture to be placed in a high profile location of choice subject to availability, terms and conditions
- Bespoke product/service activation through rewards in the trail app or promotional opportunities at events\*
- Official provider of Light the North guided walks

*\*Subject to further discussion between parties.*



## LIGHTHOUSE SPONSOR

£6,000

Individual sponsorship of a lighthouse is a fantastic and personal way to support CLAN and Light the North. You can select the lighthouse artwork of your choice, positioned in an area most beneficial to your business from our map, and select a school of your choice to receive a little lighthouse, subject to availability.

## Benefits

- Up to 12 months association with a high-profile and media friendly event
- Tickets to all trail-related events
- One large lighthouse sculpture in high profile location of choice subject to availability, terms and conditions
- Relationship building opportunities with other lighthouse sponsors
- Bespoke product/service activation through rewards in the trail app

We have even more opportunities for you, and your business, to get involved in this exciting project. Please let us know and we can discuss a sponsorship package to suit your business needs. These include:

- Energy Partner
- Concrete Suppliers
- Hospitality & Events

## Sponsorship already secured:

### Creative Design

**MEARNS & GILL**

SINCE 1936

### Print

**jasmine**

### Haulage and Distribution

**COLIN LAWSON**  
Transport

### Storage Supporter



# Don't just take our word for it

## DOOR WULLIE'S BUCKET TRAIL

Dundee 2016

Visits to the Dundee VisitScotland iCentre were up by over 24% compared to last year's visits and retail sales also increased by 45% between the 27th June and 17th August 2016.

## THE BIG HOOT

Birmingham 2015

Lloyds Development Capital (LDC) – Presenting Partner

“” Being Presenting Partner of The Big Hoot has been an honour for LDC and we are so proud to have associated ourselves with an exceptional event. We have witnessed such a huge buzz in the City of Birmingham this summer which has seen communities, businesses, schools etc all brought together with unity and civic pride for the City. And most importantly, we have seen much-needed funds raised for The Birmingham Children's Hospital.

– Sophie Read, LDC

## SNOWDOGS BY THE SEA

Brighton & Hove 2016

“” We were delighted to be sponsors of Snowdogs as it gave visitors a new reason to come to the city outside of the main summer season. There was a palpable 'Snowdog' effect as city dwellers and visitors struck up conversations as they made their way around the trail. It was a great way to get people to explore different areas of Brighton & Hove and of course it had a significant economic impact too.

– Howard Barden, Head of Tourism, VisitBrighton

## THE BIG HOOT

Birmingham 2015

“” The Big Hoot has surpassed our expectations. It has engaged so many people across the City on so many different levels and deserves to raise record funds for the hospital to put the icing on the cake.

– Jane Bryan, Lloyds Bank, Community Sponsor and sponsor of two sculptures



## About Wild in Art

Wild in Art is one of the leading producers of spectacular, mass-appeal public art events which connect businesses, artists and communities through the power of creativity and innovation.

Since 2008 Wild in Art has animated cities across the world including Auckland, Sydney, Cape Town and São Paulo and worked with partners to create trails across Scotland including the Clyde mascot trail for the 2014 Commonwealth Games in Glasgow, Wild Dolphins in Aberdeen and Oor Wullie's BIG Bucket Trail.

Wild in Art events have:

- Enabled over £13m to be raised for charitable causes
- Contributed over £1.8m to local creative communities
- Engaged over 600,000 young people in creative programmes
- Helped millions of people of all ages to experience art in non-traditional settings



Find out more about Wild in Art at [wildinart.co.uk](http://wildinart.co.uk)

*Photo credit:* Chris Scott Photography



# Light the North

the lighthouse trail

A Wild in Art event brought to you by



## Contact us

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www.lightthenorth.co.uk  
www.clanhouse.org



@lightthenorth  
#lightthenorth

