



Business Information Pack

A **WILD IN ART** EVENT IN SUPPORT
OF HOSPICE ISLE OF MAN



@wallabies2019



WELCOME

For 35 years Hospice Isle of Man has been an integral part of our Island's community. In this special year we want to thank you for the support you have given us over this time and invite you to embark on this exciting project with us, supported by Wild In Art.

Our focus over the next five years is to look beyond our building, to reach out and support more people in our community in a place of their choice at the right time for them.

Wallabies Gone Wild provides the perfect opportunity for us to work collaboratively with our community to promote compassion, raise awareness of our services and generate the funds that will help us to continue to deliver care in the community.

Getting involved will provide a platform to expose your brand over a prolonged period of time and an association with an event that supports your Island's community, education, economy and culture.

We look forward to working with you on this collaboration.

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TELL ME MORE...

Wallabies Gone Wild is a mass participation art event that will be held on the Island over 12 weeks from May to September 2019.

During this time the Isle of Man will be brought to life by a mob of beautifully designed wallaby sculptures.

The event will not only offer endless hours of fun for residents and visitors but will create community cohesion, and will have a positive impact on all those involved.

The event will:

- Provide a free and engaging activity that appeals to all and creates excitement within the community.
- Attract visitors to the Island.
- Increase footfall and spend across the Island amongst visitors and residents.
- Engage local artists to showcase the Island's heritage, architecture and culture.
- Create a platform for Hospice Isle of Man to work with local schools to deliver an education programme that encourages compassion and builds resilience within our community.
- Provide an opportunity for businesses, their employees and customers to engage with schools, artists and the public in a unique way.
- Generate much-needed funds for Hospice Isle of Man through sponsorship and partnership working.



About Wild in Art

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

Since 2008, Wild in Art has delivered over 40 events across 4 continents including; London 2012 Olympic and Paralympic mascot trails, Go Superlambananas! for Liverpool Capital of Culture '08, Mali in the City as part of Melbourne Zoo's 150th anniversary, the 2014 Commonwealth Games in Glasgow, plus art trails for Historic Royal Palaces and Penguin Random House.

Individual trails have been followed by nearly 1 million people and in the last three years alone had an economic impact of over £46 million.

Wild in Art events have:

- Enabled over £10m to be raised for charitable causes through auctions
- Injected £1.7m into local creative communities
- Engaged over 500,000 young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

www.wildinart.co.uk



HOW IT WORKS

PHASE 1

- Businesses are invited to sign up as event partners, supporters or sponsors.
- Artists, both well-known and undiscovered, are invited to submit sculpture designs.
- Schools and community groups are invited to sign up to the education programme.

PHASE 2

- Artists will present their unique sculpture designs to key partners and sculpture sponsors, who will then be matched appropriately.
- The education programme will start to be delivered to schools that have signed up.

PHASE 3

- The trail route will be planned whilst the artists get to work customising their sculptures.

PHASE 4

- At least 25 wallaby sculptures will go on display through the streets and public spaces of the Island from May - August 2019.
- During this time there will be increased PR, media and marketing activity including a dedicated app, website, printed literature and merchandise.

PHASE 5

- A farewell event will be arranged where the wallabies will be brought together for a period of a few days for those who are unable to complete the trail.
- The wallabies will then take centre stage and go to auction, to raise funds for Hospice Isle of Man.



WHY YOU SHOULD GET INVOLVED

The trail creates a new kind of partnership working between Hospice and your organisation using a model with a proven track record that has been adopted by multiple charities across numerous towns and cities throughout the world.

Being part of the event will:

- Significantly raise awareness of your brand in a unique and memorable way, over a prolonged period of time (approx. 12 months).
- Showcase your own corporate creativity, engage your staff, customers and associates with your uniquely designed wallaby sculpture.
- Stimulate the economy. On average visitor spend on food, drink, travel and other items increases when the trail is live.
- Benefit your organisation's reputation through association with your own 'feel good' stories in the media, internal communications and trade publications.
- Create community engagement, pride and integration.
- Provide opportunity for sales promotion linked to the trail app. Pret a Manger reported a 16% increase in sales during Go Elephants! (Norwich 2008).
- Raise significant sums for Hospice Isle of Man through both your initial support and the auction of your wallaby at the end of the project.
- Deliver life skills to school children that will help them with compassion and resilience.
- Build positive relationships with schools and artists.

Please just ask if you would like any more statistics about previous events.



Photo © Sarah Brighton Hove Photography

£7.53m

new money was generated for Brighton's economy in 2016



Photo © Daniel Graves Photography

500,000

young people have been involved in creative programmes



Photo © Stephen King Photography

£10m+

has been raised by WIA for charitable causes

HOW YOU CAN GET INVOLVED

Wild in Art events are hugely popular wherever they take place, offering an excellent return on your investment whether that be through 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 for Wallabies Gone Wild.

To encourage full participation in this most exciting project and help Hospice to raise as much income as possible to support our patients and their families, there is a wide range of sponsorship, partnership and supporter opportunities available. Each level offers a variety of benefits to suit your business, marketing and corporate social responsibility objectives.



Presenting partners x 2	MINIMUM INVESTMENT £30,000 + VAT (£5,000 + VAT APP sponsor)
An exclusive category restricted to two organisations in non-competing sectors to benefit from a close association through a comprehensive marketing and public relations campaign. Your brand will span the lifetime of the trail and will become synonymous with the event, featuring on all marketing communications, literature and information. This sponsorship will include one sculpture. One presenting partner will also have the opportunity to sponsor the trail app.	
Education and Community partner x 1	MINIMUM INVESTMENT £15,000 + VAT
An opportunity to work in partnership with Hospice to deliver an Island wide education and creative project, engaging thousands of young people. This sponsorship will include one small sculpture.	
Large wallaby sponsor	£5,000 + VAT
Your dedicated sculpture will have a plaque featuring information about your business. Your branding will be associated with your sculpture throughout the duration of the trail, including in the trail souvenir guide, on the website and on the app.	
Why not add on a wallaby for a local school?	£6,000 + VAT
Sponsor your own large sculpture and support a local school in reaching their pledge goal for their own smaller wallaby.	
Want to sponsor but find the cost prohibitive?	£5,000 + VAT
You can partner up with up to two other businesses to sponsor a sculpture.	
Value in kind supporter	
We appreciate that not every business can spare the cash, but may still be keen to support in some way. If you are able to support with providing services free of charge or at cost price for the event then would be keen to hear from you. In return we would of course provide ample recognition and branding opportunities for your organisation.	

WHY WALLABIES?

Uniqueness to Isle of Man

Wallabies are the largest land mammal on the Island, it is believed that they have been living and breeding in the wild since the 1970s. They are now the largest wild population outside of Australasia.

Versatile canvas

The shape of the wallaby is very versatile and will lend itself well to multiple interpretations allowing many different stories to be told through the design.

Universal appeal

The sculptures are gender neutral and have an appeal to all ages, genders and cultures.

We hope you
enjoy spotting
our wallabies
standing proud
around the
Island, we think
they are going
to look great!





NEXT STEPS

To get involved please contact
the Wallabies Gone Wild team...

Tel **01624 647434** Email **wallabies@hospice.org.im**

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