



LION SPONSORSHIP PACK

- Sponsor your own life-sized lion sculpture
- Decorated to your own design
- Displayed at your premises or a location of your choice from August - October
- 100% of event proceeds donated to local charities

Join the Pride and sponsor a Lion this summer!

The Lions of Windsor 2019 sculpture trail is a mass-participation event featuring over 60 life-sized, individually decorated lion sculptures displayed across the Royal Borough of Windsor & Maidenhead from August to October 2019 to celebrate the 200th anniversary of the birth of Queen Victoria and Windsor's unique role as home to Britain's kings and queens for nearly 1,000 years.

The Lions of Windsor will bring art, colour and animation to the streets of the Royal Borough, providing a free activity for residents and visitors of all ages, promoting local businesses and artists, showcasing the region's highlights, increasing footfall to less visited areas, engaging the local community and raising much needed funds for local charities.



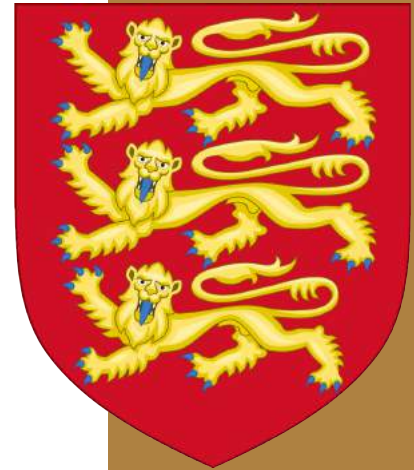
The Lions of Windsor 2019 sculpture trail will offer unique sponsorship opportunities, ensuring excellent brand exposure and interaction over the 8-month event period, from announcing your sponsorship to the charity auction in November.

Unleash your imagination and join the Lions of Windsor pride today!





Royal Arms of England since the 12th century



William the Conqueror - Bayeux Tapestry



Why Lions?

The King of the Beasts symbolises courage, nobility, royalty, strength, stateliness and valour, hence its popularity as a royal heraldic image.

William the Conqueror is thought to have brought the House of Normandy arms, depicting two lions on a red background, to England in 1066.

In 1100, William's son Henry I became King of England and was known as the 'Lion of Justice' for his long and peaceful 35 year reign.

Henry's grandson Richard I, better known as 'Richard the Lionheart', chose three golden lions on a scarlet background as a symbol of the English throne during his reign from 1189-99, which has featured on the Royal Coat of Arms ever since.



Henry I



King Richard I's Great Seal of 1189

Lions of Windsor 2019 – the Pride of the Royal Borough

Event Benefits

The Lions of Windsor 2019 public art sculpture trail will bring together the business and creative sectors, as well as local communities and schools across the Royal Borough of Windsor and Maidenhead and surrounding area this summer.

The high profile event will promote the region far and wide, increase footfall and visitor spend, introduce art, colour and fun to the streets and entertain hundreds of thousands of visitors and residents of all ages from August to October 2019.

The giant pride will then be auctioned to raise funds for local charities.

The media-friendly, mass participation event will:

- Provide a free city-wide trail of individually decorated lion sculptures on the streets and public spaces of the Borough from August to October 2019
- Encourage thousands of residents and visitors to follow the trail and explore areas they would not have visited otherwise
- Disperse footfall across the region and to less visited areas
- Engage and showcase the region's artists, designers and creative industries
- Introduce a fun, creative and inclusive activity to schools
- Create an additional reason for British 'stay-cationers' and international visitors to put the Royal Borough on their list of destinations, increasing footfall, dwell time, local spend and overnight stays
- Provide sponsors with eight months of PR, excellent staff and customer engagement, increased footfall and brand awareness, and extensive visual social media content
- Showcase the heritage, architecture and cultural highlights of the region
- Provide community engagement, fun and a sense of civic pride
- Raise much needed funds for local charities

Lions of Windsor 2019 - the Mane event this summer!





How does it work?

The birth of the Pride...

SPONSORS - Businesses, organisations, community groups, schools, universities and charities are invited to sponsor a blank lion sculpture – the canvas.

SCULPTURES - The lions are made of hollow fibreglass and measure 1.2m high, 1.5m long and 45cm wide. They will be fixed to wheeled 'skateboard' plinths, attached to street furniture during the day and taken in at night. Some lions may be fixed to heavy stone plinths and remain outdoors during the display period

LION CUBS - The smaller 75cm 'mini-lions' will be exclusively available to schools, community groups and charities to decorate. Mini-lions can be purchased by philanthropic individuals or businesses for donating to a school, community group or charity of their choice to decorate and display on the main Lions of Windsor trail.

Lion Cub sponsors and donors will be credited on their lion's plaque, on the event website, 10,000+ trail maps, brochures and marketing publications.

ARTISTS - Talented local and regional artists, celebrities, designers and craftspeople are invited to submit their lion design ideas. A portfolio of curated designs will be created for sponsors to browse and select their favourite lion design on a first come, first served basis.

Sponsors and their chosen artists will work together to create their unique lion sculpture and name their lion. Sponsors are welcome to design and decorate their lions in-house or can nominate their own artist. All designs and lions' names must be approved by the organisers prior to decoration so that there is no duplication in the Pride.

LION GROOMING - After nearly three months on public display, the lion sculptures will be taken off the streets and returned to Lions Den HQ for touching-up by their artists before the auction preview weekend.

LIONS ROAR GOODBYE WEEKEND - The lions will be displayed in one giant pride in Windsor in early November for the public to say their final farewells before the charity auction. Previous Farewell events have attracted 7,000-16,000 visitors.

CHARITY AUCTION - All of the lions and school mini-lions will be auctioned in late November and 100% of profits from the Lions of Windsor event will be donated to local charities.



Charities

**100% OF EVENT
PROFITS WILL BE
DONATED TO
LOCAL CHARITIES**

Thames Hospice

Thames Hospice is the local charity providing expert care for people living with life-limiting illnesses in East Berkshire and South Buckinghamshire. A vital part of our work is also supporting their families and carers. We are one of the busiest independent hospices in the UK. Our services include therapy, nursing and medical care, as well as practical and emotional support in our Hospice at Windsor and in patients' homes. It costs £8 million every year to keep our Hospice running. We are also raising £6 million to build a new, state-of-the-art hospice on a stunning eight acre site next to Bray Lake in Maidenhead. We are thrilled that the Lions of Windsor sculpture trail will be helping to raise funds for us and hope many businesses and organisations will take part in their event and help us achieve our goal.



Windsor Lions Club

Windsor Lions Club covers a wide area of East Berkshire including Ascot, Datchet, Horton, Old Windsor, Sunninghill, Sunningdale and Windsor. It is part of Lions International, the largest community service organisation in the world. Windsor Lions was established in 1961 and has raised in the region of £2.5m by organising events and corporate sponsorship, including Charity Auctions, Golf days, Quiz Nights, Race/Casino evenings, Cross Country Horse Ride, Santa Sleigh Windsor street collection and Swimathons. We provide support within our community; helping referrals often by Social Services, providing an annual Spring Lunch for senior citizens groups, the Lions' Den – giving local organisations the chance to bid for funds, driving for Mencap and staging our FunFest for young people and their families with learning and sensorial difficulties, we also organise a bi-annual Prostate Cancer Awareness Event.



Windsor Lions

Look Good Feel Better

Every year thousands of people living in Berkshire are given the daunting news of a cancer diagnosis. As a consequence of their treatment, many will experience a loss in confidence and self-esteem, making everyday tasks such as standing outside the school gates with other parents or facing colleagues at work, difficult. Look Good Feel Better equips people to face their cancer with confidence. Through our free Workshops held in hospitals and cancer care centres throughout Berkshire and our informative online support materials, we provide advice to help address some of the common side effects of cancer treatment, enabling some normality and control, to be regained. As one of the charity beneficiaries of the Lions of Windsor event, we can ensure that many more adults and teenagers have the opportunity to face their cancer with confidence.



Lion Sponsorship - why should my business, organisation or group get involved?

Sponsoring a lion will:

- Animate the Royal Borough, creating a fun, feel-good atmosphere whilst also raising funds for local charities
- Showcase your business and bring increased footfall to your door, development or community
- Engage your staff, customers and associates with your unique lion sculpture and news of the trail over an eight month period, from announcing your sponsorship, through to the design process, media launch, ten week public display, Lions Roar Goodbye weekend and charity auction in November.
- Benefit through association with the event and your own 'feel good' stories in the media, internal communications and trade publications.
- Create a buzz in the community and a sense of civic pride
- Stimulate the local economy
- Create opportunities to network with fellow lion sponsors, artists and designers
- Help raise much needed funds for local charities through the auction of your lion at the end of the project.
- Take pride in being part of an event that leads people to areas they would not normally go, helping spread the spend on food, drink, travel, shopping and accommodation across the region and boosting trade for local businesses.
- Be part of a high profile, media friendly event that brings a smile to the faces of residents and visitors and will help local charities and good causes to continue their excellent work across the region.



Some stats from previous trails:

City-wide sculpture trails are enormously popular wherever they take place and offer an excellent return on investment, whether through staff engagement, supporting local initiatives or driving sales and footfall.

- The Owls of Bath 2018 trail raised over £100,000 for local charities, attracted 250,000 website page views, 215,000 owl app interactions, 10,000 trail maps sold and 6.4 million people were reached via event publicity
- Wow! Gorillas Bristol attracted over £4.5m of positive print and broadcast media coverage and engaged 1.7m people via social media activity.
- Footfall increases of 100-250% were reported in areas of Aberdeen during the Wild Dolphins sculpture trail.
- Over half the visitors to the Norwich Go Go Gorillas sculpture trail visited trail venues specifically to see the sculptures and said they had a more favourable attitude to businesses in their community as a result of the trail.
- 91% of visitors to Gromit Unleashed visited parts of Bristol they wouldn't normally go to.
- 43% of visitors to Go Go Gorillas in Norwich thought the event created a strong sense of community.
- During the Go! Rhinos trail, Southampton saw an additional 250,000 visitors over a 10-week period, with 74% saying that visiting the sculpture trail was the main purpose of visit to the city.
- Pret a Manger reported a 16% increase during Go Elephants in Norwich.
- The Bristol Gromit trail doubled visitor numbers to the Bristol Museum and M-Shed during July and August with 192,210 extra visitors combined compared to the previous year.
- Norwich John Lewis was the busiest in the country during the last week of Go Elephants. Jarrolds Department Store reported a 20% increase in sales based upon their sculpture sponsorship.

Figures courtesy of Wild in Art Ltd

Sponsorship Opportunities

The Lions of Windsor public art event is a unique and innovative opportunity to promote your business, drive customers to your door, and to be part of this universally appealing project that will bring fun, colour and happiness to the streets and raise funds for local charities.

We have a wide range of sponsorship options to fit every budget, with a choice of benefits to suit your marketing and business objectives.

Our sponsorship packages offer excellent return on investment, helping to raise your profile, access new customers, create relationships with fellow sponsors and key stakeholders and realise your corporate social responsibility objectives over an eight month period, from announcing your lion sponsorship to the charity auction in November.

The Lions of Windsor trail will promote health and wellbeing, engender employee and customer loyalty, bring the local community together and promote a sense of fun and civic pride.

We would be delighted to discuss promotional ideas and opportunities with you.

Please email sponsors@lionsofwindSOR.org to express your interest or phone **07720 880088** to discuss sponsorship opportunities

There are four sponsorship categories to encourage full participation in this hugely exciting project:

Presenting Partner - £15,000
- one overall headline sponsor

Gold Sponsor – £5,000
- a select pride of event sponsors - includes one large & one mini-lion sculpture

Lion Sponsor – £2,950
- individual lion sculpture sponsors

Lion Cub Sponsor - £750
- exclusively for schools, community groups and charities to decorate
- anyone can sponsor a Lion cub for the school or charity of their choice



There is limited availability in each sponsorship category, so bag yourself a lion today!

The Lions of Windsor team will work closely with you to create a fabulous lion design to reflect your brand, maximise your return on investment and ensure the Lions of Windsor 2019 trail is a roaring success this summer.

Each category offers a range of benefits to suit your marketing, public relations and corporate social responsibility objectives.



PRESENTING PARTNER

£15k investment
includes 2 Large Lions + 2 School Mini-lions

Your brand uniquely associated with the Lions of Windsor 2019 event.

As our headline sponsor this is a one-off opportunity for your business to become synonymous with the project and feature as the event's presenting partner on all related material including event website, public and private events, 10,000+ trail maps, schools education materials, community workshops, the 'Lions in Transit' event vehicle and on all of the lions' plaques.

We would be delighted to discuss a bespoke package tailored to your marketing and business objectives.

Please email
sponsors@lionsofwindSOR.org
or phone Megan on
07720 880088 to discuss
sponsorship opportunities

- Two large lion sculptures (1.2m high x 1.5m long) decorated to a design of your choice by professional artists, displayed in prominent locations on the Lions of Windsor 2019 trail
- Two mini-lions for your business to donate to local schools, community groups or charities of your choice to decorate and display on the main sculpture trail.
- Have first choice of lion designs and locations
- Prominent branding at all Lions of Windsor events, including media launches and sponsor networking events.
- Full page advertisements in event programmes, souvenir guides and auction catalogues
- Advertisement in the 10,000+ trail maps, available from outlets across the region
- Your logo on the Lions of Windsor 2019 school packs, available to schools across the region
- Exclusive VIP invitations to media launches, sponsor networking and community events, Lions Roar Goodbye preview evening and weekend festival.
- VIP table at the Lions of Windsor charity auction in November
- Regular supply of images and news stories for PR and social media
- Share in the PR, media and feel-good community spirit associated with the project
- Regular mentions on the social media channels (Twitter, Instagram, Facebook and YouTube)
- Work closely with the event marketing team to create bespoke events and activities tailored to your marketing and business objectives.



GOLD SPONSOR

£5,000

- a select pride of event sponsors - includes one large & one mini-lion sculpture

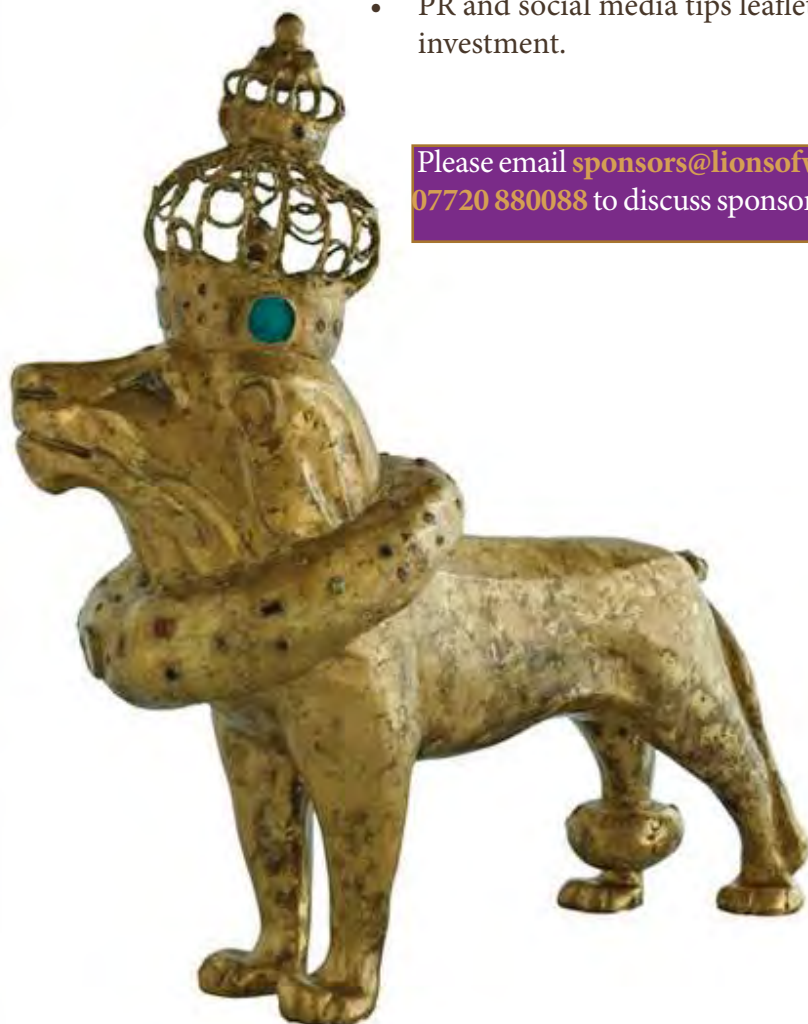
Gold Sponsorship includes:

Benefit from a close association with the project and eight months of PR, CSR and staff and customer engagement.

Your brand will accompany the lifetime of the sculpture trail and benefit from close association with the high profile, media-friendly event's marketing and PR campaign.

This sponsorship category includes a large fibreglass lion decorated to a design of your choice by a professional artist, plus a mini-owl for you to donate to a school, community group or charity of your choice, and a wide range of VIP benefits.

- A large lion sculpture (1.2m high x 1.5m long x 45cm wide) decorated to a design of your choice, displayed in a prominent location on the Lions of Windsor 2019 trail
- A mini-lion to donate to a local school, community group or charity of your choice to decorate and display
- Your company name featured on your lions' plaques, seen by hundreds of thousands of residents and visitors to the city over the 10 week display period; on 10,000+ trail maps, event brochures, marketing publications, auction catalogues, the 10,000 Lions Roar Goodbye programmes and the official souvenir guide
- Your logo featured as a Gold Sponsor on the event website, including a summary of your business and links to your website
- A complimentary advertisement in the 10,000 'Lions Roar Goodbye' souvenir programmes and auction catalogues.
- Priority choice of location for your lion sculptures
- Regular supply of images and news stories for PR and social media
- Invitations to Lions of Windsor launches, PR and sponsor networking events
- VIP tickets to the 'Lions Roar Goodbye' preview evening and the charity auction in November
- Your logo featured on the 'Lions in Transit' van
- PR and social media tips leaflet to help maximise your return on investment.



Please email sponsors@lionsofwindsor.org or phone Megan on 07720 880088 to discuss sponsorship opportunities

LION SPONSOR

£2,950
- includes one large lion sculpture

Large Lion Sponsorship includes:

Businesses, organisations and individuals are invited to sponsor one of the unique Lions of Windsor sculptures, decorated to a design of your choice and displayed in a prominent location on the trail.

Choose your favourite lion design from a portfolio of artist submissions or create a bespoke design of your choice to reflect the subject matter or philosophy of your business.

You are welcome to nominate your own artist or in-house design team to create your unique lion design.

- One large lion sculpture (1.2m high x 1.5m long) decorated to a design of your choice and displayed in a prominent location on the Lions of Windsor 2019 trail
- Your company name featured on your sculpture's plaque, seen by thousands of residents and visitors over the 10-week display; on 10,000+ Lions of Windsor trail maps; the 10,000 Lions Roar Goodbye auction preview programmes, media releases, marketing publications, auction catalogues and the official souvenir guide.
- Your logo featured on the event website, with a summary of your business and link to your website
- Regular supply of images and news stories for PR and social media
- Mentions on the Lions of Windsor social media channels
- Invitations to Lions of Windsor 2019 events including the media launch in June, sponsor networking events, the 'Lions Roar Goodbye' VIP preview evening and auction preview weekend in November.
- PR opportunities throughout the year.

Time to Get Creative!

Please email sponsors@lionsofwindSOR.org or phone Megan on 07720 880088 to discuss sponsorship opportunities



Lions of Bath 2010 was a roaring success and raised over £65,000 for local charities.

Lion Cub Sponsor £750

– exclusively for schools, community groups and charities to decorate

Lion Cubs can be sponsored by anyone for a school, community group or charity to decorate.

Lion Cub sponsors will be credited on their sculpture's plaque, on the 10,000+ trail maps, event website, marketing materials, souvenir programmes, the 10,000 Lions Roar Goodbye brochures, charity auction brochures & official souvenir guide.

Lion Cub sponsorship is a fantastic way to engage staff, pupils and community members.

You could launch a 'Design a Lion' drawing competition and decorate your mini-lion over the summer term using the winning design or elements of several designs.

A schools Lion Cub information pack will be provided, along with fundraising and staff and pupil engagement suggestions.

Display your 75cm Lion Cub amongst the big lions on the streets and public spaces of the Royal Borough from August to October 2019 and help raise funds for local charities through the auction of your lion in November.

Schools, charities and community groups will have the opportunity to buy their Lion Cub prior to the auction should they wish to keep it as a school mascot and ongoing legacy of the project.

If you would like a Lion Cub sponsorship pack please email sponsors@lionsofwindSOR.org or phone Megan on **07720 880088** to discuss sponsorship opportunities



Schools loved decorating owlets for last year's Owls of Bath trail. Lion Cubs will be produced for the first time for the Windsor event.

Want to sponsor but find the cost prohibitive?

Why not team up with some other enterprising businesses and co-sponsor a lion?

A group of traders or individual businesses are welcome to get together to sponsor a sculpture. N.B. Maximum of three sponsor names per sculpture.

Want to discuss options?

We would love to discuss how the benefits of involvement with the Lions of Windsor 2019 event can help you achieve your marketing, public relations and corporate social responsibility objectives.

We look forward to welcoming you to the Pride!

Please get in touch to find out more by emailing sponsors@lionsofwindsor.org or phoning the Lion Team on **07720 880088**

See www.lionsofwindsor.org for further event details and follow us on [@lionsofwindsor](https://twitter.com/lionsofwindsor) and [#lionsofwindsor](https://www.instagram.com/lionsofwindsor)

WHAT'S HAPPENING AND WHEN

Timeline

March/April

- Call for sponsors and artists
- Meet the Lion Team sponsors event
- Media launch

May

- Sponsorship deadline
- Lion decoration

June

- Media launch with small pride of decorated Lions

1 July

- Sculpture delivery deadline

August-October

- Lions of Windsor public display
- Talks, events, workshops, competitions, merchandising, PR.

8 November (TBC)

- Lions Roar Goodbye Weekend VIP sponsors & artists private view

9-10 November (TBC)

- Lions Roar Goodbye auction preview weekend

22 November (TBC)

- Lions Roar Goodbye charity auction



The Lion Team's previous public art sculpture trails

The team organising the Lions of Windsor 2019 event also organised the Owls of Bath 2018, Swans of Wells 2012, Lions of Bath 2010 and King Bladud's Pigs 2008 sculpture trails, which have raised over £430,000 for local charities.



King Bladud's Pigs in Bath 2008 was one of the first city-wide sculpture trails in the UK and saw 100 individually decorated pig sculptures take up positions in and around Bath in 2008. The Farewell to the Pigs weekend attracted 16,000 visitors and the charity auction raised over £200,000 for the Two Tunnels Greenway Project.



The Lions of Bath 2010 event saw 100 lion sculptures take pride of place around the World Heritage City and surrounding area for the summer of 2010, increasing footfall, overnight stays and visitor spend. Over 10,000 people visited the Lions Roar Goodbye weekend and the event raised over £65,000 for local charities.



The Swans of Wells 2012 sculpture trail was designed to increase footfall to England's smallest city. The flock attracted thousands of visitors and over 10,000 swan fans attended the 'Swansong' Farewell weekend, one of the highest visitor numbers seen by the Bishop's Palace in recent years. Over £100,000 was raised at the charity auction.



Minerva's Owls of Bath 2018

The trail of 82 owls and owlets led thousands of people on a tour of the World Heritage city of Bath and surrounding region last year, taking them to places they had never visited before and introducing them to some of the highlights of the region.

10,000 trail maps were sold, there were 250,000 website page views, 215,000 app interactions and an estimated media reach of 6.4 million around the world. The event raised over £100,000 for local charities.



Reserve your Lion today!

For further information, or to discuss how to get involved in this exciting high profile event, please contact the Lions of Windsor team at sponsors@lionsofwindsor.org or call Megan Witty on **07720 880088** to discuss sponsorship opportunities.

We look forward to hearing from you soon. Don't paws for thought, be part of a roaring success for the region this summer!



www.lionsofwindsor.org
[@lionsofwindsor](https://twitter.com/lionsofwindsor)
[#lionsofwindsor](https://www.instagram.com/lionsofwindsor)

Photos: Megan Witty

Your Lion needs you - It's time to get creative!

