

THE LIONS ARE COMING!

**DON'T MISS OUT
ON THIS GREAT
OPPORTUNITY
TO BOOST YOUR
BUSINESS**



This is a fantastic opportunity to be part of a major public art event taking place across the Royal Borough of Windsor & Maidenhead from August to October 2019.

The Lions of Windsor & Maidenhead sculpture trail will see a giant pride of decorated, supersized lions displayed in public spaces across the region to celebrate the 200th anniversary of the birth of Queen Victoria and raise funds for local charities.

You can join the pride and sponsor your very own lion sculpture, decorated to your own design and displayed at your business or a prime Royal Borough location, and enjoy the promotional benefits this exciting event will bring.



Sponsors already on board include; Ice, Legoland, Windsor & Eton Brewery, Eton College, Castle Fine Art, Berry's Jewellers, Daniel Department Store, Cote Brasserie, Kris Cruisers, Cinnamon Café, Fox & Castle, Allen Ford, St George's, St Edwards First, South Ascot Village School, Ashley Hill Academy Trust and schools across the region who are decorating a mini-pride of lion cubs.

INCREASE SALES AND YOUR PROFILE

These city-wide sculpture trails have been incredibly successful for sponsors' businesses. Event trail maps lead thousands of people to the sculpture locations, increasing footfall, dwell time, spend and brand awareness. For example, Birmingham's Great Western Mall saw a **25% increase in visitor numbers** compared to the previous year; Pret a Manger, Norwich, reported a **16% increase in sales**, based on their sponsorship of an elephant and a **20% increase in sales** was reported by Jarrolds Department Store in Norwich, attributed to people visiting the Jarrold's sponsored sculpture.

So, it really does work!



CHOOSING YOUR OWN LION

As a sponsor you get to choose from over 70 designs from talented artists and designers including iconic fashion Dame Zandra Rhodes and artist Lyora Pissarro. Working with such brilliant people is all part of the experience, creating the design together that promotes your business.

FOLLOWING THE LION TRAIL

Over 10,000 Lion Trail maps will be produced, leading thousands of residents and visitors on a voyage of discovery across the region as they track down all of the lions in the pride. As a sponsor your lion could sit proudly

outside or near your business, attracting visitors and customers alike and providing a free summer activity to delight lion fans of all ages.



FOLLOWING THE LION TRAIL

Lion sponsors will be featured on the Lion Trail Maps, the Event website, Lion Plaques, Souvenir Programmes, Media releases and the Auction catalogues. The high profile, public art event will attract extensive media coverage and the roarsome pride will generate vast amounts social media content. This also gives you the chance to link this with your own marketing and sales activity therefore boosting the opportunity even more.

After three months on display, the lions will be gathered together in one giant pride for the 'Lions Roar Goodbye' weekend for lion fans to say their final farewells before the Charity Auction in November. 100% of event profits will be donated to local charities, including Thames Hospice, Lions Club of Windsor, Look Good Feel Better and to the wildlife charity Tusk in support of lion conservation in Africa.

DON'T MISS OUT

To find out more about lion sponsorship, please email sponsors@lionsofwindSOR.org or phone Megan on **07720 880088** and help make the Lions of Windsor & Maidenhead a roaring success this summer!

lionsofwindSOR.org

[@lionsofwindSOR](https://www.instagram.com/lionsofwindSOR)

