



SNOWDOGS DiSCOVER ASHFORD 2018

A **WILD IN ART** EVENT PROUDLY BROUGHT TO YOU BY
ASHFORD BOROUGH COUNCIL & **PILGRIMS HOSPICES**

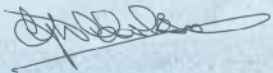
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SPONSORSHIP OPPORTUNITIES



WELCOME

We are delighted to be part of this extraordinary public art trail. For 10 weeks in autumn 2018, Ashford Borough Council want the streets and open spaces of Ashford to become a world class trail of individually designed and beautifully crafted giant Snowdogs Sculptures. We know this magical event will boost our local economy, inspire civic pride across the generations and showcase the borough's best assets we have to offer. We invite you to join us and sign up to help us plan and deliver a sensational Ashford Snowdogs 2018.



Gerry D Clarkson
CBE BA (Hons)
Leader, Ashford Borough Council



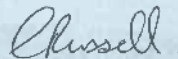
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Pilgrims Hospices are a treasured local charity. For over 35 years we have been supporting families facing the challenge of terminal illness. We know that we have touched the lives of 1 in 3 families across east Kent. We are sure, if you were to ask your staff and customers about Pilgrims Hospices, they would have a story to tell.

It is a great pleasure for us to be involved in a wonderful community event; where our work reaches so many. Like the Snowman and the Snowdog story, we are about the celebration of life and the changes and challenges it brings.



Cate Russell
Chief Executive, Pilgrims Hospices

HOW IT WORKS

Businesses, groups, education establishments and individuals are invited to sponsor a Snowdog sculpture (themed on Raymond Briggs' classic The Snowman and the Snowdog).

Local and National artists and celebrities will be chosen to decorate our Snowdogs and will partner with a sponsor. Each dog will be unique, with its own design and personality. You can theme and even name your dog!

The finished sculptures will be displayed at key locations through the streets, parks, and public areas of the town and borough for up to 10 weeks during September and November 2018.

Each Snowdog will then be auctioned by Pilgrims Hospices and will raise significant funds to support specialist end of life care for local people.

Visit the website

ASHFORDSNOWDOGS.CO.UK

Follow us on social media

@ASHFORDSNOWDOGS



Sponsorship Opportunities £5,000 + vat

Sponsor of 1 large professionally designed 1.5m Snowdog sculpture including company logo and details on a plinth in a high profile location in Ashford.

Company details on the Ashford Snowdog app, website and on social media plus a chance to engage with visitors via your own promotional offers.

*Sponsors will enter into an agreement which will define when payments are required

Who to contact

Chris Dixon on:
01233 330352 / 07899 928235
snowdogs@ashford.gov.uk



Timeline

Autumn 17 – Spring 18

Snowdogs official launch and call to sponsors, schools and artists to get involved

Spring 18

Sponsor and artist matching event

Summer 18

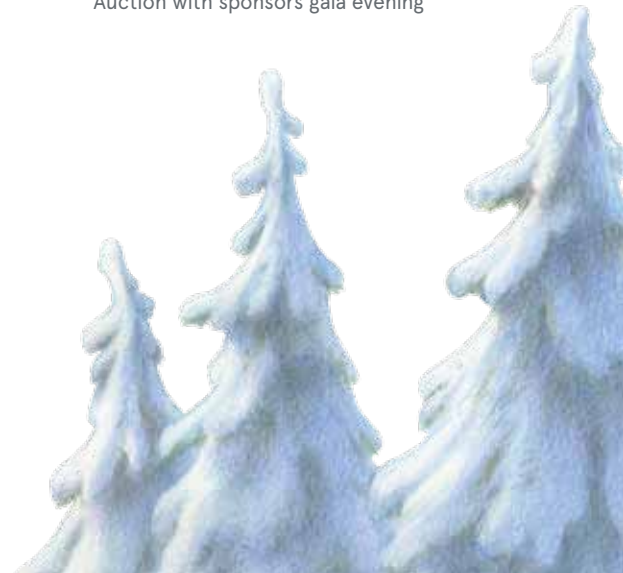
Snowdogs created by sponsors artist

Sept – Nov 18

Snowdogs go live across Ashford

End of Nov 18

Auction with sponsors gala evening



WHY BE PART OF IT?

1 Brand Promotion

Raise brand awareness of your company, organisation or group in a unique way over a long period of time plus pre and post event exposure

2 Sales Promotion

Drive sales through social media campaigns, a bespoke app and sculpture location

3 Increase Footfall

Showcase and encourage mass footfall to your place of business, latest development and local community

Over a third of Snowdogs by the Sea visitors spent 6 days or more visiting the trail and 67% visited places they hadn't been to before*

4 Engage Staff and Customers

Use this opportunity to showcase your own corporate creativity and engage staff, customers and associates with your uniquely designed sculptures

5 Media Exposure

Similar events have generated massive interest. Benefit from an association with your own 'feel good' stories in the media, internal communications and trade publications

6 Increase Community Engagement, Pride and Integration

Be involved with a project that will animate the borough and create unforgettable moments and memories for everyone

Associate your company with a one-off design created by an artist who engages your staff, customers and associates

What will it do for Ashford?

- Attract thousands of people to the town and borough
- Excite residents and visitors, generating a feel-good factor
- Stimulate the local economy through increased footfall and dwell time
- Increase business exposure and engagement for Snowdog sponsors
- Gain significant regional and national media coverage for Ashford
- Increase business exposure for Snowdog sponsors through significant regional and national media coverage

*Snowdogs by the Sea Evaluation, NGI Solutions 2016.



OUR PRESENTING PARTNERS



"Snowdogs is a brilliant placemaking initiative that will benefit Ashford as a centre for culture, tourism and creativity. It's also an excellent way to showcase the town to local, national and international audiences."

Mark Quinn

Managing Director, Quinn Estates



"We're excited to be part of such an innovative project, which showcases the very best that our area has to offer to local residents and visitors alike."

Peter Corr

Centre Manager, Ashford Designer Outlet



"We believe Ashford Snowdogs 2018 will enable us to provide an even bigger friendly welcome to our visitors from across the county and further afield. If Ashford is going to host world class extraordinary events, then we want to be riding on its (dog)tails."

Fran Burt

Centre Manager, County Square Shopping Centre



"Ashford is on an exciting journey, becoming a dynamic, vibrant place and developing new communities. The Snowdogs Discover Ashford project is a fantastic initiative that will bring all communities together to join in, discover and celebrate everything the town has to offer, and Hodson Developments is delighted to be part of this innovative and creative way to make Ashford shine."

Alan Hodson

Managing Director, Hodson Developments

ABOUT PILGRIMS

Each year, Pilgrims cares for 3,000 families, to support them at a time when they need us most.

We have three inpatient facilities based in Canterbury, Margate and Ashford. On a monthly basis we have up to 140 patients on our wards. Many patients (46%), will come to us for short-stay for symptom control before returning home. We also work with 850 families monthly, across east Kent community; providing support and care.

As one of our patient's recently said 'Pilgrims is about making the most of living and making every moment count.' We do this, through our therapy centres, social programmes, out-reach centres and our high quality compassionate end-of-life care. Our patient's also have access to our support through our 24/7 helpline.

We continue to look after the families and friends of our patients for up to two to three years. This enables them to come to terms with the changes and challenges that life and death bring. Many of these families then become life-long supporters, raising funds to enable us to continue our work and benefit others.



WHAT IT LOOKS LIKE



Vervate

Brighton: Snowdogs by the Sea

Snowdogs by the Sea saw more than 40 individually designed Snowdog sculptures on display throughout Brighton and Hove during autumn 2016. The trail generated an economic impact of £10.1m of which £7.63m was new money.



Mark Ivan Benfield

Norwich: GoGoDragons!

Norwich's dragon-inspired art trail was Wild in Art's third event in the city presented in partnership with Break charity. 120 schools took part in the project and decorated their own mini dragon sculptures which were displayed alongside 84 large sculptures as part of the trail.



Daniel Graves

Birmingham: The Big Hoot

The Big Hoot transformed Birmingham city centre and the surrounding districts into an interactive art gallery, accessible to everyone. The Gracechurch Shopping Centre in Sutton Coldfield benefited from an average of 5.1% increase in footfall compared to the same period the previous year.

"The Big Hoot was a fantastic experience for Birmingham, not only in raising valuable funds for Birmingham Children's Hospital but also in terms of helping to lift the city's profile, as well as the spirits and health of those who participated in tracking down all the different owls."

Paul Faulkner Chief Executive of
Greater Birmingham Chambers of Commerce

"The enthusiasm for the Snowdogs was palpable across the entire region – being seen to be involved in the project was definitely a talking point for staff. Outside of the Newcastle property scene there might be many portions of local society who wouldn't have a clue who Quorum are – now we're firmly on the map – as the home of Pink is the New Black and Woof3000! I also think individual tenants who were previously quite insular and didn't necessarily view themselves as part of the 'Quorum community' were keen to embrace the Quorum brand to tap into the enthusiasm."

Quorum Business Park, Newcastle-upon-Tyne
Snowdog sponsor and host location of Snowdogs

ABOUT WILD IN ART

Wild in Art is one of the leading creative producers of spectacular, mass-appeal public art events which 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 events have:

- Attracted over 8 million additional visitors to host cities and towns in Africa, Australia, Brazil and the UK
- Gained over £12m of media coverage
- Contributed over £1.2m to local creative communities
- Enabled over £10m to be raised for charitable causes
- Engaged over 100,000 young people in creative programmes

Booklet design by vincentdesign.co.uk

ABOUT THE SNOWMAN™ AND THE SNOWDOG



The Snowman™, created and illustrated by Raymond Briggs, is one of the world's most popular children's books, selling in excess of nine million copies worldwide. Adapted for the screen in 1982, this Oscar nominated animation has become a much-loved Christmas favourite.

The sequel, The Snowman™ and The Snowdog, premiered on Christmas Eve 2012, and the adorable Snowdog has found a firm place in the hearts of a new generation. This traditional broadcast slot is still a regular feature, and on Christmas Eve 2016, Channel 4's broadcast had a whopping 1.7 million viewers.

2018 marks the 40th anniversary of the publication of The Snowman. The anniversary will be supported by a full PR and marketing schedule including announcements of some exciting new partnerships, collaborations and amazing immersive experiences.

Visit the website

ASHFORDSNOWDOGS.CO.UK

Follow us on social media

[@ASHFORDSNOWDOGS](https://twitter.com/ASHFORDSNOWDOGS)

