

# INTRODUCING



We invite your company, employees, clients and customers to be inspired, get imaginative and celebrate all that the Jurassic Coast has to offer by taking part in an art adventure in support of Weldmar Hospicecare.

A herd of specially designed and unique elephant sculptures will stampede to the streets, gardens and public spaces of Bridport, West Bay and Lyme Regis in spring 2025. Stampede by the Sea will showcase the wealth of artistic talent in our county, whilst positively contributing to the economic, cultural and social life of beautiful Dorset.

## WHAT IS STAMPEDE BY THE SEA?

It's an exciting and public art trail which is presented by Weldmar Hospicecare and in partnership with Wild in Art.

Stampede by the Sea is all about partnerships, It aims to bring together the business and creative sectors with local communities to celebrate our beautiful county and its cultural identity, particularly in West Dorset, through a world-class mass appeal, large-scale public art event that will:

-  Provide a trail across Bridport, West Bay and Lyme Regis, encouraging thousands of people to become a 'tourist in their own county'
-  Engage with local and national professional artists and community groups
-  Showcase the creativity of Dorset and its relationship with the Jurassic Coast
-  Attract regional and national visitors, increasing awareness, footfall and ultimately visitor spend in sponsors' and host venues
-  Create a county-wide education programme using creativity as the device for learning
-  Be fun, engaging and popular for all ages and the whole family alike

And act as a way for thank the Dorset community for the support that they have shown to Weldmar Hospicecare over the last 30 years.

## HOW DOES IT WORK?

Businesses, groups and individuals are invited to sponsor an elephant sculpture.

Artists will be recruited to decorate the herd and will partner with a sponsor. Each sponsor will choose their own design. Each sculpture will be unique, with its own design and personality.

The finished sculptures will be displayed throughout publicly and for free in areas across Bridport, West Bay and Lyme Regis during the spring of 2024.

The trail will showcase the wealth of artistic talent in the area whilst positively contributing to the economic, social and cultural life of the county.

After the trail ends, it will leave a lasting legacy as each elephant will find its forever home at our auction to raise funds for Weldmar Hospicecare.

# PAY FOR A DAY

The sponsorship for each elephant sculpture is the equivalent of the cost of funding Weldmar Hospicecare's Inpatient Unit for 24 hours, where those experiencing the final chapter of their journey are often cared for.

Each sponsor will be recognised as paying for a day of care across the Weldmar Hospicecare and Stampede by the Sea social media channels. There is nothing better than the gift of care.

# SPONSORSHIP PACKAGE

Individual sculpture sponsorship enables you to support this initiative in a very personal way whilst associating your company with an internationally recognised event concept. Stampede by the Sea is open to all businesses and individuals.

## £8,200

*(part sponsorship and part donation)*

Stampede by the Sea sculpture sponsor benefits include:

- Brand awareness (logos on the sculpture plinth, website, app)
- Event access (media launch, sponsor briefings, art selection, farewell weekend, auction)
- Social content (images, use of Stampede branding, press releases etc.)
  - The app (provide a discount code or giveaway to build your database)
  - The feel-good factor (supporting the local economy, venues, high streets and cultural assets, as well as families needing vital hospice care)

# JOIN THE HERD!

It's an opportunity you don't want to miss. Sponsoring an individually designed elephant sculpture will give you and your business fantastic opportunity to increase customers, build your profile, engage with stakeholders and engender pride within your current and potential workforce.

Supporting Stampede by the Sea is an exciting business development, employee engagement and community focussed opportunity. Our sponsorship package offers an excellent return on your investment. And of course, you'll be supporting the vital work of Weldmar Hospicecare and all the families across Dorset who rely on these services each and every day.

**By joining the herd and taking advantage of the numerous activation opportunities, you will...**

-  Build your database of opted in contacts
-  Find new and varied audiences
-  Access endless media opportunities in the months before and during the trail
-  Generate massive social media content and activity
-  Raise your profile and brand awareness
-  Engage employees and raise team spirits
-  Increase footfall to important local attractions, towns and assets
-  Help you achieve your CSR / B2B / social value ambition
-  Help our county to benefit from significant economic, cultural, social and wellbeing benefits
-  Raise vital funds for adults with a life-limiting condition accessing vital hospice care
-  Associate your brand with a high-profile and hugely popular event