



A WILD IN ART EVENT
BROUGHT TO BLACKPOOL
in support of Brian House
Children's Hospice



Andersen Press

Join
the art
trail



ELMER'S BIG PARADE BLACKPOOL


Brian House
Children's Hospice





WHAT IS ELMER'S BIG PARADE BLACKPOOL?



What is an art trail?

- Free, accessible town-wide public art event
- A minimum of 30 individually designed sculptures
- Plus 30 medium Elmer's designed by local schools
- Attract over 250,000 regional and national visitors
- Encourage locals to become tourists in their home town
- Offer something new to our tourist community
- Showcase the creativity of our town
- Provide business with a unique opportunity to promote
- Connect corporate, public and community partners around our town
- Raise vital funds for the Fylde Coast's only Children's Hospice

HIGHLY-VISIBLE

in a way

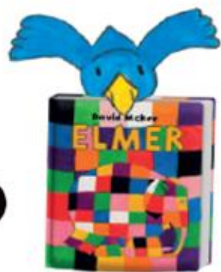
Trails gone by...

**Bees have buzzed in Manchester
Elephants paraded through Sheffield
and Rockets landed in Leicester**

[Click here](#)



WHY ELMER?



If there was even
a little smile...



it was **ELMER** who
started it

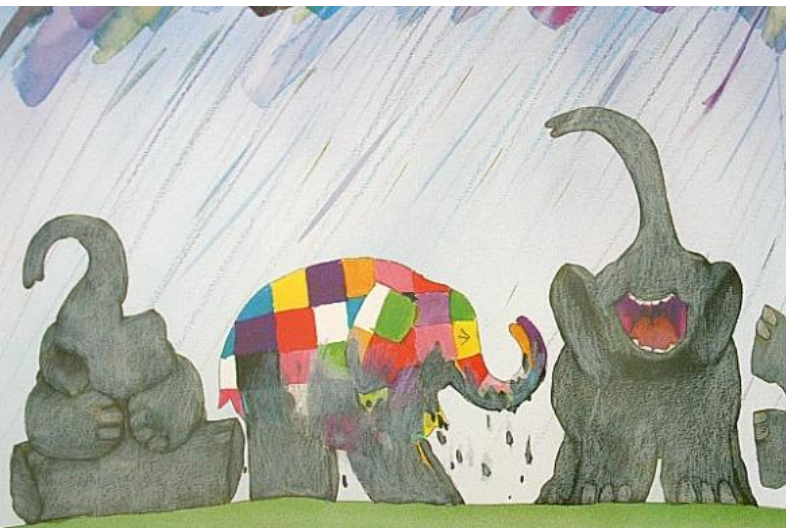
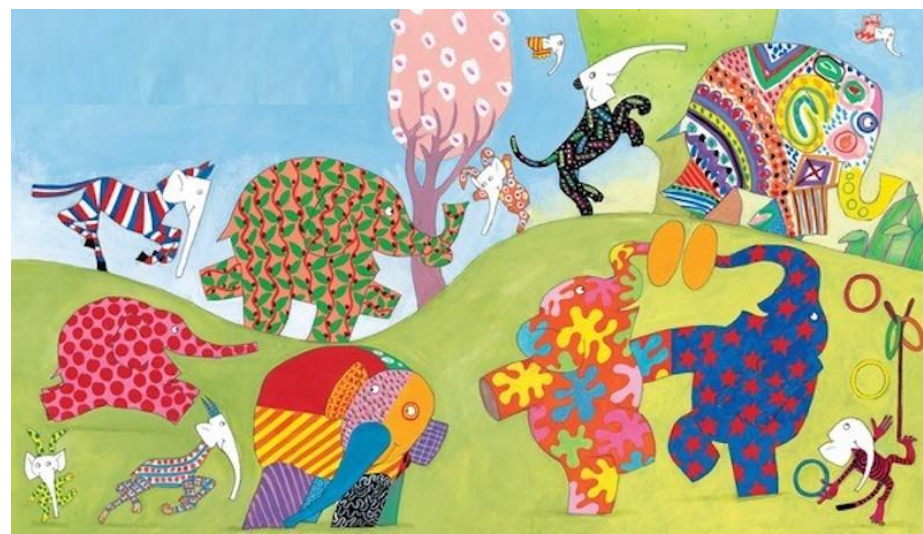


Illustration from Elmer & Friends by David McKee



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Could you be one of our Elmers?



JOIN THE PARADE

- Corporate sponsorship opportunities
- Gift in kind to help the trail come to life
- Sharing with contacts
- Help us connect with artists
- Create a buzz



Why get involved

New business

Product/service integration through art trail App awards
B2B opportunities
VIP tickets to events with opportunity to invite clients and customers

Stakeholder engagement

Employee engagement – creating a high level of pride
Client engagement
Artist engagement – get them involved in you and your sculpture

Brand profile

Social media – fun and interactive content
Your logo on sculpture plinth
High social impact & community engagement





Find out more...
Launch Event
Wednesday 5th April
Blackpool FC

THIS IS
YOUR CHANCE TO
BE A PART OF THE
FIRST EVER
BLACKPOOL
ART TRAIL!



FOR MORE INFORMATION, PLEASE CONTACT:

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WWW.ELMERBLACKPOOL.CO.UK

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