



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



Andersen Press

Join
the art
trail


Brian House
Children's Hospice

ELMER'S BIG PARADE BLACKPOOL

**In March we launched our first ever art
trail to generate funds and brand
awareness for**



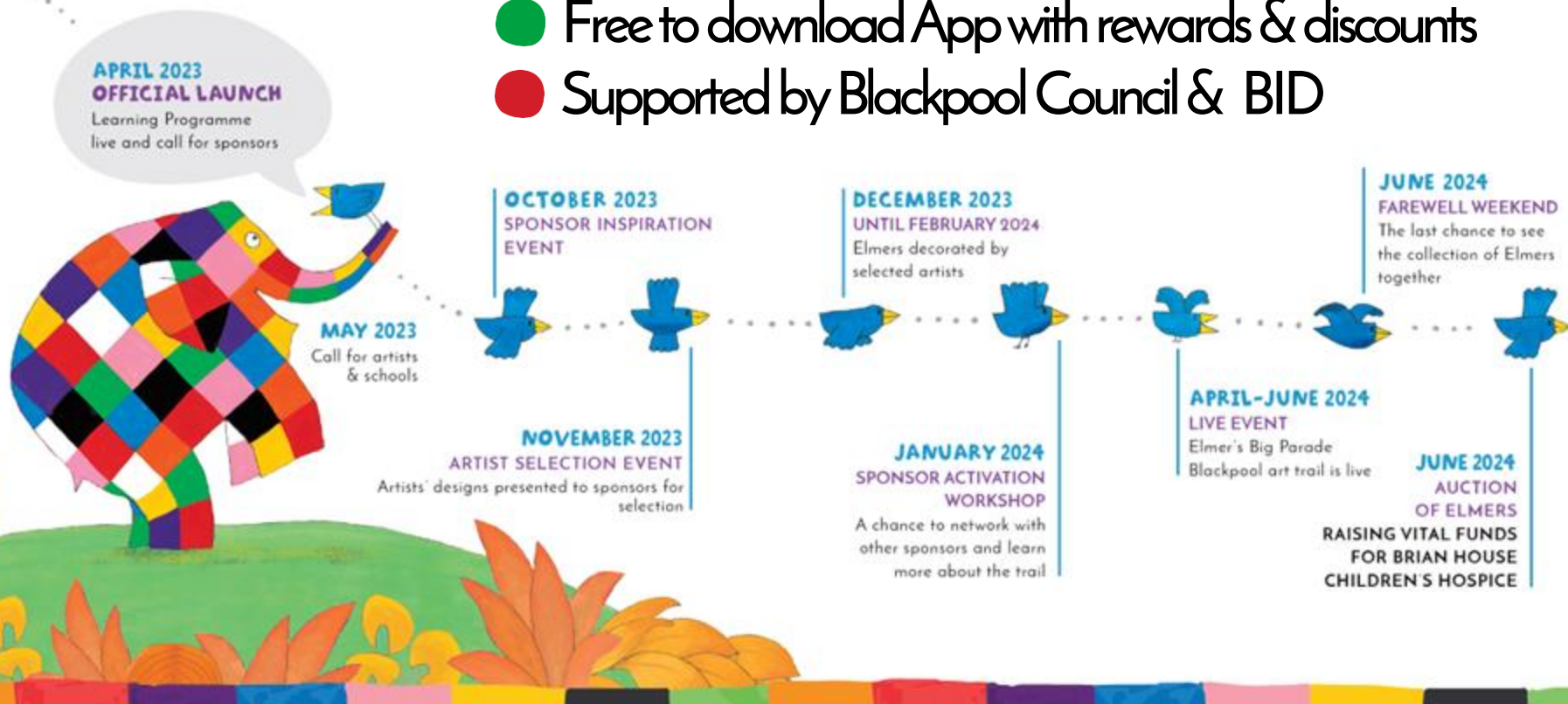
Brian House

Children's Hospice

How it works

- Free, accessible public art trail – 8 weeks April - June
- Min 30 large individually designed Elmer sculptures
- Learning Programme with younger Elmers
- Unique opportunity for corporate sponsorship, Employee engagement & reaching new customers
- Connecting with local and national artists
- Free to download App with rewards & discounts
- Supported by Blackpool Council & BID

TIMELINE



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Our aims

- Increase awareness of Brian House
- Create a new attraction to complement already established ones in Blackpool
- Engage with 30 local schools through our dedicated Learners Programme
- Contribute to the local economy, with a new destination for locals & tourists
- Provide local companies with a new opportunity to build brand awareness
- Gain increased media coverage across online and offline platforms
- Raise a minimum net profit of £110,000 for Brian House

But we knew it wasn't going to be easy

- Financial challenges following pandemic & cost of living
- Art trails usually take place in cities not towns
- The Fundraising Team already responsible for raising more than £4m a year
- Huge project to cover sponsors, artists & schools programmes, logistics & income
- Something completely different to our usually fundraising activities

How's it going?



Development of Elmer's Big Parade Blackpool brand and brand assets

Launch event on 5th April with over 60 companies attending, followed by Learning Programme launch in May



Met with more than 100 businesses, 30 schools, 4 trade shows & 20 networking presentations

Results so far

- 29 sponsors signed up, sponsoring 31 sculptures
- 91.61% of sponsorship target secured, totalling £256,500
- 40 Learning Programme participants
- 246 designs submissions from 230 artists, shortlisted to 60
- Range of Elmer merchandise being trailed in our shops
- Elmer themed Fundraising Ball raised more than £100,000
- Fantastic engagement across all media channels

Meet our sponsors

PRESENTING PARTNERS



Official Supporters

Learning Partner



Elmer Sponsors



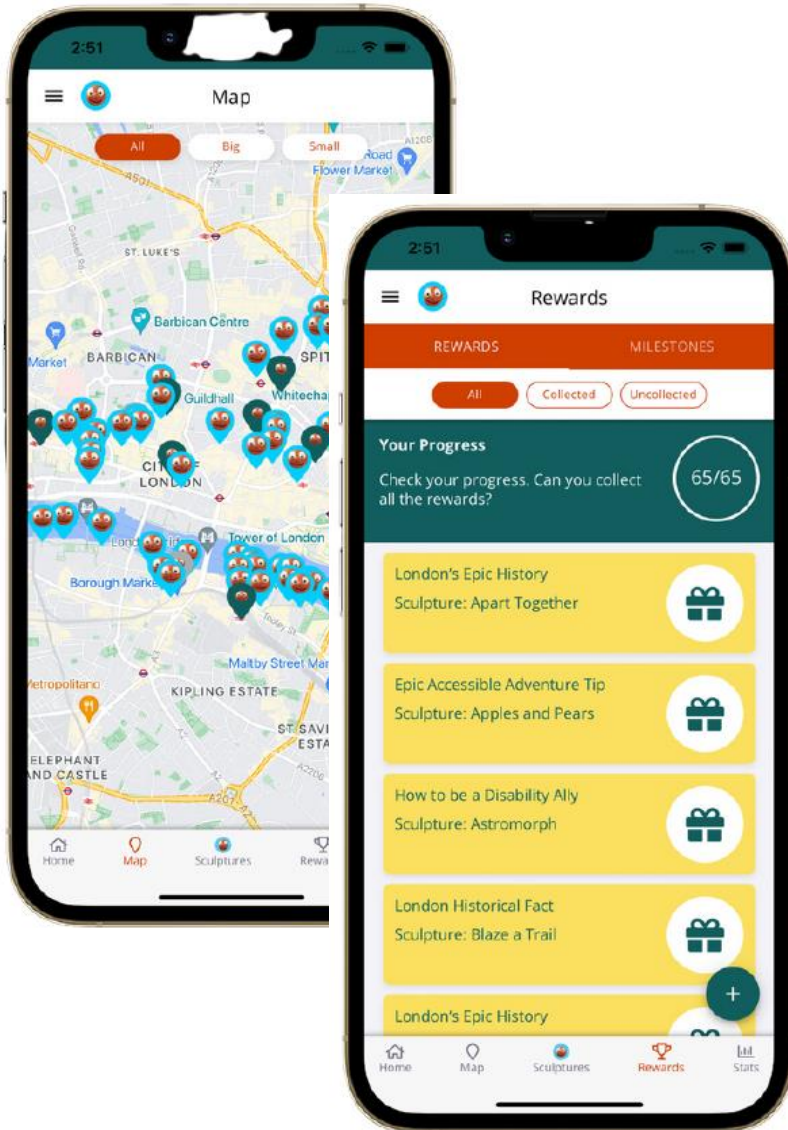
Get involved

- Help secure our last few Elmer sponsorships
- Join the trail - 13th April – 9th June
- Download the App
- Visit our Farewell Weekend - 22nd-23rd June at Blackpool Tower
- Donate, fundraise, buy our merchandise
- Dedicate a Pebble to a loved one
- Become a Trail Maker volunteer
- Help spread the word about Elmer far & wide

**Join the App & become a
Friend of Elmer...**

Friend of Elmer

£750



Join the app & promote your products/services
By becoming a 'Friend of Elmer' your brand will shine as part of this unique event with the opportunity for you to reach new audiences and meet new customers by offering a special discount or offer via the app.

About the App

Free to download to Apple or Android

Find & Collect sculptures

Share memories

Unlock rewards

Example rewards

- Discounts & offers on products, services or attractions
- Entry in raffle or prize draw

Thank you

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