



# Trail with a Tale

Royal Tunbridge Wells

## Thank you!

Ready to hop  
on board? → 

[www.trailwithatale.co.uk](http://www.trailwithatale.co.uk)

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#TrailWithATale #SlowAndSteady #RTWTrail

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# Trail with a Tale

Royal Tunbridge Wells

## Sponsorship Opportunities

Join us on a trail of discovery through Tunbridge Wells  
whilst supporting your local community.

#TrailWithATale #SlowAndSteady #RTWTrail

Presented  
to you by:



**demelza**

Creative  
partner:

*Catch A Fire*

Logistics  
partner:

 **octavius**



Registered Charity No. 1039651

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# Trail With a Tale

In the summer of 2025, Royal Tunbridge Wells will see a band of hares hopping into town, accompanied by two slow, yet steady tortoises. Each large sculpture, individually designed by an artist and sponsored by a business, group or individual, will form a free, fun, family-friendly trail of discovery for people of all ages to explore and enjoy over the summer months.

Working with Wild in Art, this colourful and exciting art trail will engage the local communities and bring thousands of visitors into the town whilst raising awareness of the impact Demelza has on children with serious or life-limiting conditions, and their families.

There's lots of ways you can get involved with Trail with a Tale, and a range of sponsorship opportunities that will put your business on the map and in front of members of the local community as well as visitors to the area.

After the summer trail, the sculptures will be auctioned to raise money for Demelza – giving you the opportunity to own a hare or tortoise and make a difference to the future of your local children's hospice.

## Why join us

There are so many benefits to sponsoring Trail with a Tale.

Every sponsor will have their own reason for joining us and it is important to us that you take full advantage of this unique and innovative way to promote your business.

We are committed to working with you to help you achieve a return on your investment.

### Benefits of your sponsorship include:

- Raising your company profile.
- Giving you access to new audiences.
- Boosting staff morale through employee engagement.
- Introduction to new networks.
- Deliver your CSR by raising money for Demelza.
- Association with a high profile event.
- Support Tunbridge Wells with the economic, cultural and social benefits the trail brings.
- Your logo on the sculpture plaque.
- Brand profile and positioning.
- Opportunity to promote your products and services on the trail app.
- Exclusive invitation to key events.

# How your support will make a difference

**Demelza delivers extraordinary care to extraordinary children who are facing serious or life-limiting conditions, throughout Kent, South East London and East Sussex. Demelza is here to support children and their families at every step – from first diagnosis and for as long as we're needed.**

And when we're needed most, Demelza is here, with care that doesn't back down. By their side when they feel isolated, helping to celebrate the joy in family life and making precious memories during even the most challenging times.

As a charity, we can only do this with the support of our community. We can only do this because of people like you.



By getting involved with A Trail with a Tale, you will be helping to create a lasting legacy. You will not only have an impact on families accessing our services today, but also on the families who will be accessing our services in the future.

With increased awareness, income and a raft of new supporters, you will be instrumental in ensuring Demelza can continue to provide extraordinary care to extraordinary children day and night, all year round.

And it isn't just Demelza you will have an impact on; the community in which you work and live will also benefit. Tunbridge Wells will enjoy thousands of extra visitors and local, business and creative communities will come together for a common goal. You will be helping to promote health and wellbeing whilst engaging with thousands of school children and young people through the education programme.

## Did you know?

In total Wild in Art events have:

- Attracted millions of visitors to host towns and cities.
- Contributed over £4.3 million to local creative communities.
- Involved over 1.25 million young people in its education initiatives.

For further information about Wild in Art, please visit [www.wildinart.co.uk](http://www.wildinart.co.uk)



# What happens next?



## March 2024

We are looking for a band of businesses, community groups, artists and education providers who will make this trail a reality!

Sponsors will take on the sponsorship of a blank hare, where new and established artists will be invited to submit designs to transform the 2m tall canvas into their own individual masterpiece. Schools, nurseries, colleges and other community groups will have the opportunity to design their own mini hares and tortoises as part of an education piece.

## May 2024

Learning programme launched; schools and community groups invited to hop on board.

## June 2024

Call for artists.  
Artist submission opens.

## January 2025

### Art selection event

As sponsors, you have the opportunity to browse the fantastic ideas submitted by artists and choose your favourite to feature on your own hare sculpture. Once you have chosen, the team here at Demelza will liaise with your preferred artist so we can commission their work. Expect art styles ranging from traditional to new media, fine art to illustration, street art to mosaic and many more besides!

## February 2025

### Sponsorship workshop

You'll have the opportunity to network with all of the other sponsors taking part, find out how to get the most out of your sponsorship and meet the Demelza team behind the trail.

## March - May 2025

### Painting period

Over three months, our artists, schools and community groups will be busy decorating their sculptures ready to be returned to Trail with a Tale HQ for the launch.

## July - September 2025

### Trail live!

From July you will see these amazing sculptures around Tunbridge Wells, promoting your businesses to thousands of trailgoers.

## October 2025

### Farewell weekend and Charity Auction

Farewell weekend, the chance to see all the Trail with a Tale sculptures in one place. Join us for this glitzy final event, where we will auction off these beautiful sculptures. The money raised at this event will ensure Demelza can continue to deliver extraordinary care to extraordinary children who are facing serious or life-limiting conditions and their families.



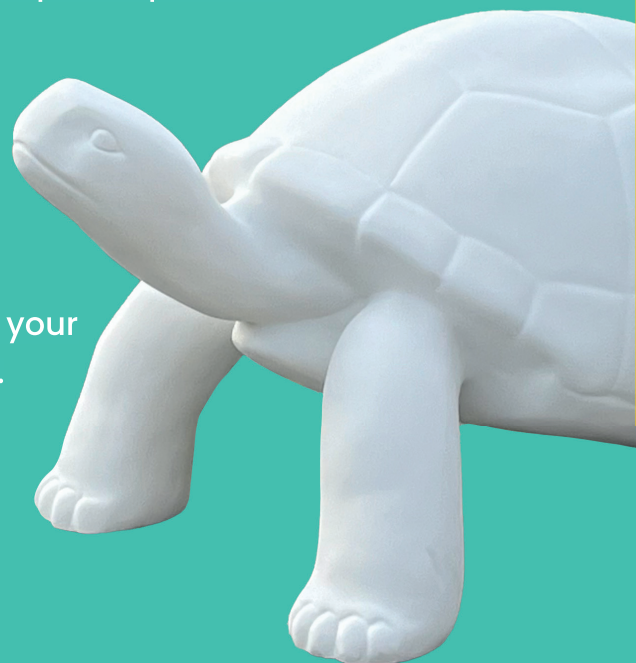
# Sponsorship opportunities

## Headline sponsor

### £25,000 Investment

- One large, decorated, exclusive tortoise sculpture sponsorship (the only tortoises on the trail!).
- Adoption certificate.
- Priority selection of your design at the art selection event.
- Marketing and brand exposure on all large plaques.
- Marketing and brand exposure to be present on marketing and advertising collateral (digital and print).
- Marketing and brand exposure on website and app.
- Product/service integration on the app, giving your company the opportunity to provide rewards and discount offers to trail visitors.
- A bespoke press release announcing the headline sponsors involvement in the event.
- Speaker opportunity at high profile events.
- Opportunity to meet and network with fellow sculpture sponsors.
- 5x VIP tickets to the auction event.
- Option to sponsor a Hare for a discounted fee of £5,000.
- Option to support a small school sculpture for an additional £1,000.
- Opportunities for PR and increased visibility for your brand via media and Demelza social channels.
- Dedicated Account Manager.

**ONLY 2  
OPPORTUNITIES  
AVAILABLE!**



## Official sponsor

### £15,000 Investment

- One large hare sculpture.
- One of a maximum of three official supporters.
- Logo in a prominent position on the website, map and app.
- Logo on your sponsored sculpture's plaque.
- Logo on secondary plaque on all sculptures.
- Marketing and brand exposure – your logo on the sponsors section of the website and app.
- Product/service integration on the app, giving your company the opportunity to provide rewards and discount offers to trail visitors.
- Opportunity to meet and network with fellow sculpture sponsors.
- 2x VIP tickets to the auction event.
- Adoption certificate.
- Option to support a small school sculpture for an additional £1,000.
- Opportunities for PR and increased visibility for your brand via media and Demelza social channels.
- Dedicated Account Manager.



## Learning & education sponsor

### £13,000 Investment

We will be engaging with approximately 20 schools, who will each have a small hare or tortoise to design and decorate and keep at the school until the auction. Paired with an education programme, it will be part of their learning and development.

- One large, decorated hare sculpture.
- Your logo on the learning and education programme literature (printed and digital).
- Your brand integrated into the Learning Programme.
- Product/service integration on the app from your sculpture, giving your company the opportunity to provide rewards and discount offers to trail visitors.
- Invitation to education workshop.
- 2x VIP Tickets to the auction event.
- Adoption certificate.
- Opportunity to engage with local schools, youth and community groups.
- One small sculpture to donate to a school or community group of your choice.
- Opportunities for PR and increased visibility for your brand via media and our social media.
- Dedicated Account Manager.

## Sculpture sponsor

### £7,500 Investment

- One large, decorated hare sculpture.
- Your brand on the trail website, map, and on your sculpture's plaque and app page.
- Adoption certificate.
- Product/service integration on the app from your sculpture, giving your company the opportunity to provide rewards and discount offers to trail visitors.
- Opportunity to meet and network with fellow sculpture sponsors.
- 2x VIP tickets to the auction event.
- Opportunities for PR and increased visibility for your brand via media and our social media.
- Dedicated Account Manager.

