



# The Swindogs are coming

Be part of the BIG event  
in Swindon in 2023!





Let's get tails wagging!  
#BigDogArtTrail



Find out more:

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

    @bigdogarttrail





## Something big is coming to Swindon

More than 30 larger than life balloon dog sculptures – the Swindogs – will be unleashed across Swindon during the Summer of 2023. It's going to bring an exciting and visually engaging, never seen before, event to the town. Each of the giant-sized balloon dogs will be adopted by an artist who will create a unique design on the sculpture. You'll discover them barking along a free and family-friendly Big Dog Art Trail around some of Swindon's finest landmarks, streets, parks and public spaces.

The must-see trail will help shine a light on art and culture which is at the heart of the town. It will showcase Swindon as a fun, vibrant and cultural centre, while giving the town an economic boost from thousands of additional visitors who will be coming just to see the trail.



We're so excited to bring this bold and unique event to Swindon in 2023. It will give the local business community a huge boost and will attract a throng of visitors to see the super-sized Swindogs.

We're delighted to be supporting the thriving art scene in the town and encouraging families to explore their local area.

Importantly for Julia's House, it also enables us to share the life-changing care we give to the most seriously ill children and their families.

– Martin Edwards, CEO,  
Julia's House



## We can't do it without you

Brought to Swindon by Julia's House children's hospice and Wild in Art, The Big Dog Art Trail is a project by the community for the community, and we can't do it alone. We need businesses, groups, organisations and individuals to join us and sponsor one of the unique balloon dog sculptures.

Be part of this exciting, first-time-ever event for the town as Swindon goes walkies!



# Best in class

Wild in Art is the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy. It brings together businesses and creative sectors with schools and local communities through the creation of uniquely painted sculptures.

Wild in Art events have:

- Enabled over £19.5m to be raised for charitable causes
- Injected £2.4m into local creative communities
- Engaged over 950,000 young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

For more information, visit: [wildinart.co.uk](http://wildinart.co.uk) | [@wildinart](https://www.instagram.com/wildinart)



## In 2021 the Cows About Cambridge moo'd their way to success

- 41 life size cow sculptures – 46 Mini Moos
- 550,000 visitors
- 49% said the trail was their main reason for visiting Cambridge
- 97% of visitors said it created a stronger sense of community
- £257,000 raised for the Associated Charity
- £12.8m direct economic impact
- 216 media clips with a media AVE of £450k and a reach of over 118m







## It's the PAW-fect match!

It's the first time ever the balloon dog has been featured on a Wild in Art trail and it's the perfect match for Julia's House:

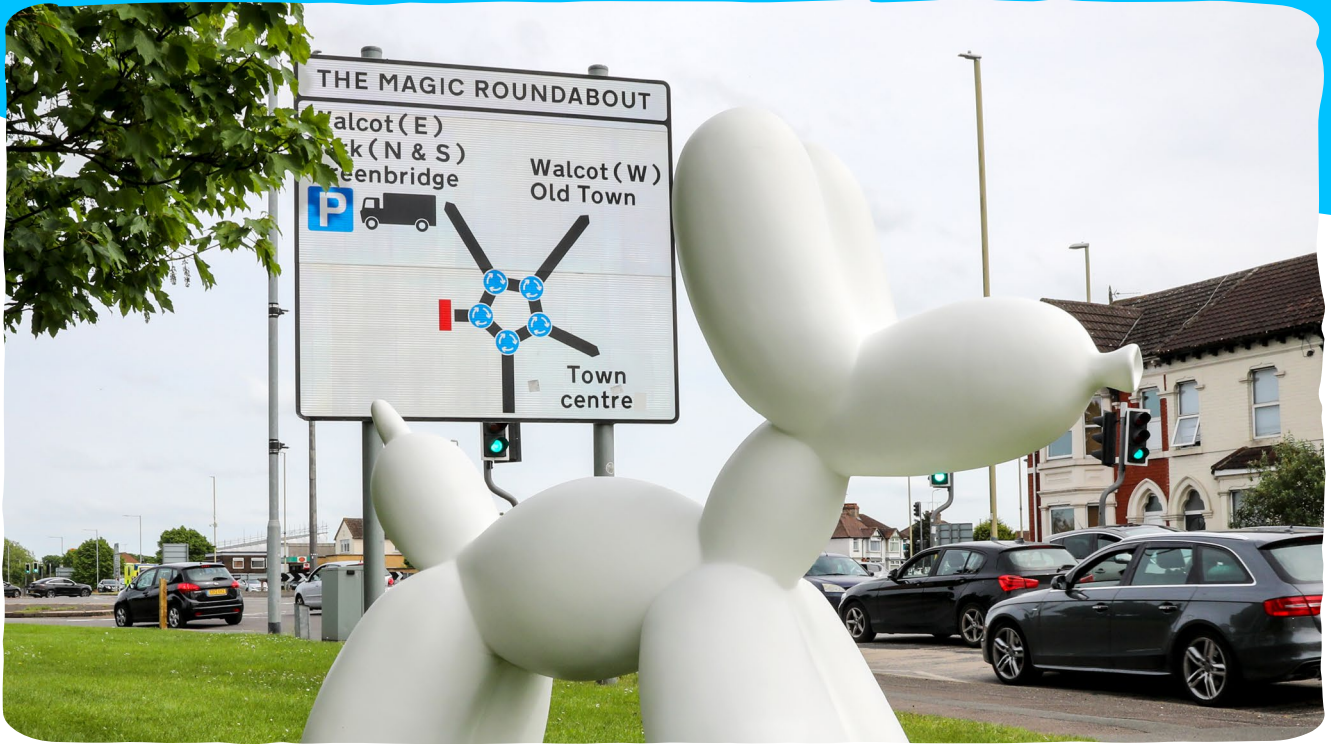
- The balloon dog is childlike, fun and playful, which is everything Julia's House is! We enable the children we care for and their families to get the most out of life and create amazing moments and memories.
- Dogs are loyal, caring and attentive and our amazing nurses and carers are always there for the children and families we support, providing the care they need, wherever and whenever they need it and helping them through the worst of times too.
- The balloon dog is unmistakable and individual and that's just like our care, specifically tailored to each child and their family.
- Dogs love to be together in a pack and we do too. We don't just care for the seriously ill child, we support the whole family from siblings to grandparents.





## Timeline

- **28 June 2022** Official launch of The Big Dog Art Trail. Event @ STEAM.
- **November 2022** Design submissions – open call to artists national and local.
- **Until Dec 2022** Local schools and youth groups invited to join the programme.
- **January 2023** Art selection event, where sponsors choose their artist's design.
- **March to April 2023** Decoration of sculptures.
- **March 2023** Sponsors' activation workshop.
- **15 July to 3 September 2023** The Big Dog Art Trail is LIVE around Swindon (8 weeks).
- **September 2023** Farewell event with all the Swindogs in one place. Swindogs auctioned to raise vital funds for Julia's House.



## How you can play a BIG part

Celebrate and support Swindon by sponsoring a Swindog in the first ever parade of giant balloon dogs in the UK. **It will get you noticed in a BIG way!**

1. Businesses, groups and individuals are invited to sponsor a Swindog sculpture.
2. Schools, nurseries and community groups join in the fun too, adopting and designing their own Swindog puppy. Schools get involved in an exciting and educational Learning Programme.
3. Local and national artists, both well-known and undiscovered, are invited to put forward eye-catching, innovative designs for a sculpture.
4. **As a sponsor, you choose which design you'd like on your Swindog**, creating a unique piece of artwork for thousands to see.
5. Your Swindog joins the trail around Swindon's streets, parks and public spaces from **July to September 2023. You'll have your own plaque on display with your sculpture.**
6. **You're part of the magnificent farewell event**, where all the Swindogs are brought together in one place.
7. After the summer trail, the sculptures are auctioned to raise vital funds for Julia's House before they head off to their permanent homes.





# Why join the pack?

As a balloon dog sculpture sponsor you'll:

- Promote your business or organisation in a positive, creative and unique way to existing and new customers and clients as well as showcasing yourself to potential new employees
- Generate great PR for your business and visibility for your brand via media and our social media
- Increase awareness, footfall and ultimately visitor spend in a variety of local venues and businesses, especially after COVID
- Introduce your brand to potential customers using The Big Dog Art Trail app to explore the trail
- Create business-to-business networking opportunities
- Boost team morale and engage staff with your very own sponsored sculpture, while generating a strong association with local artists
- Build positive relationships with your local community by supporting a much-loved and vital local charity
- Promote health and well-being by encouraging families to be out and about and active
- Be a major part of a long-lasting, feel-good event that makes everyone smile

Make sure you're barking up the right tree.  
We've got sponsorship packages to suit everyone.



"Sponsoring Cows about Cambridge has provided Thameslink with fantastic opportunities for brand exposure and ultimately revenue generation through ticket sales. As a result of the campaign Thameslink achieved our key objectives and superstar ROI expectations."

Thameslink – Cows About Cambridge 2021



# Sponsorship Packages

## Presenting Partner - £40,000

As a Trail Presenting Partner, you will benefit from:

- Official designation as a partner with a specific role, for example health and wellbeing partner, technology partner, digital partner or community programme partner
- Dedicated support from Julia's House's business partner lead who will work closely with you to activate your sponsorship, increase your marketing and PR exposure, and return on investment
- Priority viewing at the design selection event
- Your own uniquely designed and decorated balloon dog in a high-profile location on The Big Dog Art Trail
- Opportunities to feature prominently in a range of marketing materials and attend specific events relating to your partnership
- Exclusive invitations to workshops, preview events, the public farewell, and the auction
- Marketing and sales opportunities at key events.

## Learning Programme Sponsor - £30,000

With this headline partnership, you have the inspiring opportunity to work with schools as they decorate their own Swindog puppies and take on fun educational activities.

As a Learning Programme Sponsor, you benefit from:

- Your own uniquely designed and decorated Swindog in a high-profile location on The Big Dog Art Trail
- Your brand on The Big Dog Art Trail website, map, app and on the Swindog's plaque
- Being the donor of multiple eye-catching Swindog puppy sculptures to local schools
- Your brand integrated into the Learning Programme for schools and all related collateral
- Exclusive invitations to education workshops, preview events, the public farewell and the auction
- A wide range of positive and exciting PR opportunities.

## Swindog Sculpture Sponsor - £6,000

Your brand will be exclusively associated with one of our amazing Swindog sculptures.

You will benefit from:

- Your own uniquely designed and decorated Swindog in a high-profile location on The Big Dog Art Trail
- Your brand on The Big Dog Art Trail website, map, app and on the Swindog's plaque
- A wide range of PR and marketing opportunities, with the reach this project brings

## Swindog Puppy Sculpture Donation - £1,000

Along with your full size Swindog sculpture, donate a Swindog Puppy for a local school to assist with the learner programme.

To find out more or to register your interest please visit [www.bigdogarttrail.co.uk](http://www.bigdogarttrail.co.uk) or get in touch @ [big.dog@juliashouse.org](mailto:big.dog@juliashouse.org)

# About Julia's House

Julia's House is the local children's hospice charity in Wiltshire, looking after the most seriously ill children in and around Swindon and across the county. These children need 24 hour care for their complex and often rare medical conditions, which puts a huge amount of pressure on their families.

Our dedicated team of nurses, carers, therapists, family support workers and hospice doctors provide a lifeline of care in our hospices and in families' homes. We offer clinical, emotional and practical support and essential respite breaks to give exhausted parents and other family members time out from round-the-clock care, helping to prevent them from reaching breaking point.

Each family we support can tailor the care they receive in whichever way suits them best. Crucially, Julia's House supports the whole family and not just the seriously ill child – we're there for parents, siblings, grandparents. We provide respite care for

a few hours, a day or overnight. We also provide emergency care and the support that families need at the end of a child's life, where we work closely with paediatric palliative care specialists and the wider community medical team.

We rely on support and donations from the local community for 92 per cent of the money needed to keep providing our vital care – we receive only eight per cent ongoing Government funding. The Big Dog Art Trail will raise vital funds to help us continue to run this critical service for the growing number of families in Wiltshire who depend on our care and support.

## Isabella

"When Isabella is with her Julia's House nurses and carers, I don't have to worry about what will happen if she unplugs her oxygen by accident or when she needs to be tube fed. They're not scared to look after her like other people would be."

- Erica, Isabella's Mum





## Ellie

"To have a trained nurse and a carer come into your home and say, 'this is your time now, you can have some time' - it's quite overwhelming really. It's amazing."

- Luke, Ellie's Dad



## Carmela

"No amount of money can pay for what we get as a family from Julia's House - the quality of care, the thoughtfulness and the friendships. The first time the carers took Carmela horse riding I walked round with them, listening to her laughing and squealing with joy and I just cried and cried, tears of happiness. You can't put a price on that."

- Lucy, Carmela's Mum



"Sponsoring an art trail is such a great way for a business to give back to the local community, whilst also providing unique profile-raising opportunities."

- Anne Ovens, Owner and Director, Aspiration Europe





Let's go walkies with  
**The Big Dog Art Trail**



Find out more:

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

    @bigdogarttrail

Don't miss out on the biggest  
and most colourful event in  
Swindon in 2023



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