

Hare  
to  
Stay



Sponsorship Pack

# The Big Hare Trail



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



## Welcome to Hare To Stay

We're delighted to be working with Wild in Art to deliver this spectacular public art event that will hop its way across North Berwick in Spring 2021. Hare sculptures, each one individually designed by an artist and sponsored by a business, form a free, fun, family-friendly trail of discovery for local people to explore and enjoy.

Be part of East Lothian's phenomenal year of design and cultural innovation by sponsoring one of our Hare sculptures!



**#HareToStay**  
**#TheBigHareTrail**



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# Leuchie House

## About ourselves and the vital services we offer.

Leuchie is a national charity dedicated to supporting people living with the long term effects of a range of neurological conditions through individualised short respite breaks, as well as an essential break for their carers.

We aim to be more than just a change of caring environment and instead offer a wonderful holiday experience, enabled by our 24 hour nursing and care. We run a number of projects to enhance the wellbeing of our guests during their stay, and in the hope that the benefits they experience last long after they've returned home.

## Becoming an independent charity.

In June 2010, the MS Society took the decision to close its four respite centres in the UK, including Leuchie House.

Following a high profile Save Leuchie campaign, our patron, Mairi O'Keefe, secured a support package which allowed Leuchie House to be set up as an independent charity.

Launching on 4 July 2011, the new status has enabled Leuchie to widen its reach, and to provide vital support that has improved the lives of thousands of people with MS and other neurological conditions.



The Theme Hare to Stay was chosen as a fun way to celebrate Leuchie's 10th anniversary as an independent charity and to raise vital funding to ensure we're Hare to Stay for the future!

The Covid-19 pandemic makes this event all the more important, not just for Leuchie House, but for the many local businesses and individuals who have been affected.

# Hare all about it!

## How do you stand out from the drove?

### Timeline

- **March 2021**  
Official launch of The Big Hare Trail.
- **April 2021**  
Artists submission deadline and art selection event.
- **April - June 2021**  
Artists decorate their Hare sculptures.
- **July - September 2021**  
The Big Hare Trail is *live across East Lothian!*
- **October 2021**  
Farewell weekend - last chance to see all the Hares together. Hares are auctioned to raise funds for Leuchie House.



**Be inspired, get imaginative and celebrate East Lothian by supporting The Big Hare Trail and sponsoring a sculpture. It's a giant-sized way to get noticed!**

### How it works:

Businesses, groups and individuals are invited to sponsor a Hare sculpture.

Local artists are invited to put forward eye-catching, innovative designs for a sculpture.

**As a sponsor, you choose which design you'd like on your Hare.** Each Hare will be unique, with its own design and personality.

Your Hare joins The Big Hare Trail throughout North Berwick and surrounding areas from July to September 2021. **You will have your own plaque on display with your sculpture.**

**You're part of the magnificent launch and farewell events,** where all the sculptures are brought together in one place at the start and finish.

After the summer trail, the sculptures are auctioned to raise vital funds for Leuchie House before they hop away to their permanent Hare homes!

## Our Event Partner



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

Since 2008 Wild in Art has been inspiring, educating and entertaining towns and cities across the UK and the world with its award-winning trails of uniquely painted sculptures - including penguins in Dundee, dolphins in Aberdeen, the Oor Wullies in Edinburgh and now Hares in East Lothian!



### In total Wild in Art events have:

- attracted millions of visitors to host towns and cities
- contributed over £2.4 million to local creative communities
- involved over 850,000 young people in its education initiatives

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



Many thousands of visitors will walk the trail, talk about the trail and share photos and personal highlights on social media.

**#HareToStay**  
**#TheBigHareTrail**

In the last four years, Wild in Art events have recorded an economic impact of more than £100 million.

# Hop on Board!

**PRESENTING PARTNER**  
£10,000 investment

This is our highest tier of sponsorship and you will enjoy an unprecedented level of marketing and PR exposure.

Your brand will be uniquely associated with the Hare sculpture and synonymous with The Big Hare Trail.

## BENEFITS:

- One of a maximum of 2 Presenting Partners
- 1 large Hare sculpture sponsorship and priority art selection
- Prominent branding on all plinths, press, social media and literature
- Speaker opportunities at Hare to Stay events
- VIP tickets to Hare To Stay events
- Dedicated account manager and a full evaluation report post event
- Access to social media channels
- Unique opportunity to align with Hare to Stay from beginning to end with the culmination of a high-profile public auction.
- This headline partnership will generate positive PR opportunities
- Association with Leuchie House, a much-loved charity with a national audience

**LEARNING PROGRAMME SPONSOR**  
£10,000 investment

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

## BENEFITS:

- One of a maximum of 2 Learning Programme Sponsors
- Dedicated support from Leuchie House's business partner lead
- Marketing and brand exposure - logo to be present on all large sculpture plaques
- Your own uniquely designed and decorated Hare in a high-profile location on The Big Hare Trail with priority art selection
- Your brand on The Big Hare Trail website, map and on the Hare's plaque
- Being the donor of multiple eye-catching baby Hare sculptures to local schools
- Your brand integrated into the Learning Programme for Schools and all related collateral
- VIP tickets to Hare to Stay events
- Exclusive invitations to education workshops, preview events, the public farewell and auction - a wide range of positive and exciting PR opportunities
- Association with Leuchie House, a much-loved charity with a national audience



## HARE SPONSOR

£5,000 investment

Individual sculpture sponsorship of a professionally designed Hare sculpture will enable you to support this initiative in a very personal way.

The Hare sculpture, including company logo and details on a plinth, will be displayed around East Lothian for 10 weeks during 2021.

### BENEFITS:

- Your own uniquely designed and decorated Hare in a high-profile location on The Big Hare Trail
- Marketing and brand exposure - logo and descriptor on your Hare plaque and an adoption certificate, as well as on The Big Hare Trail website and maps
- VIP tickets to Hare to Stay events
- A wide range of PR and marketing opportunities with the reach this project brings.
- Association with Leuchie House, a much-loved charity with a national audience



## THE HARE TO STAY TRAILMAKERS TRAILBLAZERS

£2,000 investment

Your brand out and about on The Big Hare Trail!

Our Trailmakers are a very special team of volunteers who act as friendly and inspiring guides to The Big Hare Trail, handing out maps, chatting to Trail visitors about the Hares, artists and sponsors, and keeping a careful eye on our Hares!

### BENEFITS:

- Your business's logo on the Trailmakers' uniforms
- Event launch photo call and press release to introduce your brand's association with The Big Hare Trail
- Opportunities for PR and increased visibility for your brand via media and our social media
- Your brand on website and map.

## Get in touch!

There is a team of experienced professionals who look forward to discussing your involvement.

[info@thebigharetrail.co.uk](mailto:info@thebigharetrail.co.uk)

**01620 892864**

## Social media

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