



A Wild in Art produced installation honouring
NHS Staff and all key workers

Sponsorship Pack

thisisgratitude.co.uk



Created by:



In aid of:

NHS CHARITIES
TOGETHER

Gratitude

Together While Apart



The image of key workers standing together, but apart, is one of the abiding images of our times - each worker socially distancing and standing apart, while at the same time showing a unique coming together.

Gratitude is a spectacular outdoor public art installation which commemorates and celebrates this extraordinary moment in time.

Impactful and reflective, Gratitude will bring together 49 uniquely-designed human form sculptures in a display which invites contemplation and takes visitors on a creative journey of discovery. Each sculpture will be created by national and regional artists to reflect the stories and contributions of NHS staff and all key workers, and will be sponsored by a different business.

Free to visit, Gratitude will be hosted in high profile, accessible locations in Birmingham, Manchester, Edinburgh and London. Other locations may be added at a later date. The sculptures will be auctioned in autumn 2021 to raise funds for NHS Charities Together (Registered Charity Number 1186569).



Charlie Langhorne
Co-founder and Managing
Director, Wild in Art

Wild in Art is thrilled to be producing this event in partnership with NHS Charities Together. We were aware that there was a long queue of people offering to host events for the charity and were pleased when Ellie and her team chose Gratitude as their fundraising event.

Many people will have visited our events over the past 12 years both in the UK and overseas and although Gratitude is not an art trail in the traditional form, it will still take people on a journey of discovery. Our artists will capture the essence of what the Covid-19 pandemic has meant to people – from home schooling and wildlife taking over city spaces to reductions in pollution and of course Zoom calls - there will be something for everyone to reflect on. It will also enable people to give their personal thanks to the monumental efforts of our NHS heroes and all the other key workers, community volunteers and good neighbours who have made people's lives a little better.

We look forward to seeing you at Gratitude.



Ellie Orton
Chief Executive,
NHS Charities Together

During the pandemic in 2020, NHS Charities Together was overwhelmed with people and businesses wanting to contribute. In the first few months of the crisis, we worked hard to distribute grants among our member charities to provide for the immediate and urgent needs of NHS workers, patients and volunteers. Our focus now is on the ongoing impact of and long term recovery from Covid-19 and we will be funding partnerships with social care and community healthcare organisations who provide vital patient services and care in community settings.

Gratitude will be an important landmark event for NHS Charities Together in 2021. We need to keep the momentum going and hope businesses step forward to support this event, which will give people the opportunity to show their gratitude to our NHS staff and all key workers.

From all of us at NHS Charities Together thank you for your continued support.

Gratitude will

- Provide an opportunity for businesses to support the installation and show their appreciation
- Connect people - communities, artists, businesses, NHS staff and all key workers - allowing them to come together, reflect and show their appreciation
- Highlight the stories, achievements and sacrifices of these unusual times
- Support the creative industries through national and regional artist commissions
- Raise considerable funds for NHS Charities Together

How it works

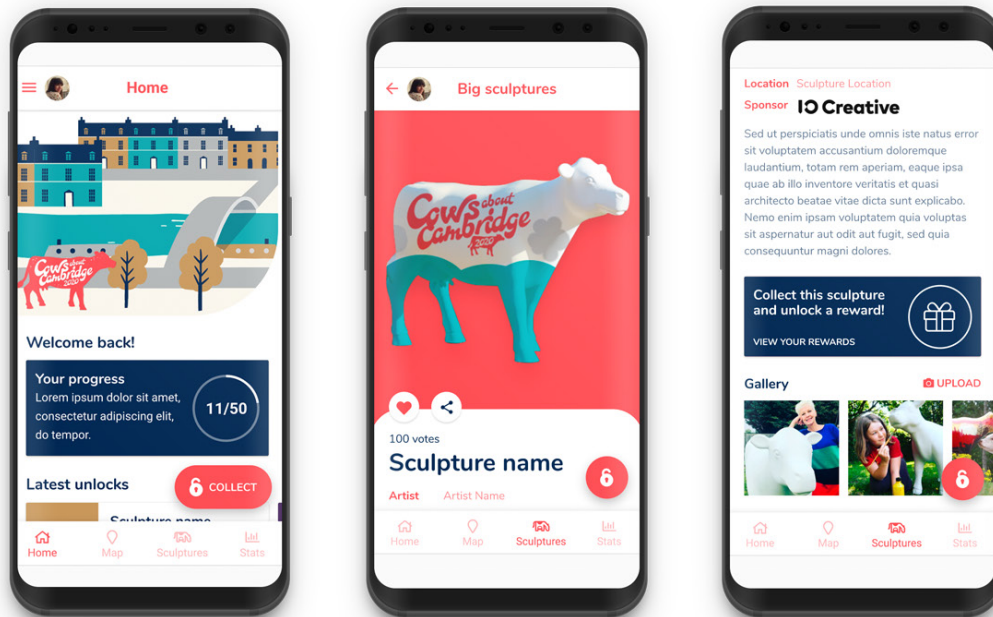
- Businesses and other local organisations will be invited to sponsor a sculpture
- Artists will be invited to submit designs which will transform blank sculptures into unique artworks
- Design ideas will be presented to sponsors who will each select their favourite
- Successful artists are commissioned to apply their designs - ranging from traditional to new media, fine art to illustration, graffiti and mosaic
- The installation will be hosted in high profile, accessible locations in Birmingham, Manchester, Edinburgh and London in summer 2021, supported by a guide and interactive app
- The sculptures will be auctioned in autumn 2021 with substantial proceeds being donated to NHS Charities Together

Artist's impression. Each sculpture will be uniquely designed by national and regional artists.





Why Get Involved?



Support charity, grow your business

Sponsoring a sculpture will raise vital funds for NHS Charities Together and will help us to produce a very special and significant event for the UK, but we appreciate that as a business, you will want to see a return on this investment and use your sponsorship to reach all your stakeholders. There are various ways that you can do this...

Brand promotion and marketing assets

There are many opportunities to promote your brand, what you do and key messages through our print and digital assets. These include the sculpture plaque, Gratitude website and the app.





thisisgratitude.co.uk

Timeline

Driving customers to your business

Visitors will be encouraged to download our award-winning app, enter the 4 digit code (found on the sculpture plaque) and unlock rewards which encourage them to interact with you. Some sponsors provide discounts or special offers to attract new customers, while others offer fun things to download, entry into free prize draws or match funded charity contributions.

Employee and stakeholder engagement

Many businesses choose to support us as a way of engaging their employees and families. Some will hold competitions to get employees and their families involved. Many sponsors develop relationships with other event sponsors and partners which can lead to other business opportunities.

December 2020

Dame Zandra Rhodes announced as Creative Ambassador. Call for artist submissions.

January to May 2021

Partners and sponsors are invited to get involved.

March 2021

1st Art Selection Event. Design ideas presented to sponsors for selection.

May 2021

2nd Art Selection Event. Design ideas presented to sponsors for selection.

March - June 2021

Artists commissioned and sculptures created.

June 2021

Sponsor Workshop.

20 August - 10 October 2021

Gratitude live in Birmingham, Manchester, Edinburgh and London (2 weeks per location).

12 October 2021

Auction at Southwark Cathedral.

December 2021

Evaluation.

Sculpture sponsorship

£9,750 plus VAT

Individual sponsorship of a sculpture enables you to support this initiative in a very personal way. It is available to businesses and individuals.

Benefits include:

- One sculpture sponsorship
- Logo and messaging to appear on the sculpture plaque, website and within the app
- Bespoke product/service integration via the app
- Tickets to events
- Account management support

There are a small number of value in kind opportunities available for businesses who can help support production of the event through offering their services.

Location sponsors

£35,000 plus VAT

We already have locations sponsors for London and Birmingham but are looking for location sponsors for Manchester and Edinburgh.

Benefits include:

- Opportunity to host an event before the installation is open to the public
- Two sculpture sponsorships
- Logo and messaging to appear on the sculpture plaques, website and within the app
- Bespoke product/service integration via the app
- Tickets to events
- Dedicated account manager
- Logo on location signage

Don't just take our word for it

Bee in the City, Manchester 2018

Virgin Trains saw an increase of 11% during the period of the trail – they also reported significant levels of employee pride and engagement amongst employees.

Metrolink recorded a 32% increase in family travel card sales across the tram network during the period of the trail.

“Bee in the City has been one of the finest things we have ever been involved with over the years... such an inclusive project that has brought the whole city together and created such an amazing piece of public art. The library was inundated with visitors over the summer period, many had never been in the building before.”

Neil MacInnes OBE
Head of Libraries, Manchester City Council

GoGoHares, Norwich 2018

“GoGoHares was just a lovely event to be a part of, raising money for a local charity and helping bring communities and businesses together.”

“We had a lot of people visit us to see our amazing Hare sculpture, some just to take a photo, but a good amount who visited the pub and had a drink or a meal too, which was obviously great for business.”

“Overall, we were just really pleased to be part of Norwich's now famous art sculpture events and felt blessed that the trail encompassed parts of our beautiful county.”

Judi-Mae Alderton
Head of Marketing Woodforde's Brewery



About NHS Charities Together

NHS Charities Together is the umbrella organisation for the UK's circa over 230 NHS charities in the UK and is the official national charity partner of the NHS. It supports and champions its members by providing: a collective voice; a forum for nationwide fundraising and advocacy campaigns; specialist advice and guidance; bespoke conferences and training opportunities, as well as access to online resources and support.

**NHS CHARITIES
TOGETHER**

The NHS Charities Together COVID-19 Appeal was launched in March 2020 to support NHS staff, volunteers and patients across the UK. The money raised is funding grants to help NHS charities support NHS staff, volunteers and patients by meeting immediate and urgent needs, whilst also resourcing vital partnerships in the community and supporting the long-term physical and mental health recovery from Covid-19.

nhscharitiestogether.co.uk

thisisgratitude.co.uk

About Wild in Art



Wild in Art is a leading producer of spectacular, mass-appeal public art events that connect businesses, artists and communities through the power of creativity and innovation.

Since 2008 Wild in Art has animated cities across the world including Sydney, Auckland, Cape Town and São Paulo and has created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Random House.

Wild in Art Events have:

- Enabled over £15m to be raised for charitable causes
- Injected £2.4m into local creative communities
- Engaged over 850,000 young people in Learning Programmes
- Helped millions of people of all ages to experience art in non-traditional settings

wildinart.co.uk | @wildinart



Get in touch

We would love to hear from you and discuss how you can get involved in this unique project.

Julie Gaskell

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