

SPONSORSHIP OPPORTUNITIES

*Will you join the herd and be part
of Birmingham's 2025 art trail?*

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www.bullsinthecity.co.uk



HAVE YOU HERD?

Get ready to witness the thrilling spectacle of 'Bulls in the City' as it charges into Birmingham during the Summer of 2025!

Picture this: a thrilling parade of larger-than-life sculptures, each one a unique masterpiece of artistry, depicting the legendary Birmingham Bullring Bull. But wait, there's more! These majestic sculptures aren't just static displays; they're part of an exhilarating, free-for-all adventure trail designed to thrill families and tourists alike!

Imagine wandering through the bustling streets of Birmingham, uncovering one stunning bull after another, each bearing the creative imprint of a local artist and proudly sponsored by a local business.

Bulls in the City isn't just about awe-inspiring art – it's about making a real difference. By joining forces with us, local businesses have the opportunity to not only showcase their support for Birmingham but also contribute to a cause close to many people's hearts: Birmingham Hospice. Every pound raised during this epic event will go towards providing essential care and support for people and families living with a terminal diagnosis.

So, fellow Brummies, seize this chance to be a part of something truly un-bull-ievable! Join us for an event of colour, creativity, and community spirit, all rolled into one unforgettable experience for the people of Birmingham!



"We're thrilled to bring Bulls in the City to Birmingham, in partnership with Wild in Art. This is an ambitious project for the hospice that not only promises to be a spectacle for the city but also provides a great opportunity for local businesses, artists and residents to unite through creativity and innovation. The project will leave a lasting legacy for the hospice, enabling us to raise awareness of the importance of hospice care and to extend our support to more people during their end-of-life journey."



SIMON FULLER,
CEO, BIRMINGHAM HOSPICE

"Central BID are proud to support Birmingham Hospice with the exciting 'Bulls in the City' trail. Sculpture trails produced by the world-renowned Wild in Art and their artists are always hugely popular with visitors and raise much-needed funds for charity.

"Sponsoring a bull will provide companies with not only a high-profile presence in the city, but also enable Birmingham Hospice to continue its important work."

**STEVE HEWLETT, CENTRAL BID
MANAGER, BIRMINGHAM CITY
CENTRE**

"Wild in Art has a long history in Birmingham and we are delighted to be back and working in partnership with Birmingham Hospice to create a brand new art trail.



"The trail will be very much partnership led with the ambition of bringing businesses, the creative sector, young people and communities together to celebrate all that is Birmingham, as well as highlighting the important work of Birmingham Hospice in a fun and engaging manner.

"There are a range of sponsorship opportunities available, so don't miss this chance to join us and together we can stage an unforgettable event."

CHARLIE LANGHORNE,
MANAGING DIRECTOR
& CO-FOUNDER, WILD IN ART



ABOUT BIRMINGHAM HOSPICE

At Birmingham Hospice, the very best care is available, wherever and whenever it's needed. Our mission is to ensure everyone has access to the care of their choice at the end of life.

Our teams are committed to improving quality of life for people living with life-limiting illnesses, as well as supporting their families and loved ones during one of the most challenging periods they will face.

Our aim is to help people live well and spend the time they have left how they want to, and to be there for families, carers and loved ones. We are there every step of the way – listening, offering advice, planning and easing pain – helping people to focus on living and spending time with the people who matter most to them.

ABOUT WILD IN ART

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.

Since 2008, Wild in Art has animated cities across the world from Auckland and Sydney to Cape Town and São Paulo, while closer to home trails include The Big Hoot,

The Big Sleuth and The Big Read in Birmingham.

WILD IN ART EVENTS HAVE:

- Enabled over £26.3m to be raised for charitable causes
- Injected £4.3m into local creative communities
- Engaged over 1.2 million young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

WHY THE BULL?

The bull holds a special place in the heart of Birmingham and its people, symbolising strength, resilience, and the city's industrious spirit.

Standing proudly at the entrance of the iconic Bullring shopping centre, the bull has become an enduring emblem of Birmingham's identity, drawing locals and tourists alike to its impressive stature, being a landmark for friends meeting and a backdrop to countless photographs.

Now, as Birmingham Hospice unveils plans for a trail of bull sculptures throughout the city, we're not just celebrating this iconic figure – we're harnessing its power to create meaningful

connections and support a vital cause. By bringing a herd of uniquely designed bulls to Birmingham's streets, the hospice aims to unite the community in a shared appreciation of art, culture, and philanthropy, all while raising crucial funds to provide compassionate care for those at the end of life.

We would like to thank Hammerson for allowing Birmingham Hospice to use its iconic Bullring bull design for the Bulls in the City trail.



HOW DOES IT WORK?

Bulls in the City is about partnerships, bringing together Birmingham businesses, schools, local communities and the public to celebrate our city and support Birmingham Hospice.

Business, community groups and education establishments are invited to sponsor a blank bull sculpture. New and established artists are then invited to submit designs that will transform the blank bull with individual artworks. Design ideas are presented to sponsors who 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 – to the sculptures.

Schools, colleges and community groups will also join in the fun, adopting and designing their own smaller calf sculptures while taking part in a bespoke Learning Programme.

Residents and visitors, young and old, will explore the trail using a bespoke Bulls in the City trail map and mobile app. These help them navigate the trail, discover new places and unlock exciting rewards and discounts provided by sponsors. Once all the bulls are decorated, they will appear on our streets, parks and open spaces in July and August 2025 to form a free 8-week art trail.

After entertaining and getting people outdoors, walking more, and sharing their stories, the herd of sculptures will come together for a special farewell event. It gives everyone a last chance to see the bulls, meet some of the artists involved, and maybe choose one to bid for at the charity auction! The legacy of Bulls in the City continues when the sculptures will take centre stage at a glittering auction to raise vital funds for Birmingham Hospice.

THIS WORLD-CLASS, LARGE SCALE PUBLIC EVENT WILL PROVIDE:

- **Community Engagement:** An immersive trail featuring 40 sculptures across Birmingham City Centre, and surrounding suburbs encouraging thousands of local people to become 'tourists in their own city'.
- **A Regional Attraction:** Drawing visitors from across the region and beyond, positioning Birmingham and the surrounding areas as a must visit destination.
- **A boost to the visitor economy:** Increase brand awareness for the city, local businesses and Birmingham Hospice, driving footfall and increasing visitor spend.
- **Artist Engagement:** Cultivate partnerships with local and regional professional artists, showcasing their work to a broad audience.
- **Corporate Connections:** Offer local businesses and organisations a platform from which to engage with their local communities and customers in a meaningful way.
- **Education Outreach:** Create an innovative education programme for schools, using creativity as a powerful tool for learning and exploration.
- **Cultural Showcase:** Putting Birmingham's heritage, architecture and culture in the spotlight.
- **Fun:** Providing the local community with an engaging, fun and exciting 8-week trail throughout July and August 2025.



WHEN DOES THE PROJECT START?

Now! We are already working alongside many businesses to secure sponsorship and partnerships for this creative project and we would love you to join us!



THIS ISN'T A LOAD OF BULL

Birmingham played host to two charity Art Trails in 2015 and 2017. The most recent, **The Big Sleuth**, featured bears scattered across the city, resulting in the following impact:

- **671,604** visitors actively engaged with the trail
- Total economic impact: **£15.9 million**
- Direct event income: **£9.8 million**
- **10,829** app users
- **5.6 million** app interactions
- **8,354** selfies uploaded to the app gallery
- **835** pieces of media with a reach of 59.4 million
- **96%** of trail participants felt proud to have the trail in Birmingham

Other successful city trails include:

THE 2023 LEEDS BEAR HUNT

- Total economic impact of **£7.7 million**
- **147,060** visitors actively engaged with the trail
- **88%** of visitors said they spent more time in Leeds because of the trail

SHAUN THE SHEEP ON THE TYNE 2023

- Total economic impact of **£9.1 million**
- **5.6 million** app interactions
- **78%** of trail-goers said the trail created a sense of community

*Independent evaluations undertaken by NewcastleGateshead Initiative on behalf of Wild in Art. The Big Sleuth (sample 844), Leeds Bear Hunt (sample 634), Shaun on the Tyne (sample 583).

A BULLISH OPPORTUNITY

Join us for an extraordinary and unique opportunity to promote your business and drive customers to your door, whilst also supporting and raising vital funds for the much-loved city-based Birmingham Hospice.

Sponsorship of Bulls in the City is an unprecedented business development, employee and community engagement opportunity. Sponsorship packages can be tailored to your objectives and offer an excellent return on your investment. Don't miss out on this unparalleled chance to make a difference while boosting your brand!

Positive activation of your sponsorship will:

- Raise your profile in the city
- Give you direct access to new audiences
- Enable employee engagement and improved staff morale
- Facilitate new key stakeholder relationships
- Realise your corporate responsibility objectives and raise money for Birmingham Hospice
- Enable the city to benefit from significant economic, cultural and social benefits

All sponsors will enjoy:

- 12 months association with a high profile and media friendly event
- Bulls in the City sculpture sponsorship – logo on sculpture plaque
- Brand profiling and positioning
- Product and service integration through trail app and events
- Stakeholder engagement opportunities
- Relationship building opportunities with other Bulls in the City sponsors
- Exclusive invitations to key events





Presenting Partners 2 x £25,000 (+VAT)

Presenting Partners are investing in the highest tier of sponsorship available. Enjoy maximum support from an Account Manager who will work closely with you to activate your sponsorship, ensuring increased marketing and PR exposure and return on investment.

- One of a maximum number of two Presenting Partners
- Marketing and brand exposure:
 - Headline placement of brand and logo to be present on all marketing and advertising collateral (digital and print)
 - Headline placement of brand and logo to be present on website and app
 - Bespoke product/service integration in mobile app giving your company the opportunity to provide rewards and discount offers to trail visitors
 - Your logo on your sponsored bull sculpture as well as on all other large bull sculpture plaques
- One large bull sculpture sponsorship
- Introduction to your artist and priority selection of your bull design at the 'Art Selection Event'
- Speaker opportunities at high-profile Bulls in the City events
- VIP tickets to all events, including the Farewell Event and Auction
- 12-month+ association with a high profile and media-friendly event
- A bespoke press release announcing your involvement in the event and associated social media
- Dedicated account manager and a full evaluation report post event



Bull Sponsors £7,000 (+VAT)

Sponsoring one of our large bulls enables you to support this initiative in a very personal way. It is available to Birmingham businesses, community groups and individuals.

Benefits include:

- One of 40 official Bull Sponsors
- Logo and descriptor on your sponsored Bull's plaque, the website and mobile app
- One large bull sculpture
- Opportunity to select your bull design
- Bespoke product/service integration in mobile app giving your company the opportunity to provide rewards and discount offers to trail visitors
- VIP tickets to events
- 12-month+ association with a high profile and media-friendly event.
- Dedicated Account Manager support

There are limited number of bulls looking for sponsors and they will be allocated on a first come, first served basis, so get in touch today!

Sponsor a calf for a local school or community group (for an additional £1,000)



Learning & Community Programme Sponsor 1 x £20,000

We have an exclusive opportunity for our Learning & Community Programme sponsor to partner with Birmingham Hospice and Bulls in the City, leaving a standout legacy that reaches the young people of our city.

Working with 80 schools across Birmingham, thousands of young people will decorate their own calf sculpture as part of a miniature trail installation. All participating schools will receive a Bulls in the City learning resource pack, integrating the project into the curriculum and involving school children, youth and community groups of all ages in this exciting event.

The sculpture provides an exceptional, creative opportunity to engage pupils in important topics – from environmental issues and the natural world, maths, the sciences, art and so much more. After getting creative in the classroom, they will see their stunning calf masterpiece on the art trail and afterwards it is theirs to keep.

Sponsor benefits will be tailored to your objectives and will include branding on all 80 calf sculptures plaques and associated learning resources, plus speaker opportunities at events with schools. Please do reach out if you would like to find out more.



Official Supporter Gift in Kind support or sponsorship

Our official supporters will be actively involved with getting Bulls in the City onto the streets and helping to accommodate our artists and associated events.

This category includes supporters who are able to contribute budget relieving value through gift in kind support in areas including (but not limited too) media, construction, event management, logistics, hospitality, volunteer support and programme delivery.

SPONSORSHIP PACKAGES AND BENEFITS



MAKING EVERY MOMENT MATTER

When John reached the point where he needed end of life care, he and his wife Marie were determined that he would receive it at Birmingham Hospice.



Marie said: "When I was told there was nothing else that could be done for John, I knew I wanted him to have his final days being looked after at the hospice. He worked as a Community First Responder for West Midlands Ambulance Service and, as soon as there was a bed available, they sent a patient transport team to move him.

"Even within the first 10 minutes, the staff at the hospice did more for John than others had done in weeks; I was told to just be with him, and it was not down to me to be his nurse. They looked after us both so well.

"All of our friends and our six children – Billie, Josh, Sophie, Ryan, Harry and Kairi – could spend as much time with John as they needed, day or night. We got married just before he took his final breath. Birmingham Hospice did so much for us to make our day so special."

Join the stampede and get in touch today!

Please do get in touch with the team to
discuss how you would like to be involved.

Contact Rebecca Richards, Wild in Art Project Manager



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www.bullsinthecity.co.uk

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Thank you to
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Birmingham Hospice is the new name for Birmingham St Mary's Hospice and John Taylor Hospice.