



## Sponsors Newsletter - March 2021

This is where we will send you updates on the project, remind you of key dates & events and share ways of how you can get more involved.

### Update on our Sponsors

We are delighted to announce that Wesleyan will now be our location sponsor for Birmingham, and we are pleased to welcome HSBC, Premier Inn, St. James's Place, Barratt Developments, DWF and Thortful as sculpture sponsors.

Thanks to those who spoke and came along to our virtual Business Briefing with Dame Zandra Rhodes. We have had some really good feedback and some introductions to new sponsors.



Please feel free to share the [Gratitude business briefing](#) recording to your internal teams and networks. We still need to get some more sponsors on board but we are making great headway!

## Locations & Project Dates

We are pleased to confirm Southwark Cathedral as our London location and as the venue for our auction, which will take place on Tuesday 12 October. The team will be doing some location photography at Southwark Cathedral on Wednesday 24 March. If you will be nearby and would like to come along to see the sculptures and meet the team, then please let Julie know.



We have not yet confirmed a location for the Manchester installation, but have shortlisted a couple of sites and hope to have confirmation in the next few weeks.

### Trail Dates

<b>20 Aug – 30 Aug</b>	Birmingham - Paradise, Chamberlain Square
<b>03 Sep – 12 Sep</b>	Manchester - Location TBC
<b>17 Sep – 26 Sep</b>	Edinburgh - Newhailes House
<b>01 Oct – 10 Oct</b>	London – Southwark Cathedral
<b>12 Oct</b>	Auction in London - Southwark Cathedral

## Marketing and PR

## Sponsors Toolkit

We have developed a sponsors toolkit which can be accessed via a password protected area of the [Gratitude website](#) and will be sending you each your individual login details towards the end of this month.

The toolkit contains all the information you need to maximise your sponsorship, such as Gratitude brand assets including the event logo and ready made materials, key dates for your diary, a photography library and fundraising ideas. We will be adding to this over the course of the event to ensure you are kept up to date and to give you inspiration on how to activate your sponsorship.

## Art Selection

Dame Zandra Rhodes and the team have now shortlisted the designs and you will have received an invite to a short Zoom meeting next Wednesday 17 March at 10am. This is an optional briefing and you will all receive the portfolio before 12 noon and be given until 12noon on Monday 22 March to make your selection. This is a really exciting part of the project so we do hope you can join us next week.



## Save the date!

The sponsors activation workshop will be held virtually on 17 June 3-5pm.

Please pop a placeholder in your diary, further details to follow.

## Get in touch

Please contact the project team if you have any questions.

## General Enquiries

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