



Sponsor Workshop

17 June 2021

Created by:



In aid of:

NHS CHARITIES
TOGETHER

Agenda

- 3:05 – Project Update – Ben Reed
- 3:20 – Making the most of your sponsorship – Julie Gaskell
- 3:40 – Marketing and Communications – Ruth McAllister
- 4pm – Media and PR Update – Fiona McGarva
- 4:10 – Social Media and Sponsors Toolkit – Isy Langhorne
- 4:20 – The app – Michelle Turton
- 4:40 – Preview events – Julie Gaskell
- 4:45 – NHSCT – Volunteering – Sian Averill
- 4:50 – Any Questions
- 5pm - Close



Project Update

Ben Reed, Head of Creative Development

All going on



Key Dates – Birmingham



- Chamberlain Square, Paradise
- 20 Aug – 30 Aug - VIP Preview 19 Aug



Key Dates – Manchester



- St Peter's Square
- 03 Sep – 12 Sep - VIP Preview 02 Sep



Key Dates – Edinburgh



- Newhailes House
- 17 Sep – 26 Sep - VIP Preview 16 Sep



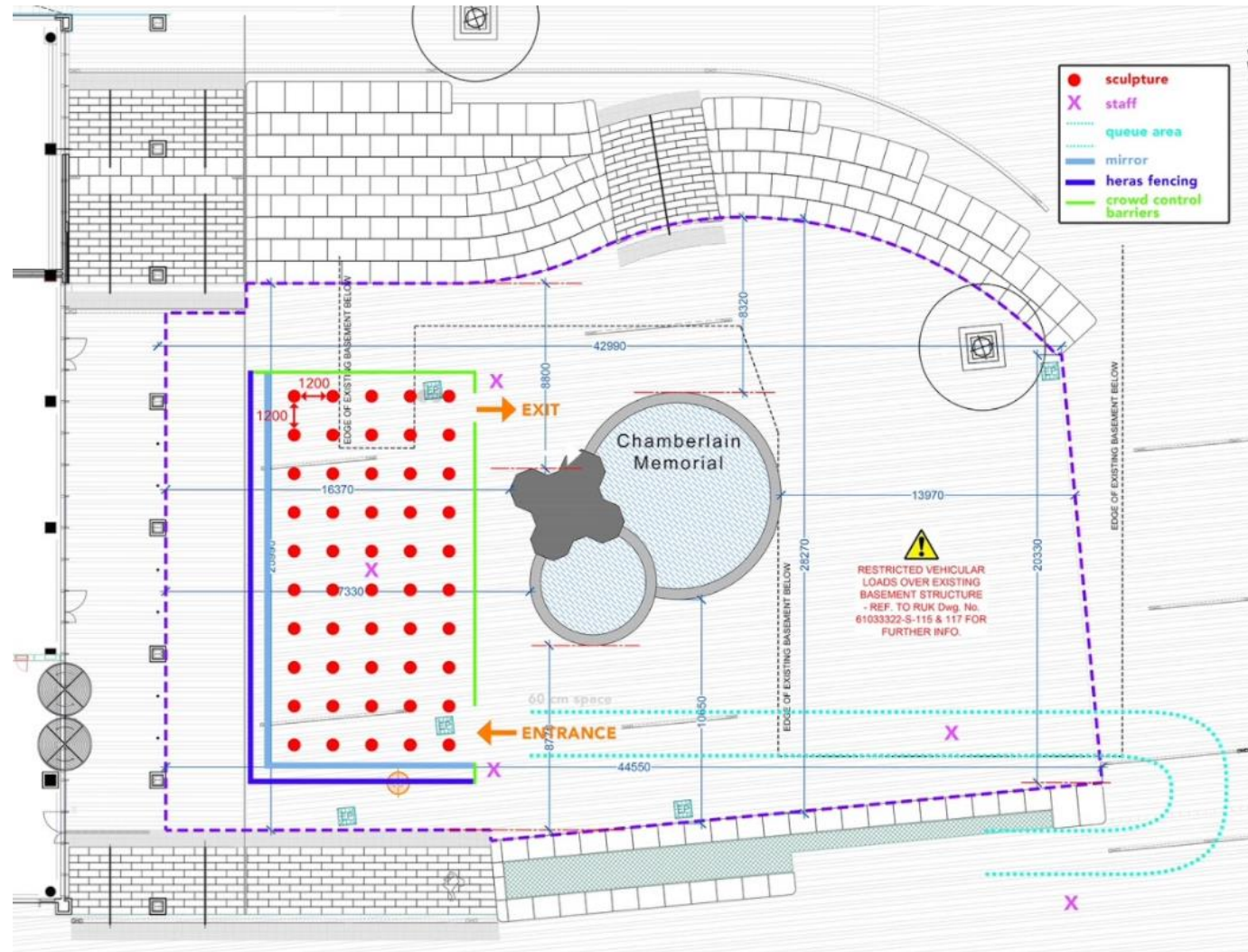
Key Dates – London



- Southwark Cathedral
- 01 Oct – 10 Oct - VIP Preview 30 Sep



Operations and Logistics





How to make the most of your sponsorship

Julie Gaskell, Head of Partnerships



Location sponsor - London

WESLEYAN

we are all about you

Location sponsor – Birmingham

Location sponsor – Manchester

Location sponsor – Edinburgh



22 BISHOPSGATE



SELFRIDGES&CO



Best sponsors always have a plan

involve all their stakeholders

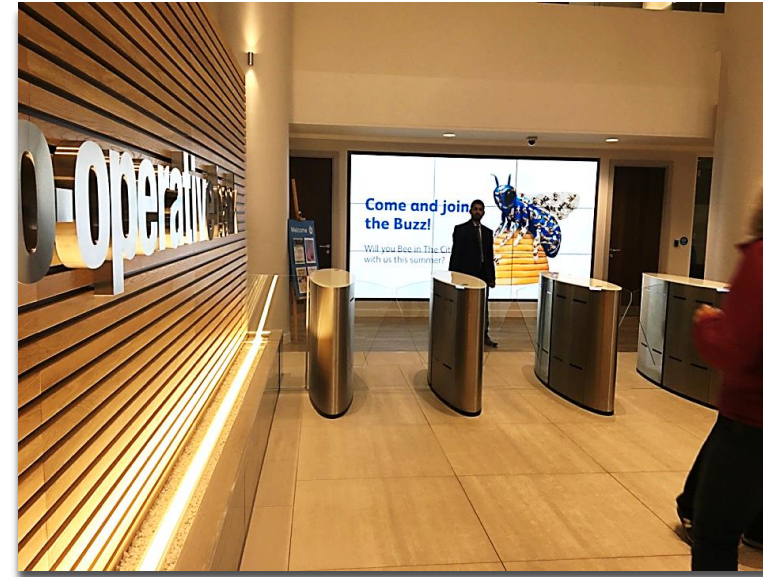
- Employees
- Customers/Clients
- Others - members of the public, your artists, investors, NHS Charities Together

<https://www.youtube.com/watch?v=yUjNeXbCID4>



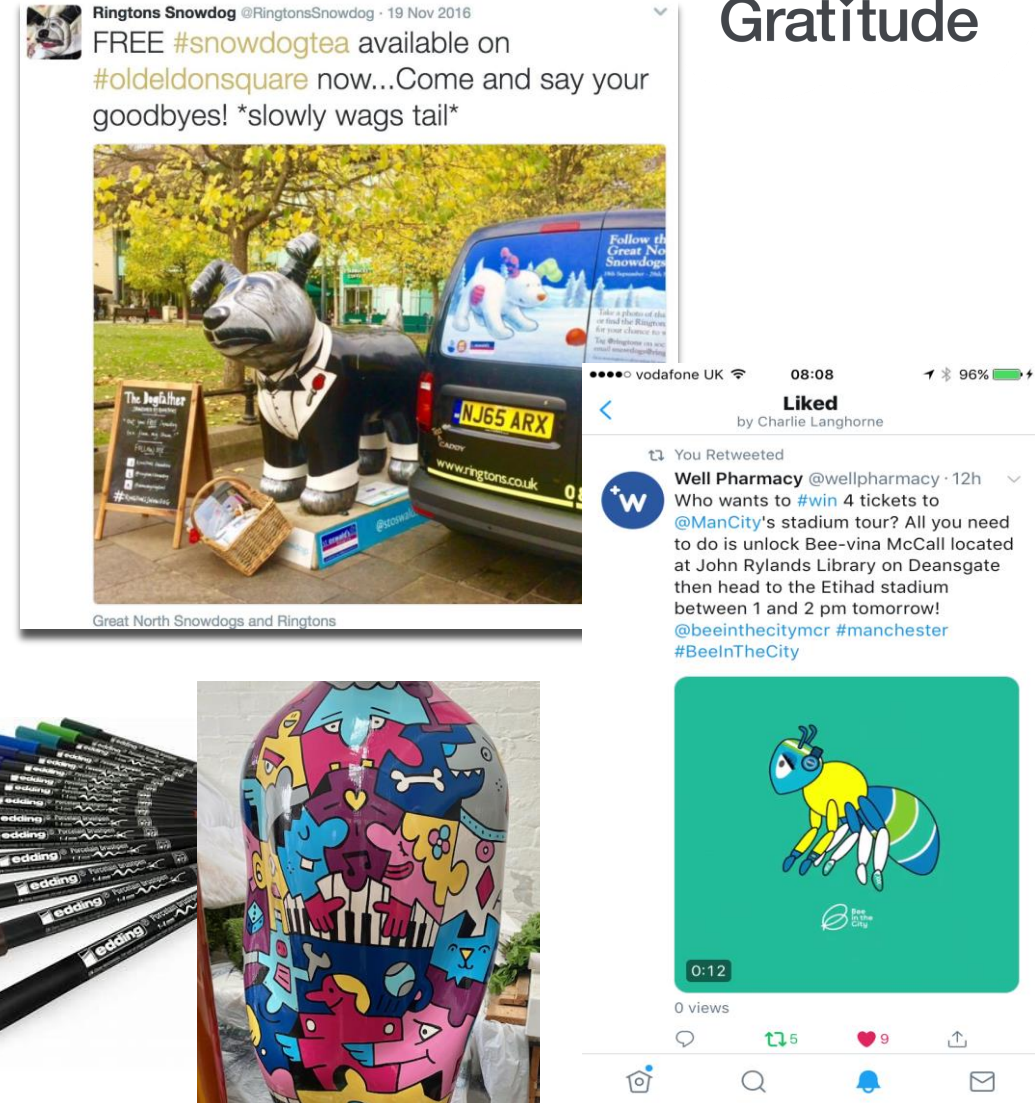
Employee Engagement

- Recognise through messaging/key workers – hours worked/above and beyond
- Intranet/Newsletters
- Volunteering/NHSCT
- Family coloring competitions
- Social Media



Customer and Client Engagement

- Promote your brand values
- Use your app reward to engage and grow new customers
- Align your products/USP with your sculpture
- Encourage customers to visit Gratitude
- Thank recognise your industry key workers



Stakeholders

- Your artist
- NHSCT
- Media
- Opinion formers
- Sponsor family
- The event is 'content rich' – great for your social media channels



Some of you are already making a start



Gratitude in Art @gratitudeinart · Jun 1

Great to have @Barrattplc supporting Gratitude and sponsoring @mik_richardson's design! #thisisgratitude

Barratt Developments @Barrattplc · May 24

We're excited to be sponsoring a sculpture at @Gratitudeinart, an outdoor art installation to honour and show thanks for #NHS workers across the country. Our sculpture is being designed by the wonderful @Mik_richardson and is a tribute to the #ArmedForces. Looking good so far!



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Gratitude in Art @gratitudeinart · Jun 1

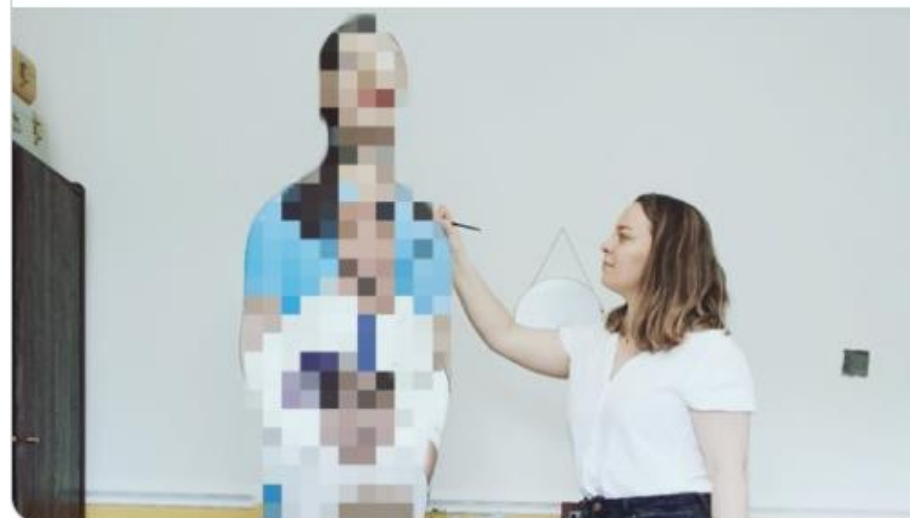
How very mysterious 🤔🌟

Karis Viola Lambert @KarisViola · May 30

Finishing up my first painting for @gratitudeinart! The full piece will be revealed soon 🤔

Sponsored by @Wesleyan as part of @wildinart's art trail 🌟

#WildInArt #Gratitude #CommunityArt #PublicArt #KeyWorkers

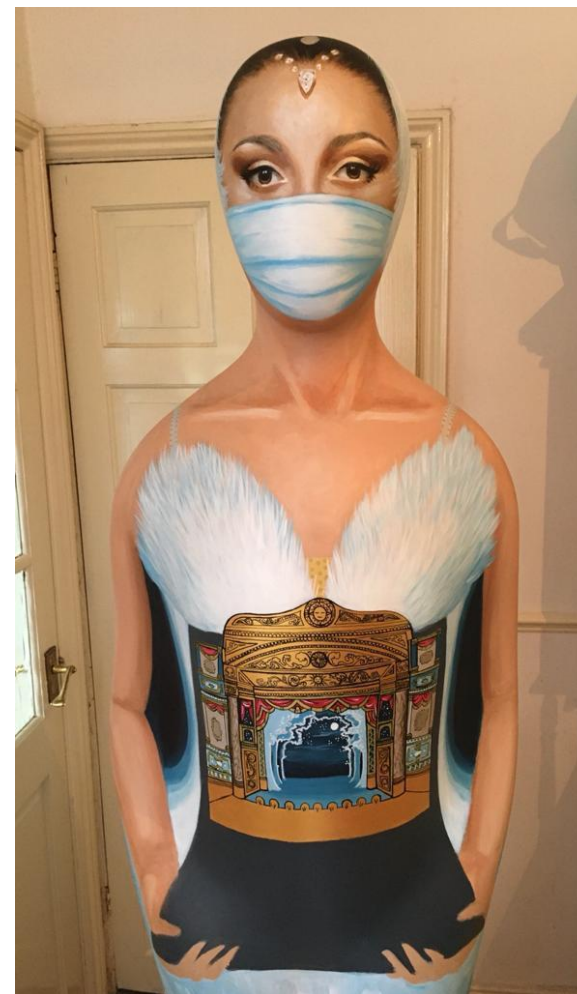


Your rights and benefits

- Branding on digital and print assets – plaque, guide, website and app
- Location partners – 6 tickets to VIP preview in their location
- Sculpture sponsors – 2 tickets to all VIP preview events
- All sponsors to receive 2 tickets to the auction

General tickets - Sponsors to receive advance ticket booking link - [approx. 5 days before](#) tickets released to the public

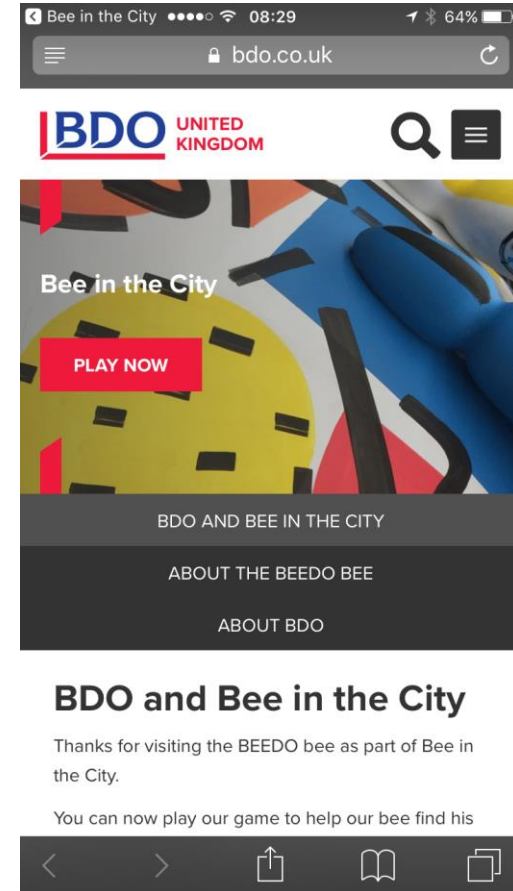
- Participation in the event app – you may submit a reward – [it is not compulsory](#)



B2B and B2C

app rewards

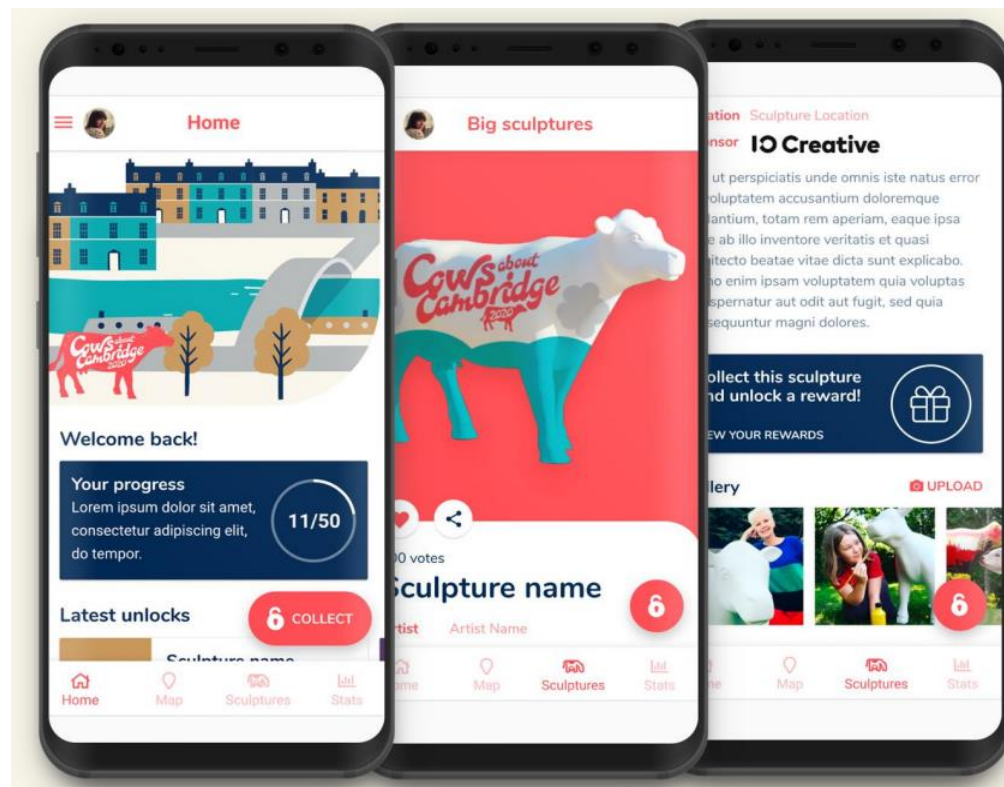
- Rewards can be given by B2B and B2C businesses
- They should be good for families and enhance the Gratitude experience
- The sponsor has to make sure the links that go back to their websites work
- If properly constructed they will give you RoI information – sales info



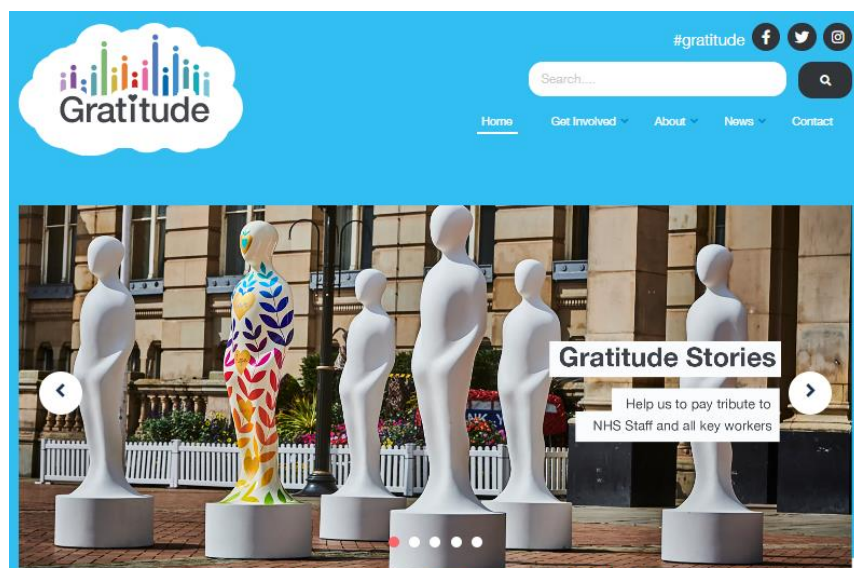
Examples of app rewards

Cows about Cambridge 2021 – [available to download from 28 June 2021](#)

- Cambridge event – £1.99 app - 33 out of 42 sponsors - total value of rewards was £103
- Hilton Hotel – free Gin Cocktail
- Travel discounts, rail and bus
- Social tags of selfies to be entered into prize draw
- Donation of £1 for every unlock – upto £1k and upto £10k
- Make your own Cow Mask



Other benefits



Mini-Gratitude Sculpture Sponsors Order Form

As a sponsor of Gratitude, you are now able to purchase a mini-Gratitude sculpture.

These will be 30cm tall and come in three colour options:

- White **ready to paint** - £75 plus VAT
- Black Gloss - £95 plus VAT
- Gold Lacquer - £95 plus VAT

Each sculpture will arrive in an individual unbranded box.

If you would like to purchase any for your offices, employees or clients, please complete the form below

And send it back to accounts@wildinart.co.uk

By Friday 9th July so that we can get them in time for the event.



- Artist engagement
- ~~Stories — now closed~~
- Gratitude mini
- Auction goody bag
- Sponsor newsletters - key communication

Company name	
Finance Contact name	
Finance Email address	
Address	
Invoice address (if different from above)	
Number of White sculptures wanted	
Number of Black Gloss sculptures wanted	
Number of Gold Lacquer sculptures wanted	

Discover

4 locations, 49 sculptures, endless Gratitude

[Find out more](#)

Sponsors

Find out about how your business can support us

[Find out more](#)

Artists

Find out about how artists can get involved in Gratitude

[Find out more](#)

News

Keep up to date with all the latest news about Gratitude

[Find out more](#)



Marketing and Communications

Ruth McAllister, Marketing Director

Our plans

- Sculpture photography
 - Aiming to available for sponsors w/c 9 July
- Plaques
 - We'll be sending a pdf proof for sign off
- Gratitude brochure
 - Let us know if you would like a quantity of brochures for your staff
- The app
 - Available from the App Store and Google Play from 20 August - £1.99.





What we need from you...

- High res eps/vector file of your logo
- 60 words of copy for the app and plaque
- Website and social media handles
- Confirmation of app reward

Please send this to **gratitude@wildinart.co.uk**
by 5 July 2021

Key messages

- Gratitude is a spectacular public art installation celebrating and honouring the work of NHS Staff and all key workers.
- There will be over 50 uniquely-designed human form sculptures created by artists and designers from across the country, curated in partnership with creative ambassador Dame Zandra Rhodes.
- Gratitude will be on display in 4 locations – Birmingham, Manchester, Edinburgh and London
- Free to visit – visitors will be able to reserve free tickets for timed slots
- The auction of the sculptures will raise money for NHS Charities Together





Media and PR

Fiona McGarva, Sundae Communications

Media milestones

- Announcement of display locations and tickets available
- Location launches including reveal of Gratitude Stories
 - Birmingham
 - Manchester
 - Edinburgh
 - London
- Auction



Gratitude Stories

- Bring Gratitude to life through beautiful art and audio
- Stories which celebrate and honour key workers and the amazing things people have done during lockdown
- Stories collected via an open call
- Recorded by well-known voices
- Listen to Gratitude Stories via the app and website



Top Tips...

- Keep us up to date with your plans for press activity and any press requests
- Only reveal elements of your sculpture taking shape as work in progress
- Profile opportunities for your artist may require a rep from the team
- Any interesting stories to share
- Direct any media enquiries relating to the overall Gratitude Project to Sundae Communications



Social Media & Sponsors Toolkit

Isy Langhorne, Sponsorship Account Manager

The Sponsors Toolkit



Sponsors Toolkit

Artist Toolkit

Design Gallery

Password Reset

Account

Logout

This is Gratitude!

Welcome to the Gratitude Sponsors Toolkit. We very much hope that you are as excited about the event as we are.

In order that you get the most out of your sponsorship, we would like you to be fully involved in every part of this important and groundbreaking project. This toolkit will be updated throughout your Gratitude sponsorship journey and is designed to give you all the information you need, including important dates for your diary.

The success of Gratitude will be enhanced by the continued support you are able to offer in the run-up to and throughout the event which will, in turn, create greater benefits for you.

The Gratitude Project Team

Note on Covid-19: Wild in Art take the safety of the public and our staff very seriously and are following the current Government guidelines in consultation with our event and location partners.

What we need from you

Brand assets

PR and communications

Social media

Photography

Sponsor Newsletters

The Event App

Auction

FAQs

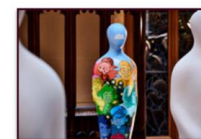
FAQs

FAQs

Take a look at the FAQs [here](#).



Gratitude - Wild in Art. The Love sing by Nisha Grover © Daniel



Gratitude - Wild in Art. We Can Be Heroes by Jess Perrin © Daniel



Gratitude - Wild in Art. We Can Be Heroes by Jess Perrin © Daniel



Gratitude - Wild in Art © Daniel Graves Photography



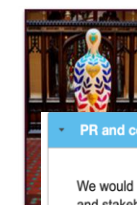
Gratitude - Wild in Art © Daniel Graves Photography



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Gratitude - Wild in Art © Daniel Graves Photography



Gratitude - Wild in Art © Daniel Graves Photography



Gratitude Social Media

Whenever posting about Gratitude and your involvement please ensure to tag [@wildinart](#), [@gratitudeinart](#) and [@NHSCharitiesTogether](#) and use [#thisisgratitude](#) and [#gratitude](#). We will ensure we interact and share your posts.

About Gratitude:

Gratitude, a spectacular public art installation to thank NHS staff and all key workers for their ongoing courage and dedication, is being developed by leading global public art producer Wild in Art and will open in Birmingham (20th - 30th August) this summer, ahead of a free to visit tour across the UK taking place in high profile and accessible locations in Manchester (3rd - 12th September), Edinburgh (17th - 26th September) and London (1st - 10th October).

The image of key workers standing together, but apart, is one of the abiding images of this time, and Gratitude will connect people and communities, artists and businesses, NHS staff and all key workers, inviting people to come together, reflect and show their appreciation.

Impactful and reflective, Gratitude brings together 49 uniquely designed human form sculptures, sponsored by businesses, in a display which invites contemplation and takes visitors on a creative journey of discovery. The sculptures, individually designed by artists from across the UK, will reflect the stories and contributions of this unprecedented year.

Time for quiet reflection will be built into the installation's daily opening schedule, and visitors will be invited to share their own feelings and stories to develop a lasting social history of the collective experience.

PR and communications

We would love you to shout about your involvement with Gratitude, letting your staff, customers and stakeholders know you are supporting the project.

We have created some example copy, which you are welcome to include on your intranet/website:

- [Gratitude Boiler Plate](#)
- [Wild in Art Boiler Plate](#)
- [NHS Charities Together Boiler Plate](#)
- [About Gratitude – longer copy](#)

Note: copy will be updated as we move through the Gratitude journey.

Please also remember to keep us updated with your own PR plans. The Gratitude Marketing and Communications Team should be notified of all details of your activity prior to its execution to check for any sensitivities regarding timing and duplication.

If you have a Gratitude PR story that you feel we would be interested in or plan to issue a press release about Gratitude, please contact the Gratitude press office at Sundae Communications: marieclare@sundaepr.co.uk / 0161 278 1452.

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

Social Media

- Social media guide can be found in the sponsors toolkit.
- Up-to-date with press releases and post ideas
- Please tag @wildinart and @gratitudeinart in all posts
- Use #thisisgratitude
- Work with your artist and get creative



Gratitude Social Media

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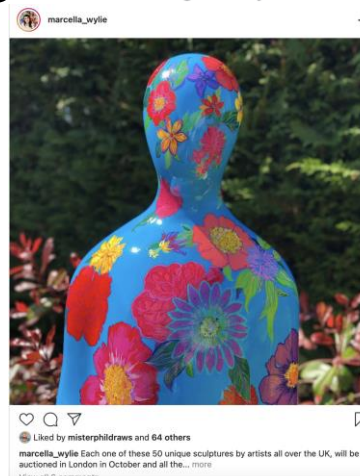
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Karis Lambert's Art
30 May at 08:59 · Instagram · 🌐

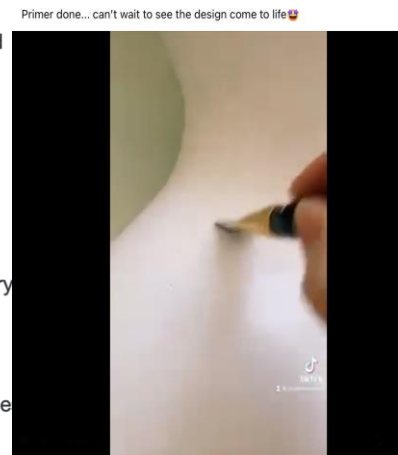
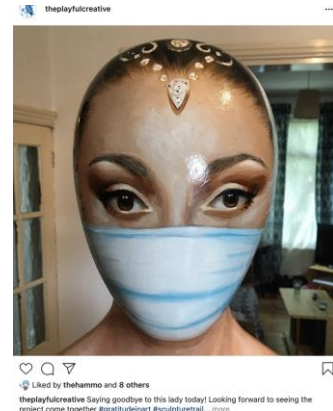
Finishing up my first painting for Gratitude! The full piece will be revealed soon with the rest of the trail 🤩🥰

The design 'Us' celebrates the key workers that have been keeping us going throughout the pandemic - and general life! ❤️

This piece is sponsored by Wesleyan as part of Wild in Art 's art trail ✨

[#WildInArt](#) [#Gratitude](#) [#Sculpture](#) [#CommunityArt](#) [#PublicArt](#) [#Art](#) [#Artist](#) [#Painting](#) [#ArtInProgress](#) [#ArtInstallation](#) [#ManchesterArt](#) [#ManchesterArtist](#) [#WIPart](#) [#KeyWorkers](#) [#Co...](#) See more

— in Manchester, United Kingdom.



Sandra Russell Art
5 May · 🌐

Priming the Gratitude In Art sculpture I'm working on. I just love how the light catches its form at different times of the day. [#GratitudeInArt](#) is a Wild in Art... See more

Gratitude in Art @gratitudeinart · Jun 1

Great to have @Barrattpic supporting Gratitude and sponsoring @mik_richardson's design! [#thisisgratitude](#)

Barratt Developments @Barrattpic · May 24

We're excited to be sponsoring a sculpture at @Gratitudeinart, an outdoor art installation to honour and show thanks for #NHS workers across the country. Our sculpture is being designed by the wonderful @Mik_richardson and is a tribute to the #ArmedForces. Looking good so far!





The App

Michelle Turton, Digital Project Manager

Wild in Art App



Wild in Art has delivered 21 art trail apps since 2017

**173,267
players**

**6.05 million
sculpture
collections**

**110,623
selfies**

**73,163
votes**

From Manchester to Brighton, Cardiff to Norwich, Birmingham to Scotland as well as New Zealand (Auckland) and Australia (Melbourne & Perth).

Functionality

Core Functionality

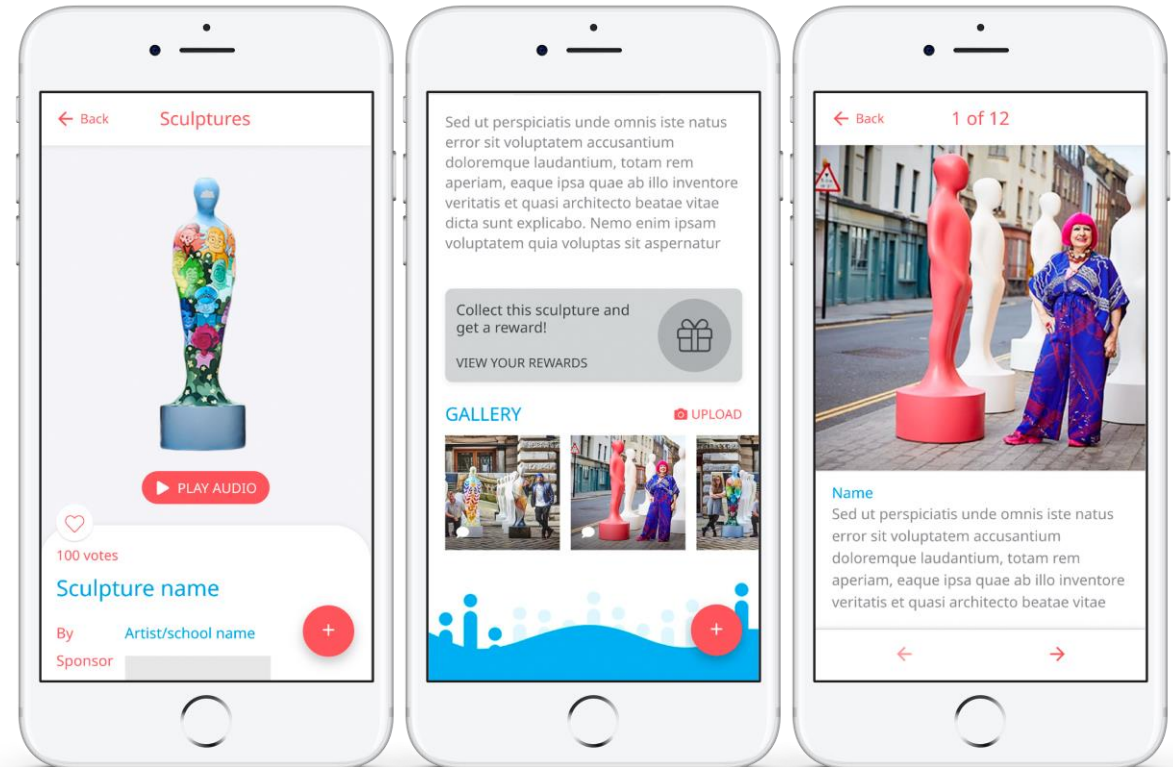
- Players visit and collect sculptures
- Each big sculpture can unlock one sculpture reward
- Sculpture rewards can use a claim code
- App displays player, sculpture & trail stats
- App displays the most voted for sculpture
- App displays the most collected sculpture
- Players upload photos/selfies to a sculpture gallery



Functionality

New Functionality

- Sculptures can include audio stories
- Players can add their story to images they upload to the sculpture gallery



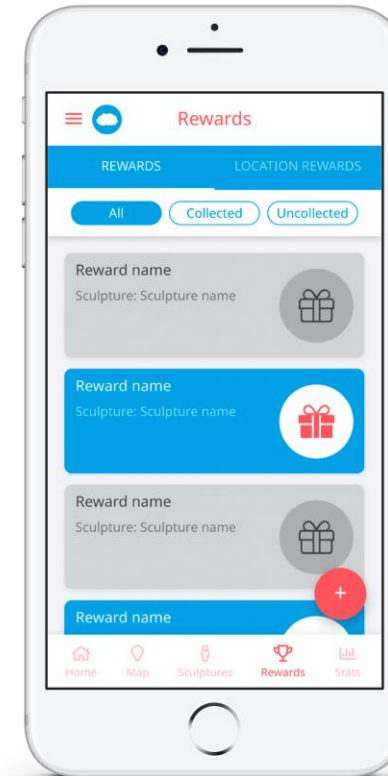
Rewards

Sculpture Rewards



Sculpture Rewards

- Each big sculpture can unlock one reward
- Sculpture rewards can be provided by the sculpture sponsor
- Sponsors can use an optional *claim code*

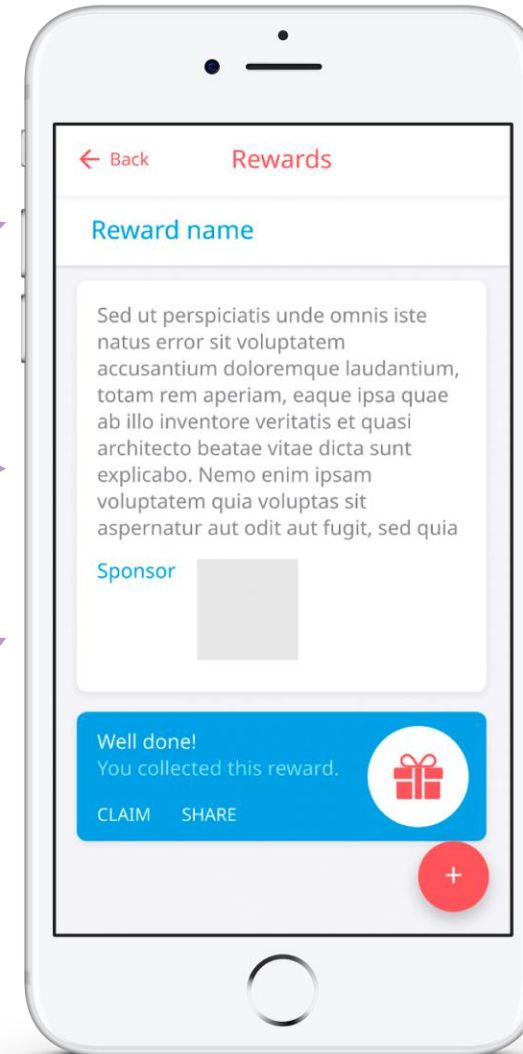


Your Reward

Your Reward Details

Your Reward Details

- **Reward name** – give your reward a catchy title
- **Description** – explain what it is and how to redeem
- **Offer valid dates** – provide the deadlines to redeem/claim
- **Ts & Cs** – provide a web link to any Ts & Cs
- **Word count** – best practice is 60 words
- **Your logo** – will appear below the reward



Your Reward

Competitions

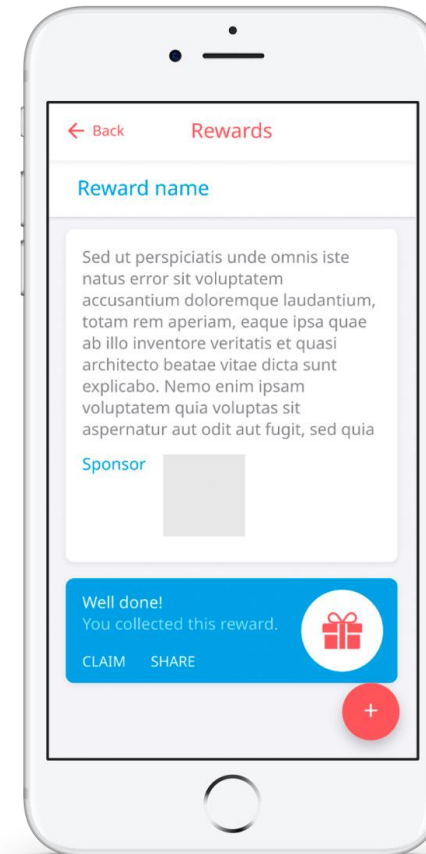


Data capture, terms and conditions and wording

- Competitions – are held on your website, where you are responsible for the terms and conditions and data capture.
- Please consider the wording avoiding words like win, prize draw etc and replace them with...

Do you fancy a shopping spree in Birmingham city centre?

With 5 department stores, 3 shopping centres, plus boutique independents, you'll be spoilt for choice. Click here to find out more: www.website.co.uk Terms and Conditions apply.



Your Reward

Tracking and measurement



If you supply a link to your website as part of your reward

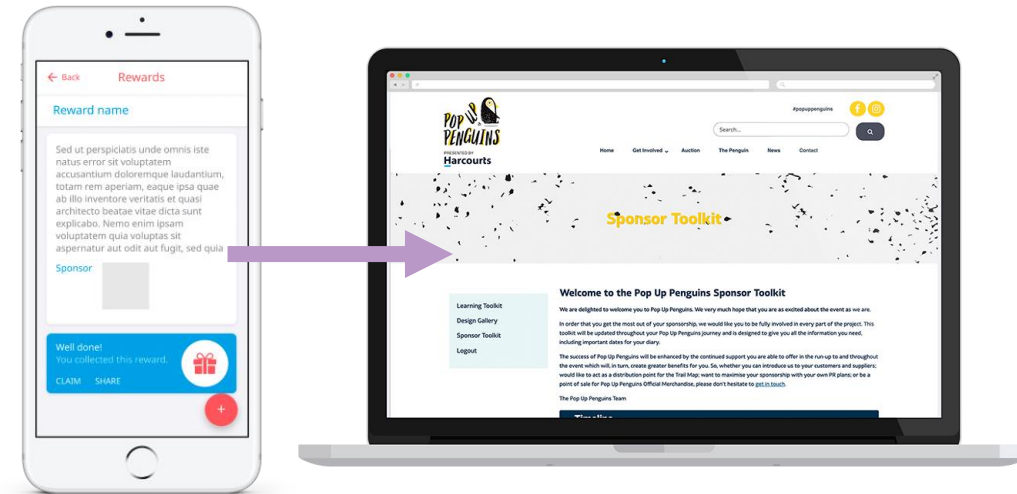
- Ask your digital team about tracking the link clicks (Google URL tracker, bit.ly).
- You measure how many times the reward was redeemed on your website.
- We can only track if a reward is redeemed in the app using the claim code.

Google indexing

- Competition/offer pages could be indexed by Google.

Mobile friendly

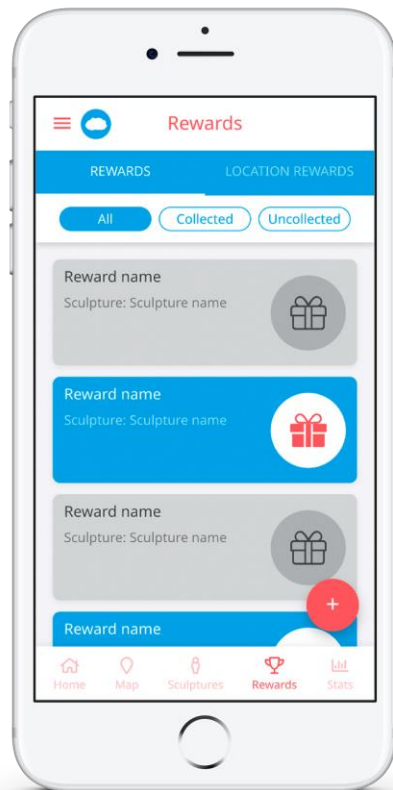
- Players view while on the move on their mobile devices and review rewards at a more relaxed pace at home, but still using mobile devices.



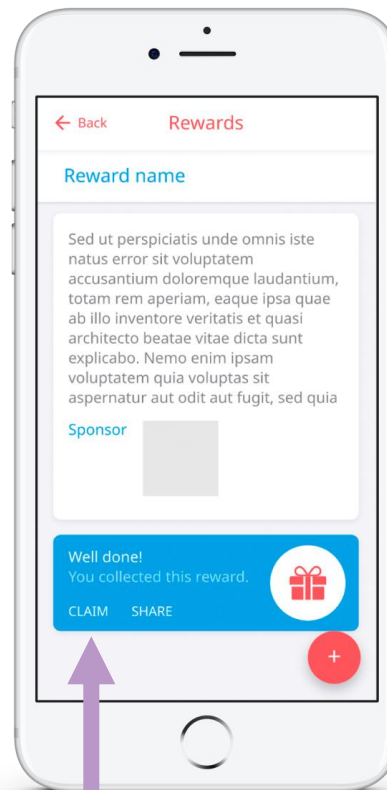
Claiming a Reward



How your reward can be redeemed in the app



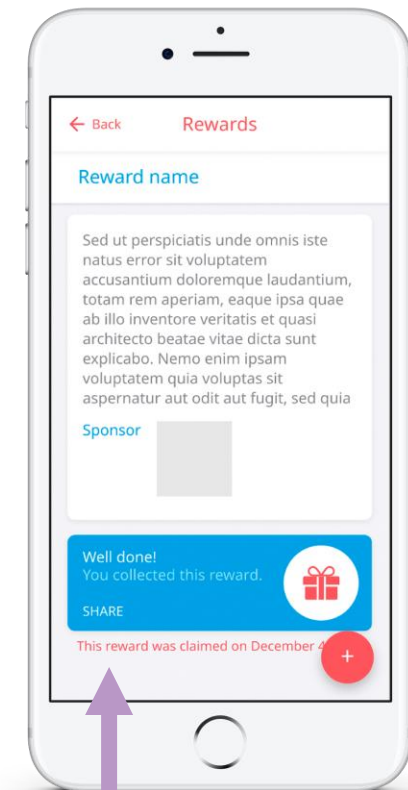
List of rewards. Reward detail only visible once sculpture collected.



Sponsors can **redeem the reward** using a pre agreed 4 digit claim code (optional).



Merchants ask Player to tap in Screen displays **redemption** the **4 digit claim code** (please brief staff on process).



Screen displays **redemption success message.**

Stats



Key Stats

Bee in the City, Manchester 2018 (£1.99)

- Downloads: 19,513
- Photos in gallery 6,088
- Total sculpture collections: 1,286,480
- Sculpture collections most: 13,162
- Sculpture collections least: 2,724

Elmer's Big Art Parade, Plymouth 2019 (FREE)

- Downloads: 15,627
- Photos in gallery: 14,756
- Total sculpture collections: 239,676
- Sculpture collections most: 7,172
- Sculpture collections least: 3,565

Pop Up Penguins, Christchurch New Zealand 2020 (FREE)

- Downloads: 10,954
- Photos in gallery: 4,520
- Total sculpture collections: 314,811
- Sculpture collections most: 5,203
- Sculpture collections least: 1,595

Me and UooUoo, Melbourne Australia 2021 (FREE)

- Downloads: 11,426
- Photos in gallery: 12,725
- Total sculpture collections: 242,940
- Sculpture collections most: 4,588
- Sculpture collections least: 1,678

Stats



Reward Conversion Rates

Of the rewards we can track, the conversion rate (the % of people redeeming the reward (of those who unlocked it)) is between 0.4% and 7%:

Bee in the City, Manchester 2018

Buzzing Book of Treats (voucher book for Lowry Outlet)

7% conversion rate (number of unlocks 5,863)

Free hot drink or children's mocktail (Harvey Nichols)

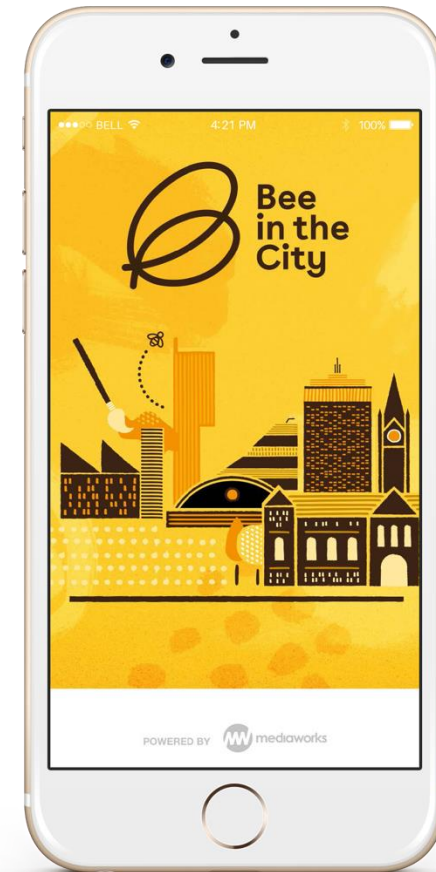
2% conversion rate (number of unlocks 12,554)

10% off in Science and Industry Museum Shop

2% conversion rate (number of unlocks 4,682)

2-4-1 iced drinks at Friska

0.4% conversion rate (number of unlocks 4,682)



Social Media Opportunities

Share key stats from the trail

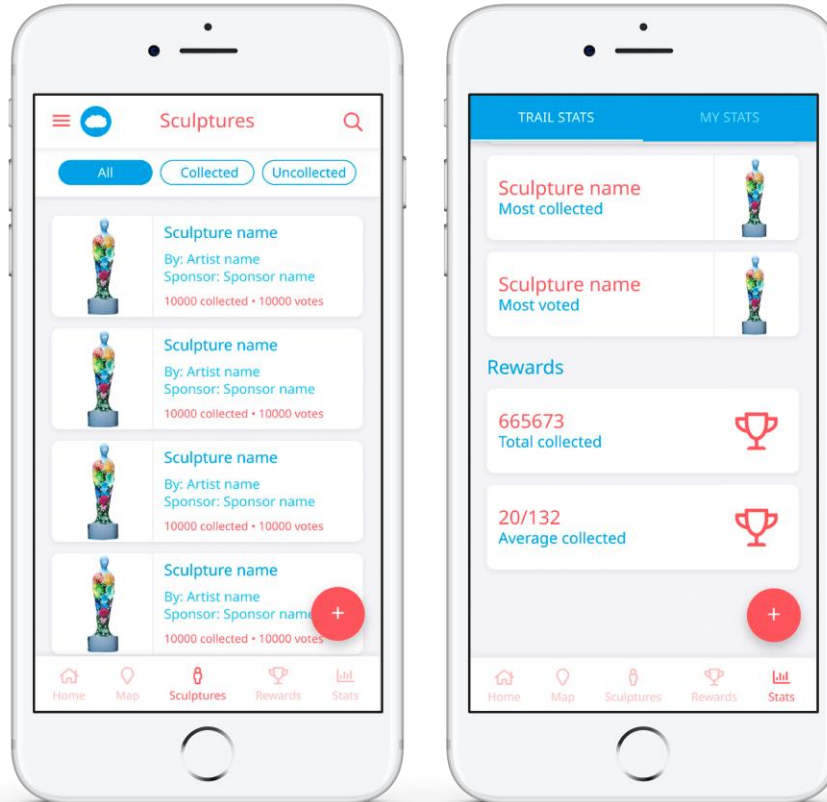


The app displays the:

- number of **collections** for each sculpture
- number of **votes** for each sculpture
- total no. of **collections** on the trail
- total no. of **votes** on the trail

The most visited and most voted sculpture could be yours!

If not, encourage your staff and fans to vote for it!





Preview Events

Julie Gaskell, Head of Partnerships

VIP Previews

- Managed by Kate O'Callaghan – Kate@wildinart.co.uk
- All being held from 6pm – 8pm
- Format – inside reception speeches – then tour of installation
- Invitations to be sent out 6 weeks in advance– early July for Birmingham reception
- Sponsors to think about who they want to attend



VIP Preview Dates

- 19 August – Birmingham Town Hall
- 02 September – Manchester (TBC)
- 16 September – Edinburgh – Newhailes House
- 30 September – Southwark Cathedral



Auction



- 12 October – Southwark Cathedral
- 7pm – 10pm
- Still looking for an Auction partner ---- contact us
- Need 100-200 people in the room and the same number online bidding - £TBC
- People will be able to register and place bids on sculptures from 20 August - the day we go live
- Sponsors will be kept informed of bids against their sculptures





NHS Charities Together

Sian Averill, Fundraising Manager, NHSCOT

NHS charities supporting Gratitude

- NHS Charities Together has over 241 member charities across the whole of the UK.
- Our members are excited to get involved in Gratitude, to meet the public and to raise funds.
- Volunteers from member charities are passionate about the NHS and can share real stories with visitors about what the NHS means to them.



Sponsors opportunity

- NHS Charities Together will be supporting the volunteer rota for the Gratitude tour
- We'd love for sponsors to get involved and we can support any volunteer requests you may have
- Please do get in touch at sian@anhsc.org.uk if you would like to get involved in volunteering



Team Contact Details

Name	Title	Email	Phone number
Ben Reed	Project Manager	Ben@wildinart.co.uk	07572 926445
Julie Gaskell	Head of Partnerships	Julie@wildinart.co.uk	07768 038912
Ruth McAllister	Marketing Director	ruth@wildinart.co.uk	07949 693778
Kate O'Callaghan	Events Manager	kate@wildinart.co.uk	07415 327248
Isy Langhorne	Sponsorship and Social Media	Isabel@wildinart.co.uk	07552 237534
Sian Averill	NHSCT – volunteers	Sian@anhsc.org.uk	
Michelle Turton	App and digital	michelle@wildinart.co.uk	07754 777010
Annie Laughrin	Arts Lead	Annie@wildinart.co.uk	07961 474663



Any Questions?



Thank you!

Created by:



In aid of:

NHS CHARITIES
TOGETHER