



Lions at Large

THE PRIDE OF GLOUCESTERSHIRE TRAIL

PARTNER INFORMATION

We invite you to join
Lions at Large - The Pride
of Gloucestershire Trail

THE BIG **SPACE** CANCER
APPEAL

 **Cheltenham
Gloucester**
HOSPITALS CHARITY

Presenting Partners:

GLOUCESTER
BID 

CHELTENHAM
BID  Local businesses
improving
our town

LIONS AT LARGE AND YOU

Lions at Large – The Pride of Gloucestershire Trail is Cheltenham and Gloucester’s first Wild in Art sculpture trail. As a sponsor of this event you will be raising funds for The Big Space Cancer Appeal: an ambitious development that will transform cancer care in Gloucestershire.

In the Summer of 2025 the pride will arrive with over 30 large Lions standing strong in the streets of Cheltenham and Gloucester. All the Lions will be individually designed and painted by an artist, celebrating Gloucestershire’s rich cultural offer, extraordinary heritage and diversity. Lion sponsors will be invited to an exclusive art selection event to choose the design for their Lion.

A learning programme for schools, youth groups and education settings will run alongside the trail. Each of these will receive a little Lion which will join the trail.

The pride will be in Cheltenham and Gloucester for eight to ten weeks. Streets, parks and open spaces will dazzle with their vibrant colours and surprising designs.

Lions at Large Trail - The Pride of Gloucestershire has something for everyone. Residents, businesses and visitors enjoy a fun, free and engaging event. There are many benefits for sponsors, including, brand awareness, raising your organisations profile, engagement of your staff and a large footfall of visitors to the trails.

Once the trail is over the pride will reunite for a farewell weekend. After this they will be auctioned at a final live event. All profits raised will go towards The Big Space Cancer Appeal.

WHY A LION?

Lions represent the courage of all those who face cancer, not only as a patient but also as a loved one. Lions work as a pride (family) to survive. They tenderly care for each other’s young, the elders work together to find food. The Lions in Cheltenham and Gloucester will be ‘The Pride of Gloucestershire’, as will the new cancer facilities funded by The Big Space Cancer Appeal. Once the Lions have left, their part in funding a centre of excellence for cancer in Gloucestershire will remain as a lasting legacy.



THE CHARITY MAKING HOSPITAL LIFE BETTER

Cheltenham and Gloucester Hospitals Charity helps our local hospitals do more to care for you, everyone you love and passionate NHS staff.

Generous supporters fund projects that touch thousands of local lives every day. From state-of-the-art equipment, to transforming the hospital environment, to supporting our incredible staff and specialist care.

Funds raised from Lions at Large will go towards the £12 Million Big Space Cancer Appeal. The new facility will go over and above NHS provision to put patients’ experience first at every step: matching clinical expertise with a nurturing and therapeutic environment.

THE BIG SPACE CANCER APPEAL

The new, purpose-built facilities will enhance the specialist care and treatment for over 5000 cancer patients a year.

The physical space will be a focus, with breakout rooms and private areas creating more privacy for clinical treatment and consultations. These areas will also enable innovative cancer research trials, access to information, and room for therapies to offer support. Loved ones will be able to visit more easily during treatment.

The modern, spacious design and calming garden area will help to reduce stress and anxiety. Patients will feel the soothing effect of a healing environment built for wrap-around care. This new centre of excellence will truly be **The Pride of Gloucestershire.**



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We are so excited to announce this art trail, and for our lions to be at large across Cheltenham and Gloucester!

People of all ages will be able to enjoy seeing a range of art styles – all while taking part in a healthy activity by walking the trail.

They'll also be able to engage with, and support, an important appeal for Gloucestershire; our Big Space Cancer Appeal will transform the experience for the thousands of local people who are diagnosed with cancer and receive treatment in our local hospitals each year.

With your sponsorship and support, we can bring these unique sculptures to Cheltenham and Gloucester – helping to bring people together, to attract people to the local area and to make a difference for local cancer care through Cheltenham and Gloucester Hospitals Charity.

Richard Smith

Associate Director, Cheltenham and Gloucester Hospitals Charity

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Lions at Large - The Pride of Gloucestershire Trail will help raise funds for The Big Space Cancer Appeal. Our appeal will make a real difference for cancer patients by funding a new treatment facility to create a superlative patient experience beyond that of standard hospital provision.

Together we can create a centre of excellence to be proud of in Gloucestershire.

Diane Savory, OBE, DL
Appeal Chair



FOR A ROARING PROFILE... JOIN THE PRIDE

Make your mark on a Lion and send your reputation soaring and roaring for cancer treatment and care in Gloucestershire.

Your business, community group or organisation will get the Lion's share of a boost from increased footfall, press coverage and marketing exposure. You will be in the safe hands of Cheltenham and Gloucester Hospitals Charity and Wild in Art: a world-leading producer of public art events.

Please read on to see how you can help bring this trail to life with our sponsorship opportunities.



*Computer-generated images for illustrative purposes only.

SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNERS - £25,000

(Two opportunities 1x Cheltenham, 1x Gloucester)

An exclusive headline opportunity benefiting from the highest level of exposure across the trail including:

- Official titles of Cheltenham Headline Partner and Gloucester Headline Partner
- Sponsorship of our first Cheltenham and Gloucester Lion and priority selection of the artwork
- Marketing and exposure on all large and small lion plaques across the trail
- Marketing and exposure on digital and print collateral, website and app
- Exclusive invitations to workshops, preview events, public farewell event and the live auction
- Speaker opportunities at Lions at Large The Pride of Gloucestershire events

LEARNING PROGRAMME PARTNERS - £15,000

The opportunity to work with us to create an imaginative, inspirational schools programme as they decorate Little Lions and embark on fun and educational fundraising. You will benefit from:

- One sculpture on the 2025 trail
- Logo on your sculpture plaque
- Exclusive invitations to workshops, preview events, public farewell event and the auction
- Your brand integrated into the Learner Programme
- The opportunity to engage with local schools, youth, and community groups



LIONS AT LARGE SCULPTURE SPONSOR - £7,000

Each of the 30+ Lions will be sponsored by businesses across Gloucestershire. You will benefit from:

- One sculpture on the 2025 trail with exclusive brand association with one of our amazing Lion sculptures
- Your name and brand on the plaque with your sculpture
- Selection of your Artist and design at our exclusive Art selection event
- Your logo and link to your website on the Lions at Large app and website
- Logo and recognition of your sponsorship along with your Lion on the trail map
- Opportunity for powerful engagement with offers and rewards on the app
- Invitations to preview events, culminating in the Lions at Large auction
- A wide range of PR and marketing opportunities including press, social media and events messaging

MORE WAYS TO SHARE THE PRIDE

OTHER OPPORTUNITIES

Lets welcome you into the Pride, we are also looking for sponsorship for:

- Maps for the event
- The exclusive Lions at Large public engagement app
- Our farewell event
- Auction event

Please get in touch if you would like to discuss these.

SEND A LITTLE LION TO SCHOOL

Increasing your sponsorship by £750 adopts a Little Lion on behalf of a local school. We will partner you up with a school to maximise opportunities on offer.

Roar together

Partner up with two other businesses to sponsor a sculpture.

YOUR TOP 10 BUSINESS-BOOSTERS

For a lasting impact in 2025 and beyond, get your paws on a fantastic PR opportunity by aligning yourself with a key event in Cheltenham and Gloucester.

1. The direct introduction of your business to new customers through interaction with your Lion who will be on the trail for 8-10 weeks.
2. Raising your brand awareness through interaction with the Lions at Large app and website.
3. Showcase and bring footfall to your business.
4. Opportunity for increased revenue with the app reward, enabling visitors to unlock offers as they find the Lions.
5. Providing business-to-business networking opportunities.
6. Increasing brand awareness through long-term exposure (12 - 18 months).
7. Marketing opportunities through association with your own stories in media, online, and internal communications.
8. Proactively supporting the footfall, visitor engagement, and ultimately the income for businesses and attractions throughout Cheltenham and Gloucester. Including yours.
9. Being part of community health and well-being. Encouraging locals and visitors to get active by taking part in Lions at Large - The Pride of Gloucestershire Trail.
10. Be part of the Pride of Gloucestershire by raising funds for The Big Space Cancer Appeal to transform cancer care for county residents.

ANOTHER BIG PLUS

Your association with Lions at Large and The Big Space Cancer Appeal, will promote positive relationships within your local community. Partnering with Cheltenham and Gloucester Hospitals Charity shows your affiliation with a cause that everyone can relate to in some way.

WOW FACTORS!

Since 2008, Wild in Art have delivered over 150 events attracting over 11 million people and raising millions for charitable causes.



WORCESTER'S BIG PARADE IN 2021 HAD THE FOLLOWING SUCCESS:



TIMELINE

May 2024

Official launch and call to sponsors

August – November 2024

Call to artists and schools

September 2024

Big Space Cancer Appeal Public Launch

January 2025

Art selection event

February 2025

Sponsor activation event

March – May 2025

Sculptures painted

July – September 2025

Trail Live

September 2025

Farewell event

October 2025

Auction



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Cheltenham BID is extremely proud to support the Lions at Large - The Pride of Gloucestershire Trail. These incredible art sculptures will inject brilliant vibrancy and colour into the town centre. They'll inspire visitors and residents alike to explore our fantastic town and possibly visit areas they've never been to. I'm really looking forward to seeing the business community get behind this trail, and seize the tremendous opportunities it's going to create, whilst supporting a fantastic cause.

Alex Rose
Chair - Cheltenham BID

Gloucester BID are pleased to be Gloucester's presenting partner for the Lions at Large Trail.

We are thrilled about the opportunity it brings for our local people, businesses and the economy of Gloucestershire.

We can't wait for the streets to be roaring with fun during the summer of 2025 and of course to help raise funds for this important cause.

Emily Gibbon
Gloucester BID Manager



We aim for three things in cancer care- world-class treatment, extraordinary staff and excellent facilities. We already have the first two, and with your support with The Big Space Cancer Appeal, we will deliver the third.

Dr Sean Elyan
Consultant Oncologist





**We'd love to
hear from you:**

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#lionsatlarge

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