



SPONSORSHIP PACK

A Wild in Art event brought to you by St Luke's Hospice Plymouth



St Luke's
Hospice Plymouth



HOW YOU CAN HELP US LIGHT THE WAY

Would you like your business to play a key part in one of Plymouth's most spectacular public events, while supporting the exceptional end of life care delivered by your local hospice?

Following on from the popular Elmer's Big Parade in 2019, we are delighted to announce our next hugely exciting art trail, St Luke's Guiding Lights.

Imagine an eye-catching exhibition of more than 30 large lighthouse sculptures featuring individually designed artwork by local and national artists: part of a trail that will weave its way across the city centre, waterfront and surrounding areas, in the summer of 2026.

The trail in conjunction with creative producers Wild in Art, will be engaging for all the family to enjoy and is set to attract crowds of visitors to the city's streets, before each sculpture is auctioned off to the highest bidder, raising funds for compassionate care.

Your investment could be instrumental to the success of the project. Thank you for your interest in backing St Luke's Guiding Lights. Please read on to find out more about the event, the sponsorship benefits and how you and your organisation can get involved.



THE EVENT TIMELINE

2025

All Lighthouse
Sponsorships agreed!



MAY

The official public launch



JUNE

Open call to artists to submit
a Lighthouse design

2026



JANUARY

Sponsor Design
Selection Event



FEBRUARY TO APRIL

Artist and Schools paint
their Lighthouse

MARCH

Sponsorship Activation
Workshop



JULY

VIP Preview Event
and trail goes live



SEPTEMBER

The Big Farewell Event

OCTOBER

The Grand Auction

WHY SHOULD YOU GET INVOLVED?

As a lighthouse sponsor you will gain multiple benefits:



A wide range of media and marketing exposure over several months



The opportunity to choose the artist and artwork of a professionally designed 2.4m high Lighthouse sculpture



Your sculpture situated in a key trail location



Your company's logo and details on the sculpture's plaque and the St Luke's Guiding Lights event website and trail app



Your company name on thousands of trail maps



Opportunities to offer in-app rewards with bespoke product or service activation



Networking opportunities with other sponsors and partners at organised events



An invitation to our Sponsorship Activation Workshop



VIP Invitations to our Farewell Event and Auction



Feel good factor – supporting your local community and raising employee team spirits!

THE COSTS

Sponsorship of one or more, St Luke's Guiding Lights sculpture/s offers an excellent return on investment by engaging staff, driving sales, increasing footfall in the city and, of course, supporting St Luke's work.

There are other sponsorship opportunities too, including sought after presenting and supporting partners, or subsidiary sponsors for our maps, education programme and events. Please reach out to discuss all opportunities – we'd love to hear from you.

THE COST OF SPONSORING YOUR LIGHTHOUSE SCULPTURE IS

£6,000
PLUS VAT

REACH OUT TO THE PROJECT TEAM TO SECURE YOUR LIGHTHOUSE!

ALL SPONSORSHIPS ON A FIRST-COME FIRST-SERVED BASIS.



THE Lighthouse CONNECTION

The image of a lighthouse is often the first that springs to mind when people think of Plymouth. The iconic Smeaton's Tower overlooking our waterfront has been the city's symbol for centuries.

Lighthouses are navigators for those who are weathering stormy seas. The first lighthouse built on the treacherous Eddystone Rock, was a pioneering project, just as St Luke's has been a trailblazer for hospice care in Plymouth, Southwest Devon and East Cornwall. We put our patients first, delivering care in their homes and at our specialist unit at Turnchapel and shine the spotlight on encouraging conversations around death, dying and bereavement.

IMPACT ON THE LOCAL COMMUNITY

Art trails delivered in conjunction with Wild in Art consistently deliver exceptional engagement, increase footfall to trail locations, have a positive impact on the local economy and provide a wonderful sense of community. We'll also be promoting an education programme alongside the art trail, engaging with local schools and community groups and raising awareness of St Luke's end of life care and the importance of making memories when time is short.

The amount raised throughout the trail and auction will go directly to fund our compassionate care for local people going through the toughest of times.

For more information, please contact Georgina Dyke, Events and Project Manager

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🏠 St Luke's Hospice Plymouth, Stamford Road, Turnchapel, Plymouth, PL9 9XA

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