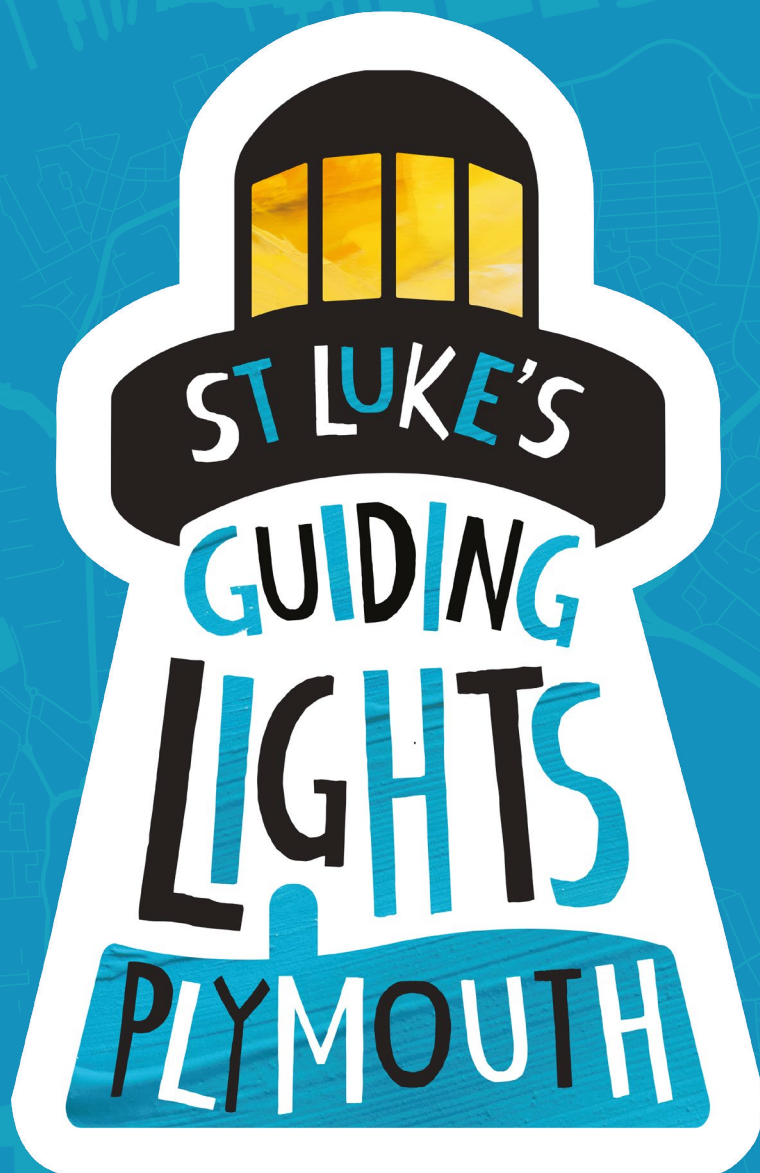




PRESENTING PARTNER SPONSORSHIP PACK

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

Presenting Partner
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 Presenting Partner you will gain multiple benefits:



Business name, logo, and information on *all* Sculpture Plaques (42 Key Locations and 10 Travelling Sculptures)



Headline Spot for business name, logo, and information of the Guiding Lights website and ALL TRAIL Maps



Enhanced Collaborative posts through social media



Tailored Campaign to meet your Business Objectives and relate to the trail



Increased involvement in Logistics Planning and Map Placements, if desired



Headline Spot for business name, logo, and information on the Guiding Lights App with Sponsorship Activation Opportunities to connect to business goals



Free tickets to our events for select number of staff, free printed maps for select number of staff to encourage staff engagement



Opportunities for staff to come and volunteer at the specialist unit for CSR day or out on the trail, when live



Opportunities to speak and display business name, logo, and information at our events, including our VIP launch in July 2026 and Auction in October 2026



Presenting Partner Video to showcase your support of St Luke's Hospice Plymouth

THE COSTS

Becoming a Presenting Partner offers an excellent return on investment by engaging staff, driving sales, increasing footfall in the city, and, of course, supporting St Luke's work.

The Presenting Partner opportunity is a tailored package, considering your business goals and ensuring we collaboratively work together to enhance all benefits!

THE COST OF BECOMING A PRESENTING PARTNER STARTS AT

£20,000
PLUS VAT

REACH OUT TO THE PROJECT TEAM TO DISCUSS THIS OPPORTUNITY



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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