



COW PARADE COMES TO SURREY!

MAY - SEPTEMBER 2016

THE WORLD'S LARGEST PUBLIC ART EVENT



SPONSORS' PACK





SURREY HILLS COWPARADE

CowParade, the world's largest public art event, will round up the support of organisations, celebrities and community groups to raise money for health and wellbeing projects.

We are calling for individuals, companies, schools and other organisations to sponsor a life-sized cow and either decorate it themselves, or bring in an artist to do so. CowParade gives sponsors the chance to connect with millions of people and offers a huge, unique PR/marketing opportunity (starting now through to autumn 2016) that will generate national interest. Various levels of sponsorship are available ranging from the sponsorship of a single cow to a whole herd!

Artists, from the acclaimed to the amateur, are submitting their designs for transforming the fibreglass cows into works of art. The artists' designs are available on the CowParade Surrey website and sponsors can select the artist they would like to commission. Alternatively, sponsors can create and execute their own designs, which must also be approved.

The trick is to create a cow that will raise lots of money at auction because for each cow, the sponsor gets to choose a charity; the net proceeds from the auction will be split between that and the Surrey Hills Trust Fund. This is a charity established to conserve and protect the *Surrey Hills Area of Outstanding Natural Beauty*, leaving a legacy for generations to come. The fund supports local community projects and enterprise schemes that benefit and enhance the Surrey Hills landscape.

Before going to auction, the herd will be unleashed to graze in various high-traffic locations around Surrey from June to September 2016 for tourists and locals alike to enjoy. An interactive app has been specially designed to help people follow the cow trail and pick up rewards along the way.

At the end of August, the cows will be herded back to Surrey Hills CowParade HQ at Coverwood Farm, Peaslake in the heart of the Surrey Hills. On the 3rd September, at the inaugural Surrey Hills Food, Drink & Music Festival at Coverwood Farm, all the cows will be exhibited together in one place and judged. The Festival will be an amazing day, with full media coverage, for people taking a final look at all the cows before they are auctioned. Most of the cows will then be auctioned at a principal auction, whilst the cows judged to be the top 20 'Champions', will bypass this auction and go to a Gala auction in London to make even more money.



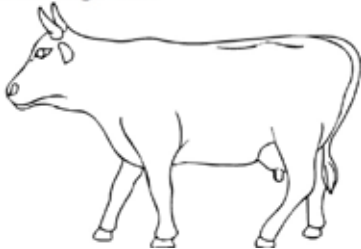
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SPONSORSHIP PACKAGE

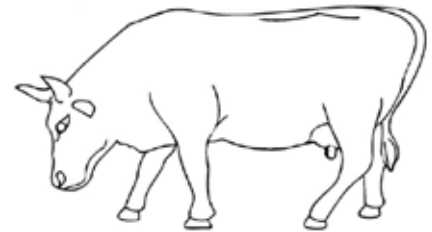
Standing Cow



Sitting Cow



Grazing Cow



COW

- 1 exhibit cow (choice of standing, grazing or sitting) to be included in the official CowParade trail.
- Huge footfall to the location of the cow generated by extensive PR, marketing and social media campaigns targeting tourists as well as locals.

MARKETING

- Company name/logo on cow plinth and dedicated sponsor web page on official CowParade Surrey Hills website to include links to sponsors' own website & social media along with special offers etc.
- Sponsor's page on the official CowParade Surrey interactive app.
- Logo/company name on exhibition & event materials including the festival guide.
- One year's membership of Surrey Hills Enterprises where appropriate (www.surreyhillsenterprises.co.uk).

PR/SOCIAL MEDIA

- Inclusion in the PR campaign (regional/local/arts press) with publicity commencing immediately (upon sign up) and continuing through to completion of the whole event in November 2016.
- Inclusion in regular features by Surrey Life, TheGuide2Surrey, The Surrey Advertiser and other CowParade media partners as well as posts on their extensive social media networks.
- Sponsor announcement posts and cow completion posts on Twitter/Instagram/Facebook.
- Other news items, competitions etc. will be posted on social media throughout the duration of CowParade.

EVENTS

- 4 x festival tickets on 3rd September
- 4 x tickets to the principal auction (date tbc).
- Opportunity to attend various other events throughout the year.
- Opportunity to win 2 tickets to the gala auction event (date tbc), as well as the option to buy a table.



COST: £3,500 + VAT

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TIMELINE

January - June 2016: Call for sponsors and cow orders taken

March - June 2016: Cows distributed to schools/artists

March - June 2016: Schools/artists paint & decorate their cows

April - July 2016: Cows are put on plinths at CowParade HQ

30th May 2016: Public Art Exhibition Launch at The Surrey County Show

May to 22nd August 2016: Public Art Exhibition - cows are displayed throughout Surrey

3rd September 2016: Display of all cows at the inaugural Surrey Hills Food, Drink & Music Festival

September 2016 (Date TBC): Principal Auction

November 2016 (Date TBC): Gala Auction for Champion Cows



For further information, or to order a cow:

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WWW.COWPARADESURREYHILLS.COM

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