

# Discover

Norwich & Norfolk 2022  For **break**

# Sponsorship Opportunities

27th June – 10th September 2022



GoGoDiscover is presented by Break in partnership with Wild in Art



**GoGoDiscover 2022 will build on the 2021 Norwich T.rex trail but in a mammoth way - with another gigantic prehistoric species to discover and even more T.rex for visitors to sink their teeth into as the trail goes county-wide!**

The charity sculpture trail across Norfolk will bring colour and fun to the county and celebrate the Deep History Coast. With Norfolk being home to the discovery of the largest and oldest mammoth ever found in Britain, Steppe Mammoth sculptures will join the Norwich city centre based 2021 T.rex (who won't fade into extinction) and some new dino-mitey T.rex friends for a 10-week trail of prehistoric proportions in summer 2022.

The Jurassic jaunt will feature a large collection of Steppe Mammoth and T.rex sculptures designed by local and national artists and sponsored by businesses, as well as a pack of smaller T.rex 'Breakasaurus' sculptures as part of GoGoDiscover's learning and community programme for local schools, nurseries, colleges and groups.

As well as all the tourism and economic benefits the free trail will bring to Norfolk, not to mention smiles and adventures, the aim of the trail is to raise awareness and vital funds for Break; transforming futures and changing lives of vulnerable children and young people across East Anglia.

**This is your chance to join this unique event and support Break.**



**A message from Rachel Cowdry CEO, Break**



"I am so proud to be leading Break, an amazing regional children's charity. We deliver high quality services to vulnerable children, young people and families across East Anglia to ensure they have the best possible start in life. The GoGoDiscover project is a wonderful opportunity for us to work with a whole range of partners to create an impactful event which reaches out to so many people. The added benefit, of course, is that in supporting the project you will ultimately be supporting the young people we work with.

The GoGoDiscover project will help Break to help our young people regain their future. One young person said of Break "they've changed me as a person for the better. All young people who have been through the care system deserve this.

I feel privileged to be involved in such a dynamic organisation that holds the young people at its heart. Thank you for helping us make a difference."

The coronavirus pandemic has hit our young people very hard - they have lost a sense of future that we have worked so hard with them to create. It has had a detrimental impact on their mental health and many have felt further isolated and have lost opportunities due to the restrictions imposed, making their world even more limited.

In response, we have changed our ways of working; we have created different opportunities, have used our charitable income to offer apprenticeships, vocational training, employment taster sessions and an emotional wellbeing service.



**A message from**  
**Charlie Langhorne**  
**Managing Director and**  
**Co-Founder, Wild in Art**

“Gorillas, dragons, hares, dinosaurs and now mammoths! We are very excited to be returning to Norwich and working with Break once again on our newest collaboration - GoGoDiscover - which we hope will have a very positive and lasting impact on the city and its communities.

Connecting businesses, artists and communities through the power of creativity, the GoGo art trails have positively contributed to the economic, social and cultural life of Norwich and provided a platform for amateur and professional artists to showcase their work. Furthermore, they have helped millions of people of all ages experience art in a non-traditional setting - bringing joy and smiles to all.

With your sponsorship support, we can create an event which will have significant impact. Many thousands of residents and visitors will walk the trail, talk about the trail and share photos and personal highlights on social media. There are many exciting ways to benefit from creative collaborations. Support Break and GoGoDiscover and together we can create an unforgettable event.”



**Created by...**



**Presenting Partners...**



**Supporting Partners...**



To see a full list of sponsors who have already stomped on board please visit [www.break-charity.org/sponsors](http://www.break-charity.org/sponsors)



## How it works

**Businesses, community groups and education** establishments are invited to sponsor a blank sculpture – a 3D canvas! Read more about this on the next few pages.

**New and established artists** are invited to submit designs that will transform the blank sculpture with individual and unique artwork. Design ideas are presented to sponsors who each select their favourite. Successful artists are commissioned to apply their designs – ranging from traditional to new media, fine art to illustration, graffiti and mosaic – to the sculptures.



**Schools, nurseries, colleges and groups** will also join in the fun, adopting and designing their own smaller sculptures, while taking part in a county-wide Learning Programme. After getting creative in the classroom, they will see their masterpiece on the art trail and afterwards it is theirs to keep. **Once all the sculptures are decorated, they will appear in our streets, parks and open spaces in summer 2022 to form a free 10-week art trail**



**Residents and visitors, young and old**, will explore the trail using a bespoke GoGoDiscover map and mobile app. This will help them navigate the city and county, discover new places and unlock exciting rewards and discounts provided by the sponsors.



After entertaining and getting people outdoors, walking more and sharing their stories, the sculptures will all come together for a special **farewell event**. It gives everyone the last chance to see the sculptures, meet some of the artists involved and even choose one to bid for at the charity auction.

The legacy of GoGoDiscover continues as many of the sculptures will take centre stage at a glittering charity **auction** to raise vital funds for Break.



## Timeline

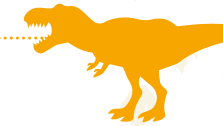
### Until September 2021

Sponsors, artists, schools and community groups invited to get involved



### September 2021

Art Selection event. Design ideas by artists presented to sponsors for selection



### October 2021 – February 2022

Sculptures decorated by artists and schools



### February 2022

Sponsor activation workshop



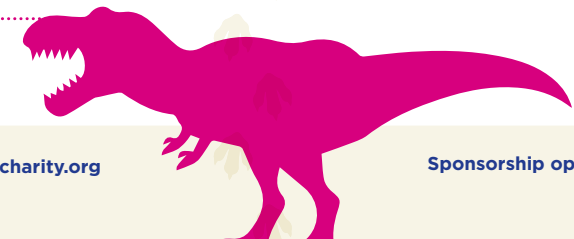
### 27th June 2022 – 10th September 2022

GoGoDiscover 2022 art trail is live



### October 2022

Last chance to see all the sculptures together at a Farewell Weekend. Sculptures auctioned to raise money for Break



## GoGoHares 2018 Top Facts

**380K**  
people took  
part in the trail



**78%**  
of people spent more  
time in Norwich than  
usual as a result  
of GoGoHares



Delivered an  
economic impact of  
**£2.41m**



On average, trail  
visitors experienced  
the trail across

**7 days**



Almost **90%** of  
sponsors rated their  
GoGoHares experience  
excellent or good



Raised over **£400K**  
for Break at the  
charity auction



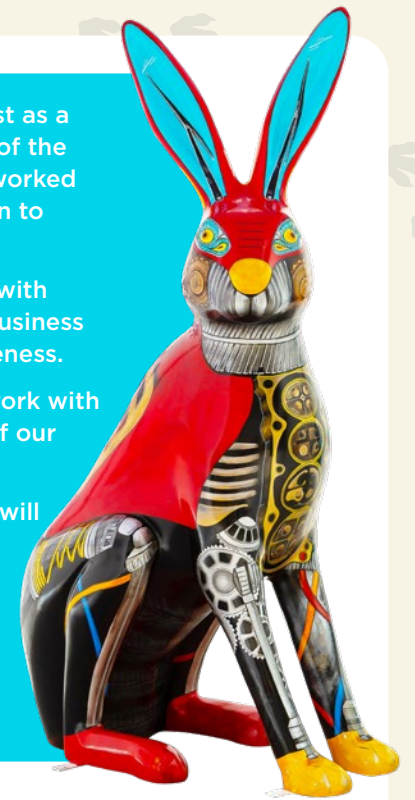
“2018’s GoGoHares campaign was our first as a sponsor and our hare sculpture was part of the City Trail in Norwich. The team at Break worked very hard throughout the whole campaign to maximise value for sponsors.

Our staff had the chance to get involved with fun projects and opportunities, and the business benefitted from the boost to brand awareness.

Talented art ist Jo Botterill was a joy to work with and our hare sculpture now lives at one of our Norwich branches.

After such a difficult year, GoGoDiscover will brighten up the streets of Norwich, lift spirits and raise money for a good cause. We are very happy to support this wonderful local project.”

**Lucy Rayner**  
Marketing Executive, Wilco Fast-Fit



“Sponsoring these sculpture trails has been really rewarding in many ways, benefiting the community, tourism and the charity. The more we put into the project, the more we got out of it! Organising our own special events and an active social media feed gave us additional footfall and increased brand awareness, and, on top of that, we developed new business contacts too!”

**Katie Fenn**  
Director, Coleman Opticians  
Hearing & Vision Centre





## T-riffic Targets

This spectacular art trail will deliver significant economic, social and cultural benefits. It will:

Include up to 60 T.rex and Steppe Mammoth sculptures designed by artists, forming a trail around Norfolk and Norwich

Attract more than 350K residents and visitors across 10 weeks



Promote health and wellbeing and get people active



Raise more than £300K for Break



Showcase local and regional artists



Boost high street and tourism recovery post coronavirus pandemic



Generate over 1m interactions via the GoGoDiscover app



Aim to use new technology to create a dynamic and engaging trail



Engage with more than 12K school children and young people through the Learning and Community Programme



Engage with the business community



Boost civic pride



Involve community groups and volunteers

Encourage visitors and residents to visit places in Norfolk and Norwich they may not have been before

## Benefits of being a sponsor

Sponsorship of GoGoDiscover is an unprecedented business development, employee and community engagement opportunity. Sponsorship packages are tailored to your objectives and budget to offer an excellent return on your investment.

### Positive activation of your sponsorship will:

- Raise your company profile
- Give you direct access to new audiences
- Enable employee engagement and improved staff morale
- Facilitate new key stakeholder relationships
- Support your corporate responsibility objectives and raise money for Break
- Enable the city and county to benefit from significant economic, cultural and social benefits

### Supported by our team of Account Managers, all sponsors will enjoy:

- Association with a high-profile and hugely popular event
- Logo on sculpture plaque and adoption certificate
- Brand profile and positioning
- Product and service integration through the trail app
- Relationship building opportunities with fellow GoGoDiscover sponsors
- Exclusive invitations to key events



## Sponsorship Packages

### City Sponsorship Package

- £6,000\* (Early bird offer of £5,000 if signed up before 1st July 2021)
- Includes one large T.rex sculpture sponsorship to be positioned in a Norwich location for the 10 week trail

### County Sponsorship Package

- £6,000\* (Early bird offer of £5,000 if signed up before 1st July 2021)
- Includes one large Steppe Mammoth sculpture sponsorship to be positioned in a Norfolk location for the 10 week trail

#### Benefits include

- One of up to 60 official event sponsors
- Logo on your sponsored sculpture's plaque, the website and mobile app
- One large T.rex or Steppe Mammoth sculpture sponsorship
- Bespoke product/service integration in mobile app only
- Access to our Sponsors Toolkit, offering a wide range of tools and assets to help activate your sponsorship
- Tickets to GoGoDiscover events
- Account Manager Support



There are a limited number of sculptures looking for sponsors. They will be allocated on a first come first served basis, so please don't delay and get in touch today!

\*prices include VAT

## Other sponsorship opportunities

### Learning programme uplift £695

Uplift your sponsorship to support a local school or community group be involved in our learning programme and create their very own mini T.rex. Exclusive to GoGoDiscover sponsors only.



If you would like to get involved in GoGoDiscover, please get in touch as we have a number of bespoke packages available.

### Gift in Kind or Tailored Sponsorship Package (value in kind or cost on application)

Throughout the project, we look for supporters who can help support the trail by offering their services, equipment or resources in lieu of various levels of sponsorship. This sponsorship must be able to contribute budget relieving or event enhancing, value in-kind support.

The type of support that we are looking for includes:

- Transport and logistic support
- Printing
- Media and promotional opportunities
- Evaluation
- Event space and catering
- Sculpture varnishing





**We at Break give vulnerable children and young people the time, support and care they need to achieve their full potential.**

Whatever a child's start in life, we believe that with the right support there is no limit to what they can achieve. Through innovation, lifelong relationships and keeping our young people at the heart of what we do, we are transforming futures and changing lives.

By establishing trusting, positive, and caring relationships with our young people, we are able to work with them to offer experiences and support beyond what's expected of us. Whenever the help they need is missing, we are there for them. From pairing them with a mentor to organising an apprenticeship, we are committed to providing exciting and life-changing opportunities while walking alongside them every step of the way.



## How your support makes a mammoth difference

Since 2013, our GoGo projects have raised over a million pounds to support our vulnerable children and young people. These vital funds have allowed us to continue to offer opportunities and provide lifelong support because young people don't stop needing someone to be there for them just because they've reached a certain age. We don't think our responsibility for them ends when they're 18 or when they leave our service - we believe in lifelong relationships. We regard ourselves as their extended families and, like good parents, we continue to support them after they leave formal care. From pairing them with a mentor to organising an apprenticeship, teaching them cooking skills to taking them to taster days to helping with university applications, we are committed to providing exciting and life-changing opportunities while walking alongside them every step of the way.



**Wild in Art is one of the leading producers of spectacular, mass-appeal public art events which 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, Melbourne, Cape Town and São Paulo, and 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:

- Attracted over 7 million additional visitors to host cities across the UK and worldwide
- Contributed over £2.4m to local creative communities
- Enabled over £15m to be raised for charitable causes
- Engaged over 850,000 young people in creative programmes
- Helped millions of people of all ages to experience art in non-traditional settings.

[wildinart.co.uk](http://wildinart.co.uk)







**It'll be no mammoth task deciding to get involved in this ROAR-some opportunity!**

Please get in touch with us to discuss how you can sign up today.

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**#GoGoDiscover**

Charity registration number 286650



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