



A GUIDE FOR DESTINATION BRISTOL MEMBERS





As members of Destination Bristol, we hope you are just as excited as we are about the forthcoming Gromit Unleashed 2 sculpture trail! We are delighted to provide you with this information pack, giving more details about the trail and ideas on how to maximise your involvement. We hope lots of you take up this opportunity to help raise your own profile, whilst raising valuable funds for The Grand Appeal.

STEP INTO THE WORLD OF WALLACE & GROMIT

The Gromit Unleashed 2 trail, launching for nine weeks from 2nd July 2018, will mark five years since Gromit took the streets of Bristol by storm.

The trail will feature over 60 giant sculptures designed by high-profile artists, designers, innovators and local talent. Sculptures will be positioned in high footfall and iconic locations around Bristol and the surrounding area, perfect for a family day out around the city and beyond. For the first time ever the trail will include ground-breaking technology and leading designs by international pioneers in the engineering, digital and technology industries, taking place in the UK's most inspiring city*.

In September 2018 the sculptures will go on display in a special exhibition before a grand celebration and auction of the sculptures in October 2018, where there will be the opportunity to purchase sculptures to raise funds for Bristol Children's Hospital. Gromit Unleashed 2 follows the success of the Gromit Unleashed and Shaun in the City arts trails, which saw two of Aardman's most loved characters raise over £6 million for Bristol Children's Hospital Charity, Wallace & Gromit's Grand Appeal.

(*<https://travelbird.nl/2016-most-inspiring-cities-ranking/>)



GET INVOLVED IN GROMIT UNLEASHED 2

The highly anticipated Gromit Unleashed 2 trail presents a fantastic opportunity for Destination Bristol members to generate additional business through the arts trail whilst supporting The Grand Appeal. It offers you the chance to be part of what will be a fantastic summer event in Bristol. We would be delighted if Destination Bristol members and local businesses wish to be involved in the trail through fundraising events and promotions in aid of The Grand Appeal.

Fundraising is a great way to capitalise on the significant marketing opportunity that Gromit Unleashed 2 presents; you can connect your business to the trail, increase staff engagement and gain valuable local and regional PR exposure. We have lots of ideas to share, as well as fundraising materials to assist with your events.

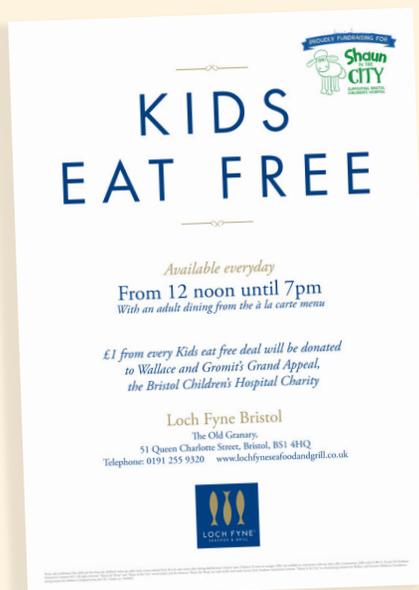


To inspire you, here are some examples of the successful activities and promotions that businesses ran during our previous trails:

Bristol Ferry Boats raised over £1,000 from the collection buckets on their boats.



Loch Fyne Sea Food and Grill donated £1 for every child that dined in their restaurant as part of their kids eats free promotion.



The **M Shed Café** created special cupcakes and activity sheets which included a donation to The Grand Appeal.

In Play Golf offered their golfers the opportunity to pay £1 for 3 chances to either 'hole the putt' get 'nearest to the pin' or hit the 'longest drive' with 50p donated to The Grand Appeal.

Bristol In Sight organised a special bus tour for Gromit and Shaun the Sheep spotters and collected donations for The Grand Appeal.



The **Avon Gorge Hotel** created sheep themed cupcakes with 100% of proceeds supporting The Grand Appeal. They also organised a weekly colouring competition for children staying at the hotel and visiting their restaurant.

The **Holiday Inn Bristol Filton** donated a percentage per room sold as part of their Shaun in the City package.

The **Clifton Sausage** donated £1.50 per lamb dish ordered on their menu.



The **Pump House**, home to Gromberry during the trail, was inspired by their Gromit's strawberry-themed decoration. The pub worked with its supplier Reg the Veg to offer Gromit fans strawberries and cream, with all profits to The Grand Appeal.

First West of England donated five pence from every £8 family bus ticket sold during the trail and engaged staff by taking part in Wrong Trousers Day and their very own Tank Top Tuesday!



Bluefin Professions invited their clients to take part in a treasure hunt, offering prizes to the teams with the most imaginative poses, and raised over £13,000.



FUNDRAISING RESOURCES

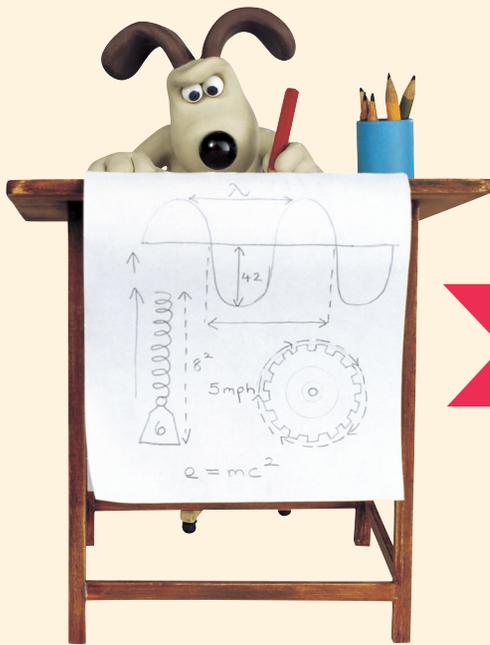
To help you to promote your involvement in the trail we will provide you with a specially designed logo to use on marketing materials about your Gromit Unleashed 2 activity, website and social media platforms. We can also provide you with collection tins, posters and other fundraising materials to support you in the events you have planned. Treasure hunts were enormously popular during our previous trails and we would be delighted to supply you with the official Gromit Unleashed 2 hunt once the trail launches.

Contact Maxine to register your activity and let us know what you need.
maxine@grandappeal.org.uk | 0117 927 3888

PR AND MEDIA ACTIVITY

We can also assist you in publicising any fundraising or special events you are planning to hold over the course of the trail. Please keep us informed of any press and media activity you are planning and please do get in touch if you would like to discuss any ideas.

Please ensure all press and PR materials are sent to us to be signed off before they are distributed to the media



IMPORTANT INFORMATION

'Gromit Unleashed', 'Wallace & Gromit' and 'The Grand Appeal' are all registered trademarks of Aardman Animations and Wallace & Gromit's Grand Appeal so there are strict rules and regulations surrounding their use.

All fundraising in connection with Gromit Unleashed 2 must be in aid of The Grand Appeal, The Bristol Children's Hospital Charity. Registered charity no 1043603.

Registering your Activity

All promotional activity using these brands must be agreed by The Grand Appeal team in advance. Please contact maxine@grandappeal.org.uk to register your activity. You will receive your Gromit Unleashed 2 logo once your activity has been registered.

Approval of PR Activity

All press, PR and marketing materials must be signed off by our press officer before publishing or forwarding to the media. Please send all materials to Maxine for approval.

We want to help advertise as many of fundraising events as we can during the trail, so do give us as much notice as possible to ensure you receive the best possible support.

We can also promote your fundraising events and activity on our own social media pages, so make sure you interact with:

GROMIT UNLEASHED



GromitUnleashed



@GromitUnleashed

THE GRAND APPEAL



@thegrandappeal



TheGrandAppeal



@thegrandappeal



+ Wallace & Gromit's Grand Appeal

SUPPORTING THE GRAND APPEAL THE BRISTOL CHILDREN'S HOSPITAL CHARITY

The Grand Appeal is the Bristol Children's Hospital Charity.

Founded in 1995, the award-winning charity has raised over £50 million to save lives and support sick children and their families at Bristol Children's Hospital.

The Grand Appeal supports Bristol Children's Hospital with pioneering, life-saving equipment and research, including ventilators, a cardiac hybrid theatre and an inter-operative MRI scanner, so that each child receives the best care possible. We offer comfort through our Grand Appeal family support worker and our home-from-home accommodation, where parents and siblings stay free of charge, for as long as they need. We ensure the hospital is a vibrant and child friendly place and help distract the young patients through our music therapy, art and play programmes.



Find out more about The Grand Appeal at grandappeal.org.uk

We hope this information is useful and will help you and you plan for the Gromit Unleashed 2 trail. If you have any questions or queries, please don't hesitate to contact us.

0117 927 3888 | maxine@grandappeal.org.uk | helen@grandappeal.org.uk

Charity no. 1043603