



THE GREAT  
**TAIL  
TRAIL**

**SPONSORSHIP  
PACK**

**2024/25**



# DIVE INTO SOMETHING EXCITING



Help Julia's House make a splash across Bournemouth, Christchurch and Poole (BCP) in 2025 with The Great Tail Trail, an exciting community art adventure event for all the family.





More than 40 giant mermaid tail sculptures will be on display in the BCP area for 9 weeks from 5 April to 1 June 2025, sparking imagination, adventure and local pride among everyone taking part.

Artists will be specially chosen to give every sculpture a unique design, and each will be sponsored by a local business or organisation. You'll find the sculptures in key locations across BCP, along the coast and in towns, shining a light on the landmarks and culture that are at the heart of our beautiful area.

The additional visitors attracted to Bournemouth, Christchurch and Poole by The Great Tail Trail will give the area an economic boost and raise its profile regionally and nationally.

At the end of the 9-week trail, each sculpture will be auctioned to raise vital funds for Julia's House children's hospice.

The Great Tail Trail is brought to BCP by Julia's House children's hospice and Wild in Art, the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy.



# WE CAN'T DO IT WITHOUT YOU

As your local children's hospice charity in Dorset, Julia's House cares for the most seriously ill children in the community, many of whom need 24-hour care for their complex and often rare medical conditions.







We rely on public support and donations to provide this critical care – without that support we simply couldn't exist. While we are known and supported, our costs are increasing along with the demand for our service, so each year we need to raise more money to ensure we can be there for every family that needs us. We receive just 8% Government funding.

The Great Tail Trail will help us raise critical funds and reach people and businesses who don't know about the lifeline of care we provide in the local community.

But we can't do it alone. We need businesses, groups, organisations and individuals to join us and sponsor one of the eye-catching giant mermaid tail sculptures. The Great Tail Trail is a project by the community for the community. Schools, nurseries and community groups will be joining in the fun too, adopting and designing their own Tiny Tails sculpture as part of an educational learning programme.

**Find out about the care we provide  
for the whole family at  
[juliashouse.org](https://juliashouse.org)**



# IT'S GOING TO BE MER-MAZING!



Mermaid tails have been specially chosen as the sculpture for the trail as they represent the Mermaid Suite at the Julia's House Dorset hospice in Corfe Mullen, where families can spend time when their child is at the end of their life.



In the Mermaid Suite we provide round the clock clinical care, a listening ear and emotional support for parents and dedicated time for brothers and sisters, so that families can make the most of their final days together.



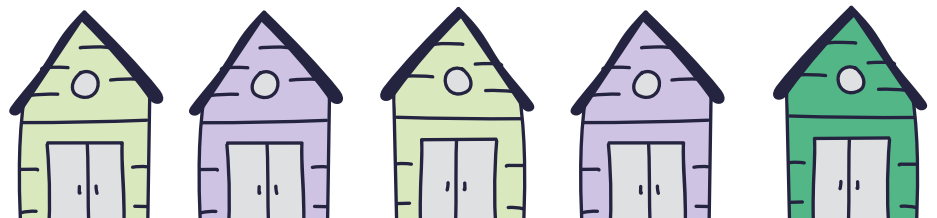


“We’re so excited to bring this bold and exciting event to BCP in 2025. It will give the local business community a huge boost by attracting a throng of visitors to see the giant mermaid tail sculptures. The trail will be free to the public, for all to enjoy.

“We have just marked our 20-year anniversary and seen the need for our specialist support continue to grow, so we want to ensure we will be here providing our lifeline of care for another 20 years.

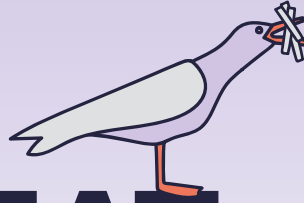
“The Great Tail Trail will help us to secure our future by raising critical funds and enabling us to connect with people and businesses who don’t know about the vital care we provide in the local community.”

**Martin Edwards**  
**CEO, Julia’s House**





# THE GREAT TAIL TRAIL TIMELINE



**21 March 2024**

Official launch of  
The Great Tail Trail  
at Rockwater,  
Branksome Chine

**23 April 2024**

Local schools and youth  
groups invited to join the  
learner programme

**1 May 2024**

Open call to local and  
national artists for  
design submissions

**September 2024**

Art selection event -  
sponsors choose their  
sculpture's design



**October –  
December 2024**

Sculptures are painted

**25 January 2025**

Sponsors' activation  
workshop

**5 April –  
1 June 2025**

The Great Tail Trail  
is live around BCP  
for 9 weeks

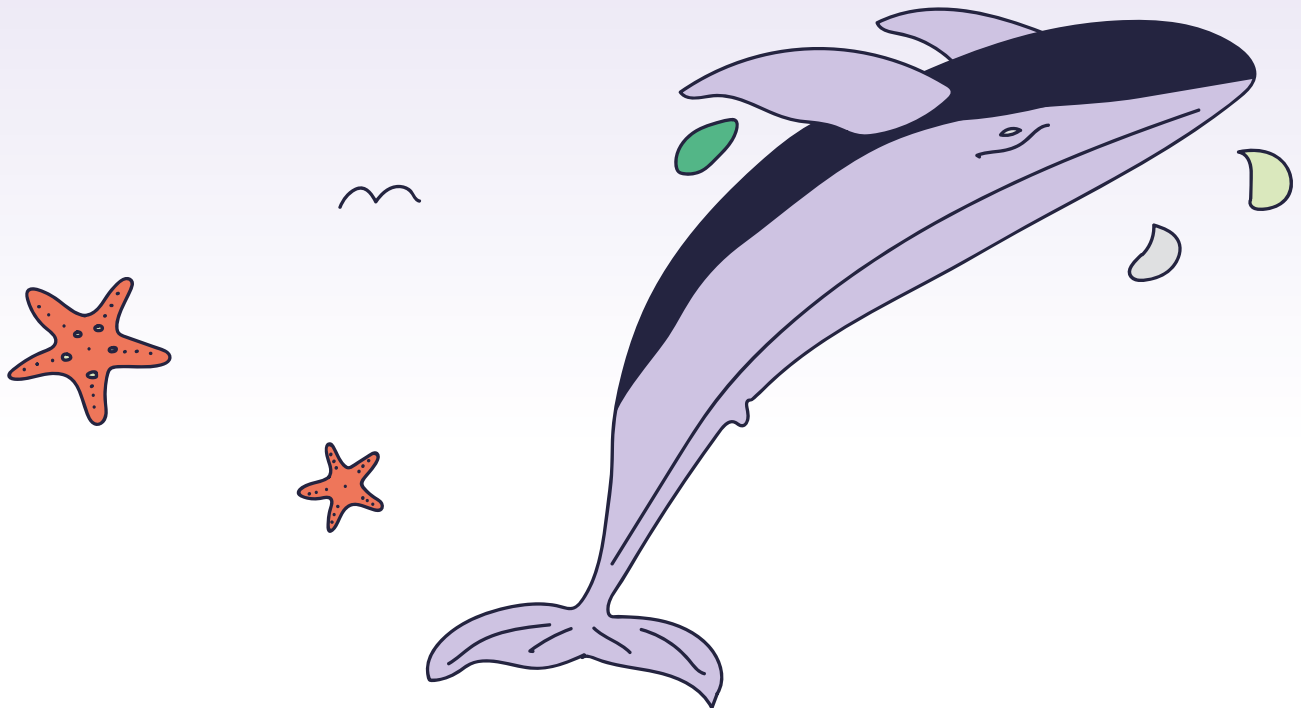
**June 2025**

**14-15th** – Farewell event with  
all mermaid tails in one place

**19th** – Giant sculptures are  
auctioned to raise vital funds  
for Juila's House

# SPLASH OUT FOR A GREAT CAUSE

Celebrate BCP and support Julia's House by sponsoring a giant mermaid tail sculpture in The Great Tail Trail. It will get you noticed in a BIG way!





## Why you should dive in

### As a sponsor on The Great Tail Trail you'll:

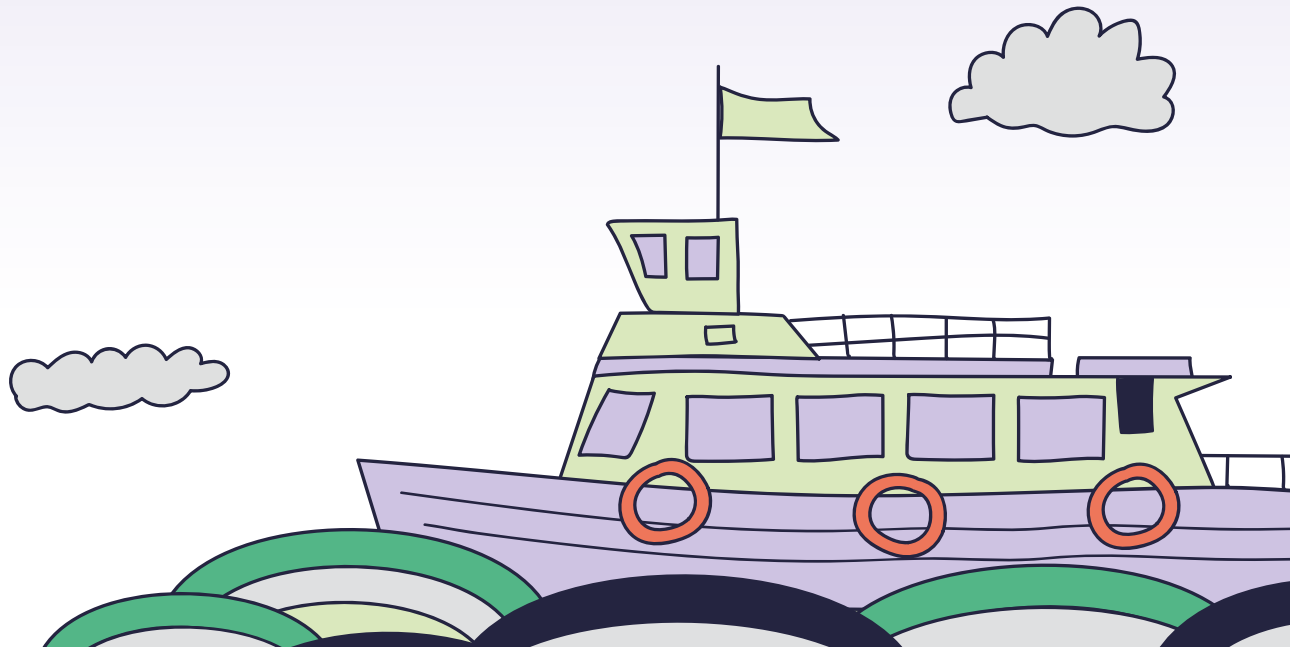
-  Choose which design you'd like on your mermaid tail, creating a unique piece of artwork for thousands to see
-  Promote your business or organisation in a positive, creative and unique way to existing and new customers and clients as well as showcasing yourself to potential new employees
-  Demonstrate your commitment to your environmental, social and governance (ESG) goals by providing your business with a creative and engaging way to contribute positively to the community and the environment
-  Generate great PR for your business and visibility for your brand via media and our social media
-  Increase awareness, footfall and ultimately visitor spend in a variety of local venues and businesses
-  Introduce your brand to potential customers through The Great Tail Trail app
-  Create business-to-business networking opportunities
-  Boost team morale and engage staff with your very own sponsored sculpture
-  Build positive relationships with your local community by supporting a much-loved and vital local charity
-  Promote health and well-being by encouraging families to be out and about and active
-  Be a major part of a long-lasting, feel-good event that makes everyone smile



# SCULPTURE SPONSOR



Don't miss out on the biggest and most colourful event in BCP in 2025. We've tail-ored our sponsorship package to give your business some fantastic benefits.



Your business or organisation will be exclusively associated with one of our amazing mermaid tail sculptures.

**£6,500**  
SPONSORSHIP FEE

**You will benefit from:**

-  Your own uniquely designed and decorated sculpture in a high-profile location on The Great Tail Trail
-  Your business or organisation featured on The Great Tail Trail website, map, app and on your sculpture's plaque
-  Meeting other sponsors, local businesses and organisations through events and networking opportunities
-  A dedicated account manager from Julia's House, regular charity and project updates along with opportunities to attend open days at the hospice
-  The wide range of PR and marketing opportunities associated with this trail
-  Opportunities to get your staff involved in health and wellness initiatives, such as walking/running between sculptures and team selfie challenges

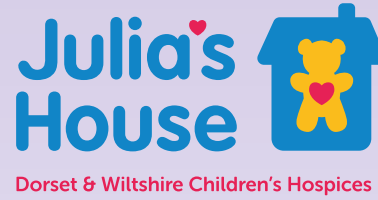
**Ready to dive in?**

To find out more or register your interest visit

[greattailtrail.co.uk](http://greattailtrail.co.uk) or get in touch at [teamtails@juliashouse.org](mailto:teamtails@juliashouse.org)



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