Spread your wings and sponsor an owl this summer – it’ll be a hoot!

Unleash your imagination and celebrate our unique World Heritage city, by supporting this high profile, city-wide public art sculpture trail for Bath this summer.

Minerva’s Owls of Bath 2018 is a mass-participation event featuring over 100 individually decorated owl and owlet sculptures displayed on the streets and high spots of the city and its environs from 25th June to 10th September 2018.

The colourful, media-friendly event will celebrate the Roman heritage of Bath, mark the tenth anniversary of the popular King Bladud’s Pigs 2008 sculpture trail and raise funds for local charities.

Minerva's Owls of Bath 2018 will offer unique sponsorship opportunities, ensuring excellent brand exposure and interaction over the 9-month event period, from the media launch in February to the charity auction in October.

Owl and Pussycat by Bath artist Jane Callan. Sponsored by SouthGate Bath.
The Roman Baths Temple, built in the 1st century AD, was dedicated to the Roman goddess Minerva, the goddess of wisdom, healing and the arts, whose animal symbol was an owl.

The Temple was also dedicated to the local Celtic goddess, Sulis, and the two goddesses were combined to create the unique Bath (Aquae Sulis) goddess, Sulis Minerva. A magnificent statue of Sulis Minerva stood outside the Roman Baths Temple, however only her gilt bronze head has been discovered so far.

Statues of Minerva in Rome and around the world show Minerva holding an owl or an owl can be seen by her feet. Minerva’s owl can also be seen carved into the Roman Baths Temple’s stone pediment, which is on display at the Roman Baths Museum.

Minerva’s owl is thought to have been a Little Owl, one of the smallest and most charismatic of the species, still known by its Latin name, Athene Noctua.

The Little Owl was introduced to Britain in the 1880s as a way of controlling garden pests and can be found living in the countryside around Bath and the surrounding area. Unfortunately, Little Owls have decreased by nearly 70% over the last 20 years. The UK Little Owl Project, set up to help conserve Little Owls, is based in Bath.
The Minerva’s Owls 2018 public art sculpture trail will bring together the business and creative sectors, as well as local communities and schools across Bath and the surrounding area. The event will promote the World Heritage City, increase footfall and visitor spend and introduce art, colour and fun to the streets and entertain residents and visitors of all ages over a three month period this summer.

**The media-friendly mass participation event will:**

- Provide a free city-wide trail of individually decorated owl sculptures on the streets, high spots, parks and public spaces of the World Heritage City of Bath and surrounding area from 25th June to 10th September 2018
- Encourage thousands of residents and visitors to follow the trail and explore areas of Bath and the surrounding area that they would not have visited otherwise
- Significantly increase footfall to less visited areas of the city and increase visitor spend
- Engage and showcase the region’s artists, designers and creative industries
- Introduce a fun, creative and inclusive education programme for schools
- Create an additional reason for ‘staycationers’ and international visitors to put Bath on their list of destinations this summer, increasing footfall, dwell time and overnight stays
- Give owl sponsors nine months of PR, social media content and staff/customer engagement
- Showcase the heritage, architecture and cultural highlights of the city
- Provide community engagement, excitement and a sense of civic pride
- Raise much needed funds for local charities

First Owl hatchlings visit Bath’s famous Roman Baths.

**About Minerva’s Owls 2018 – a great hoot for Bath this summer**
Businesses, organisations, community groups, schools, universities and charities are invited to sponsor a blank owl sculpture – the canvas.

The impressive 1.1m high fibreglass owls, which will be displayed on 40cm high plinths and displayed in prominent positions around Bath and the surrounding area, are available for anyone to sponsor. The smaller 75cm ‘owlets’ are exclusively available to schools, community groups and charities to decorate. Owlets can be purchased by businesses or individuals and donated to their favourite school, community group or charity. Owlet donors will be credited on the owlet’s plaque.

All of the large owls will be sold at the charity auction in October to raise funds for local charities. The owls will be returned to their schools and community groups as a lasting legacy of the Minerva’s Owls event.

Talented local and regional artists, designers and craftspeople are being invited to submit their design ideas. These will be shortlisted and combined into a ‘Minerva’s Owls Artists’ portfolio, which sponsors will then browse to choose their favourite design or artist. Sponsors and their chosen artists will then work together to create their ideal individual owl design. This might be the design proposed by their chosen artist or alternatively, the sponsor and artist can work together to create the sponsor’s ideal design. Sponsors are also welcome to nominate their own artist or in-house design team to decorate their owl.

If any sponsors have connections to famous artists or celebrities, they are encouraged to ask if they might decorate an owl for the project as their owls are likely to raise considerable sums for the event charities when they are sold at auction.

After nearly three months on display, entertaining thousands of residents and visitors to the city, the owls will be gathered in and preened back to their original splendour by their artists for the ‘Owls Hoot Farewell’ auction preview weekend.
Minerva’s Owls – charity recipients

Royal United Hospital’s new Cancer Centre
70% of event profits will be donated to the ‘Forever Friends’ £8.5m appeal for the new Royal United Hospital Cancer Centre, which is due to open in 2019. The state of the art health centre will specialise in the individualised and holistic treatment of cancer patients and will revolutionise cancer care in the South West. Some of this funding may also be donated to the new Therapies Centre, where donations are being much funded by the Brownsword Charitable Foundation.

10% of event profits will be donated to Bath & North East Somerset Young Carers, which provides help, support, advice, workshops and breaks for young carers aged 5 to 18 who regularly look after a family member who is ill, frail or disabled. There are over 3,000 young carers in the B&NES region alone and the Carers Centre gives 1:1 support to over 500 children. They organise a wide range of workshops and activities for young carers to enjoy and make friends and also arrange group outings, which recently included taking over 150 young carers to the Panto at the Theatre Royal this Christmas.
www.banescarerscentre.org.uk/youngcarers

10% of profits will be donated to the The Archway Project, which is creating a new state-of-the-art Learning Centre and World Heritage Visitor Centre at the Roman Baths complex, due to open in 2019. It will bring back to life an important group of Victorian spa buildings, adjoining the main Roman Baths via an ornate 19th century archway, constructed to transport the thermal spa waters, and which lends the project its name. It will also open up Roman rooms and tunnels as yet unseen by the public. www.romanbaths.co.uk/archway-project

10% of profits will be donated to the The UK Little Owl Project, a Bath-based conservation charity, set up in June 2015 to help protect UK Little Owls. The project aims to further understanding of the Little Owl’s ecology in the UK, and support, develop and promote new and existing UK Little Owl research projects. This includes projects that monitor Little Owl nests, record biometrics, habitat use, diet, vocalisations and juvenile survival. www.uklittleowlproject.co.uk
Owl sponsorship offers companies and organisations nine months of PR and corporate social responsibility opportunities, from sponsoring your owl in February to the charity auction in October.

Why should my business, organisation or group get involved?

Your Owl sponsorship will:

- **Play an important part in animating Bath** and the surrounding area, creating a feel-good atmosphere and raising much needed funds for local charities
- **Raise brand awareness** in a unique and memorable way over a 9 month period
- **Showcase and bring footfall** to your business, development and community
- **Showcase your corporate creativity**, engage your staff, customers and associates with your uniquely designed owl sculpture and news of the trail over a nine month period
- **Stimulate the local economy**
- **Benefit through association with the event and your own ‘feel good’ stories** in the media, internal communications and trade publications.
- **Create community engagement and a sense of civic pride**
- **Increase awareness of your businesses across the region**
- **Raise significant sums for the event charities** through the auction of your owl at the end of the project
- **Leave a long lasting legacy.** King Bladud’s Pigs 2008 contributed significantly to the completion of the Two Tunnels Greenway, and the Lions of Bath 2010 event enabled ‘Off the Record’ in Bath to help hundreds of young carers. Pig and lion posters featuring the names of their sponsors are still on display in offices and homes across Bath and beyond, as are some of the pig and lion sculptures. The popular public art trails are still remembered fondly to this day.

**Stats from other UK sculpture trails** *

- 91% of visitors to Bristol’s Gromit Unleashed visited parts of the City they wouldn’t normally go to. During Go Go Gorillas in Norwich, visitor spend on food, drink travel and shopping increased by 60%, with 71% of visitors staying longer in the City.
- Over half the visitors to the Norwich Go Go Gorillas sculpture trail had visited specific trail venues only to see the sculptures and more than half said they had a more favourable attitude to the businesses in their community because of the event.
- Wow! Gorillas (Bristol 2011) attracted over £4.5m of positive print and broadcast media coverage and engaged 1.7m people via social media activity.
- 43% of visitors to Go Go Gorillas in Norwich thought the event created a strong sense of community.
- Footfall increases of 100-250% were reported in some places during Wild Dolphins in Aberdeen (2014).
- Go! Rhinos in Southampton (2013) saw more than 250,000 visitors over a 10-week period, with 74% saying that visiting the sculpture trail was the main purpose of their journey into the city.
- Pret a Manger reported a 16% increase in sales during Go Elephants in Norwich.

* sculpture trail statistics courtesy of Wild in Art Ltd
City-wide sculpture trails are enormously popular wherever they take place, offering an excellent return on investment, whether through staff engagement, supporting local initiatives or driving sales and footfall. There are four sponsorship categories to encourage full participation in this hugely exciting project:

**How can I get involved with the Big Hoot in Bath this summer?**

<table>
<thead>
<tr>
<th>Sponsorship Category</th>
<th>Sponsorship Details</th>
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<tbody>
<tr>
<td><strong>Headline Sponsor</strong></td>
<td>(taken by SouthGate Bath)</td>
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<tr>
<td><strong>Gold Sponsor – £5,000 + VAT</strong></td>
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</tr>
<tr>
<td><strong>Large Owl Sponsor – £3,000 + VAT</strong></td>
<td>(£2,750 Early Bird rate until 16th March)</td>
</tr>
<tr>
<td><strong>School Owlet Sponsor</strong></td>
<td>exclusively for schools, community groups and charities – £950 + VAT</td>
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There is limited availability in each sponsorship category, so we are on standby to work with you to create a fabulous owl design, help maximise your ROI and to ensure Minerva’s Owls of Bath 2018 is a fantastic success for everyone this summer. Each category offers a range of benefits to suit your marketing, public relations and corporate social responsibility objectives. We would be delighted to discuss promotional ideas and opportunities with you.
Each Owl on the trail will contain an interactive beacon. Using Bluetooth Low Energy beacons, the Owls will deliver location-based content direct to people’s mobile devices as they approach each owl.

Your Owl’s photo and name, along with your company name, link to your website, your owl artist’s name and location details will pop up as Owl fans approach your Owl. There will also be several fun questions to answer at each owl to unlock prizes and special offers as they complete the trail.

The app can also provide sponsors with analytics on app use and the interactions users make with your app pages and offers. We can also assess footfall to each owl and the number of visitor interactions.

Optionally sponsors can create offers that enable them to collect user contact details, demographics and profile information.

About the App
- Interactive beacons in each owl send sponsor and artist info to your phone
- A fun way to explore the City and track down all of the owls
- Find out about each owl’s sponsor, artist and location
- Solve questions to wake the owls and complete the treasure hunt
- Receive rewards and prizes for finding owls and Owl Sponsor special offers.
- Multi-lingual app and directory attractive for visitors

The Owl App is produced by Bath-based BLISPA
**GOLD SPONSOR**

£5,000 + VAT

*(Current Gold Sponsors include the Bath BID, MHA Monahans, Allen Ford and Bath Percent Club).*

Benefit from a close association with the project and nine months of PR, CSR and staff and customer engagement.

Your brand will accompany the lifetime of the sculpture trail and will become synonymous with the project, benefitting from close association with the high profile event’s marketing and PR campaign.

This sponsorship category includes a large owl decorated to a design of your choice, plus an owlet to donate to a school, community group or charity, and a wide range of VIP benefits, including:

- A large owl sculpture (1.1m) decorated to a design of your choice, displayed in a prominent location in central Bath as part of the ‘Minerva’s Owls of Bath 2018’ sculpture trail
- An owlet for you to donate to a local school, community group or charity. (Owlets will not be auctioned and will be returned to the school, group or charity after the event as a lasting legacy of the project).
- Your company name featured on your sculpture’s plaque, which will be seen by hundreds of thousands of residents and visitors to the city over the 3-month display period, as well as on the official Owl app, the 10,000+ trail maps, on Owl posters and in the official event book
- Your logo featured as a Gold Sponsor on the Minerva’s Owls website, on the official event app, printed maps, marketing materials and the ‘Hoot Farewell’ and charity auction brochures
- A complimentary advertisement in the ‘Owls Hoot Farewell’ brochures (approx 10,000 printed)
- Your logo on the Minerva’s Owls education packs, which will be available to schools across the region (details TBC)
- Priority choice of location for your owl sculpture
- Regular supply of images and news stories for use for your PR and social media
- Regular mentions on the Minerva’s Owls social media channels (Twitter, Instagram, Facebook and YouTube)
- VIP tickets to the ‘Owls Hoot Farewell’ evening preview on Thursday 5th October and the charity auction on 17th October
- Great PR opportunities throughout the year to help maximise your involvement in this high profile public art event supported with official images and press releases
- Your logo featured in a prominent position on the ‘Owls in Transit’ van, which will soon become a familiar sight around the city

www.minervasowls.org
Sponsorship categories

LARGE OWL SPONSOR

£3,000 + VAT
(Early Bird discounted rate of £2,750 + VAT if confirmed by 16th March)

Businesses, organisations and individuals are invited to sponsor one of the unique Minerva’s Owls sculptures, decorated to a design of your choice and displayed in a prominent central location.

You can choose your design from a portfolio of artist submissions, nominate your own owl artist or work with one of the official Minerva’s Owls artists to create a design of your choice, perhaps to reflect the subject matter or philosophy of your business. Alternatively you are welcome to nominate your own artist or in-house design team to create your own spectacular owl design.

It’s time to get creative!

Large owl sponsorship will include:

- One large owl sculpture (1.1m) decorated to a design of your choice
- Your company name featured on your owl sculpture’s plaque, which will be seen by hundreds of thousands of owl fans during the 3-month display period; on approx 10,000 Minerva’s Owls trail maps, on Owl posters and in the official event book
- Invitations to Minerva’s Owls events including the VIP ‘Owls Hoot Farewell’ preview evening on Thursday 5th October.
- Regular supply of images and news stories for use for PR and social media
- Great PR opportunities throughout the year to help maximise your involvement in this high profile public art event supported with official images and press releases

All owls will go the charity auction in October.

Pip the Little Owl
Sponsorship categories

**OWLET SPONSOR**

£950 + VAT
Exclusively for schools, community groups and charities. Owlets can be purchased by anyone and donated to a school, community group or charity of your choice. Owlet donors will be credited on the sculpture’s plaque.

Owlet sponsorship is a fantastic way to engage staff, pupils and community members by sponsoring and decorating your own ‘owlet’. Your 75cm owl will be displayed in a ‘parliament’ of owlets in public spaces around Bath for the summer and will be included on the Minerva’s Owls 2018 trail map and app.

An education pack will be provided along with fundraising and staff and pupil engagement suggestions. Your owlet will be returned to you after the auction in October to keep as a lasting souvenir of the project. Please see the Owlet Sponsorship Pack on the Schools page of the website for further details.

Bath young carers Emma and Grace decorating their owlet, sponsored by SouthGate Bath
Want to sponsor but find the cost prohibitive?

Why not team up with some other enterprising businesses and co-sponsor an owl?

A group of traders or individual businesses are welcome to get together to sponsor a sculpture. N.B. Maximum of three sponsor names per sculpture.

Want to discuss options?

We would love to discuss how the benefits of involvement with the Minerva’s Owls of Bath 2018 event can help you achieve your marketing, public relations and corporate social responsibility objectives.

Please get in touch to find out more by emailing sponsors@minervasowls.org or phoning 01225 340697 and we’ll get back to you as soon as possible.

See www.minervasowls.org for further event details.

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### Timeline

**February – May**
- Owl designs submitted, owls sponsored and decorated

**16th March**
- Deadline for Early Bird sponsorship rate

**10th May**
- Owl sponsorship deadline

**Weekend 6th/7th October**
- ‘Owls Hoot Farewell’ auction preview weekend

**25th June – 10th September**
- The Minerva’s Owls of Bath sculpture trail. All owls displayed in public spaces in and around Bath and the surrounding area.

**1st June**
- Artist decoration deadline

**17th October**
- Minerva’s Owls of Bath 2018 charity auction at the Bath Assembly Rooms

**October/November**
- Owls flock to their new homes. All event profits donated to local charities.
King Bladud’s Pigs in Bath 2008 was one of the first in the UK and saw 100 individually decorated pig sculptures take up positions in and around Bath in 2008. The Farewell to the Pigs weekend attracted 16,000 visitors and the charity auction raised over £200,000 for the Two Tunnels Greenway Project.

The Lions of Bath 2010 event saw 100 lion sculptures take pride of place around the World Heritage City and surrounding area for the summer of 2010, increasing footfall, overnight stays and visitor spend. Over 10,000 people visited the Lions Roar Goodbye weekend and the event raised over £65,000 for local charities.

The Swans of Wells 2012 sculpture trail, which was designed to increase footfall to England’s smallest city, was an enormous success, with thousands visiting areas of the city they had never been to before, increasing businesses for local traders and reminding the region just how much Wells has to offer. Over 10,000 swan fans attended the ‘Swansong’ Farewell weekend, one of the highest numbers of visitors ever seen by the Bishop’s Palace. Over £100,000 was raised at the charity auction.
Your Owl needs you!

For further information or to discuss how to get involved, please contact the Minerva’s Owls 2018 team at sponsors@minervasowls.org or call Megan Witty on 01225 340697 to discuss sponsorship options.

We look forward to hearing from you soon. Don’t miss the Early Bird sponsorship offer – deadline 16th March.

www.minervasowls.org  @owlsofbath  #owlsofbath

Design: www.walkerjansseune.co.uk
Photos: Paolo Ferla / Andy Rouse (owl photos) / Megan Witty
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- **Stimulate the local economy**
- **Benefit through association with the event and your own ‘feel good’ stories** in the media, internal communications and trade publications.
- **Create community engagement and a sense of civic pride**
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