



™  
The Royal  
Children's  
Hospital  
Foundation

# RCH 150 ANNIVERSARY Art Trail

## SPONSORSHIP OPPORTUNITIES

Get involved in one of Victoria's  
biggest celebrations.



# 150 Years of Paediatric Excellence

For almost 150 years, The Royal Children's Hospital (RCH) has provided world-leading care to Victoria's sickest and most vulnerable children.

Two doctors, William Smith and John Singleton, had a vision "to help sick and injured children at no cost to families". In 1870, with the help of a volunteer ladies committee, they established the Melbourne Free Hospital for Children.

Their vision continues today, stronger than ever. For nearly 150 years, the RCH has remained at the forefront of paediatric care in Australia. The RCH, along with its campus partners, is internationally recognised for its paediatric treatment, teaching and research. This is an incredible achievement worth celebrating.

In 2020, we will recognise the extraordinary impact 150 years of great care has had on the children of Victoria. This is also our chance to recognise the role community members like you play. Your passionate support makes excellence possible. Your generosity is essential to delivering the great care that RCH patients and their families rely on every day.

We hope you will help us celebrate 150 years of great care in 2020 by taking this special opportunity to support the RCH 150 Anniversary Art Trail. We invite you to join us as we honour the hospital's incredible journey and the beloved place it holds in the hearts of Victorians.

## **The Hon Rob Knowles AO**

Chairman, The Royal Children's Hospital

Philanthropy and community have been cornerstones of The Royal Children's Hospital since our doors opened in 1870.

To celebrate 150 years of excellence in paediatric healthcare in 2020, the RCH is partnering with local artists and community groups to present a spectacular public art trail across Victoria. The sculptures featured on the trail will be auctioned at the end of the event to raise funds to transform paediatric healthcare for generations to come.

The RCH 150 Anniversary Art Trail will be a large-scale outdoor community activity, fostering a shared sense of pride in the hospital while promoting health, happiness and wellbeing. It aims to engage an audience of over 150,000 Victorians and visitors alike, inspiring community members to be active by walking a minimum of five kilometres to visit unique art sculptures exhibited across Melbourne and in regional Victorian locations.

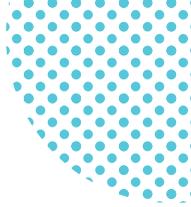
To make this come to life, we need your generosity.

I invite you to secure one of the RCH 150 Anniversary Art Trail sponsorship opportunities. As a sponsor, you'll become a highly-visible member of our donor community and play an important role in changing the future of children's healthcare.

I welcome your support.

## **Peter Yates AM**

Chairman, The Royal Children's Hospital Foundation



# What is the RCH 150 Anniversary Art Trail?

Combining Victoria's renowned passion for arts and culture with a dash of outdoor adventure, the RCH 150 Anniversary Art Trail will bring curiosity and colour to the streets in a spectacular public art walk.

Dotted throughout Melbourne's laneways, around street corners and in select regional hubs, the art trail will connect 100 two-metre-tall sculptures to create an extraordinary walking experience.

Based on a specially-commissioned character created by celebrated Victorian artist Alexander Knox, each sculpture will be decorated by a local artist or celebrity,

making it unique. A free map and app will help the community navigate the art trail, learn more about each artist and acknowledge the sponsors who have made the event possible.

The RCH proudly invites families, individuals and businesses to help celebrate 150 years in 2020 by participating in the art trail. Walking, dancing, skipping or running, people will be able to explore the RCH 150 Anniversary Art Trail at their own pace, and doing it with their family, friends or colleagues will make it all the more enjoyable. They can visit just some of the sculptures or all 100. Either way, the RCH 150 Anniversary Art Trail will be a great way to get moving, see some wonderful art and ensure the RCH continues to deliver excellence in paediatric healthcare for future generations.

Discovery Trails, London, 2012



Great North Snowdogs, Tyne & Wear, 2016



# How the Art Trail Works

The RCH 150 Anniversary Art Trail will connect corporate, public and community partners around Victoria, providing a new, creative and engaging opportunity for collaboration. Partners are invited to sponsor a blank sculpture, the canvas for local artists to develop their own unique artwork.

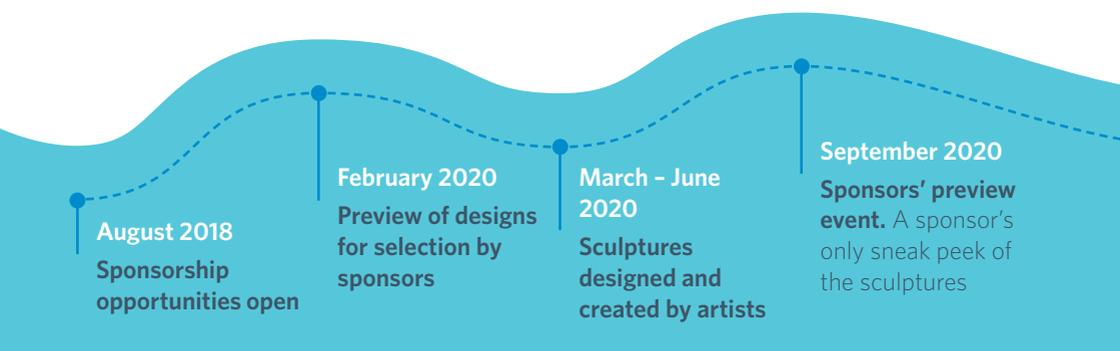
The 100 individually-decorated sculptures will be displayed in streets, parks and public spaces across Melbourne and in select regional hubs, taking people on a journey of discovery and adventure around Victoria.

Well-known, emerging and as-yet-undiscovered artists will be invited to submit designs to be presented to sponsors who select their own unique piece of artwork. The successful artists are commissioned to customise each sculpture and bring it to life.

The sculptures will take visitors on a journey, not only across Victoria but our creative arts scene. It's an opportunity to discover new artists and be inspired by the designs they create. Friends, families and colleagues will have the opportunity to explore the trail using the RCH 150 Anniversary Art Trail App & Map, which will help them navigate the journey, discover new places and unlock rewards gifted by our generous sponsors, generating exciting levels of engagement and interaction.

When the art trail event finishes, the sculptures will be brought together for a special Farewell Weekend at the Melbourne Exhibition and Convention Centre. This will give Victorians a last chance to see the sculptures, take their final 'selfies', meet the artists and even consider bidding on a sculpture themselves!

After the Farewell Weekend, the sculptures will take centre stage at an exclusive auction night in December 2020. All proceeds from the auction will go towards the hospital, leaving a lasting legacy from the RCH 150 Anniversary Art Trail.



**August 2018**  
Sponsorship opportunities open

**February 2020**  
Preview of designs for selection by sponsors

**March - June 2020**  
Sculptures designed and created by artists

**September 2020**  
Sponsors' preview event. A sponsor's only sneak peek of the sculptures

# Partner With Us

The RCH 150 Anniversary Art Trail is an exceptional opportunity to partner with one of Victoria's and Australia's most respected and well-loved institutions.

As a sponsor, you'll enjoy the benefits of Victoria-wide exposure and be associated with a great cause. The milestone celebration could see your brand exposed to hundreds of thousands of people across the community, with the chance to develop additional business opportunities and showcase your commitment to the community.

Our sponsorship opportunities offer an excellent return on investment and can be tailored to your objectives and budget. We will work closely with you to ensure your business has the best opportunity to support what promises to be a highly visible project.

Through a successful art trail, our sponsors will be able to:

- Raise their profile across Victoria
- Gain direct access to new customers
- Build new stakeholder relationships
- Realise their corporate social responsibility objectives
- Help support the future of children's healthcare by raising money for the RCH

## ALL OUR SPONSORS WILL ENJOY:

Twelve months' association with a high-profile event likely to generate strong media interest

The chance to have your logo featured on each of the 100 sculptures

Brand profile and positioning alongside a beloved institution

The potential for product and service integration through the RCH 150 Anniversary Art Trail App

Stakeholder engagement opportunities

Relationship building opportunities with other RCH 150 Anniversary Art Trail sponsors

**September – November 2020**

**Art trail is live.** The sculptures are displayed across Melbourne & in select regional hubs

**November 2020**

**Farewell Weekend.** The public's last chance to see all the sculptures together

**December 2020**

**Art trail auction.** The sculptures are auctioned to raise money for The Royal Children's Hospital

# Sponsorship Levels

## MAJOR PARTNERS

\$75,000

Our Major Partners will enjoy an exceptional amount of marketing and public relations (PR) exposure. It is an exclusive category restricted to one company per industry.

### Benefits will include:

Industry exclusive designation as a Major Partner

An exceptional amount of marketing and exposure from the beginning to the end of the art trail - from delivery phase to the public trail, Farewell Weekend and exclusive auction

Extensive branding opportunities including marketing and advertising collateral, at RCH 150 Anniversary Art Trail events and on the RCH 150 Anniversary Art Trail App & Map

Your logo as a Major Partner on the plaques of all 100 sculptures on the public trail

Your brand featured in the extensive, state-wide PR campaign

Access to digital and social media channels

VIP tickets to key events including launch, sponsor preview and sculpture auction

Account management support

Post-event evaluation report

Major Partner benefits also include one individually designed sculpture.

## ASSOCIATE PARTNERS

\$35,000

Our Associate Partners will enjoy an association with a high-profile and media-friendly event that offers great stakeholder engagement opportunities.

### Benefits will include:

Your brand featured as an Associate Partner on marketing material, advertising collateral, at trail events and on the RCH 150 Anniversary Art Trail App

Your logo featured as an Associate Partner on the plaques of the 100 sculptures on the public trail

Your brand featured in the extensive, state-wide PR campaign

VIP tickets to launch, sponsor preview and sculpture auction events



## SCULPTURE SPONSORS

\$10,000

Our Sculpture Sponsors have the excellent opportunity to support this initiative by sponsoring an individual sculpture that will be placed in a high-profile location on the art trail.

### Benefits include:

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Logo and descriptor on your sculpture plaque

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Adoption certificate

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Brand exposure through marketing collateral and at events

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Digital, social and media opportunities

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Logo on the RCH 150 Anniversary Art Trail App

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VIP tickets to launch and sponsor preview events

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## IN-KIND SUPPORTERS

Negotiable

Our In-Kind Supporters will be actively involved in getting the sculptures from our manufacturers and artists to their place on the art trail. This is an opportunity to gain maximum exposure in return for the products and services you offer in areas including media, transport, construction, hospitality and warehouse space. Benefits will be negotiated to suit your level of in-kind support.

“ **Haier was thrilled to work with the Child Cancer Foundation on the Big Hoot and support an event that was enjoyed by so many families.**

*We are very proud to have been a part of this unique event whilst also helping to provide support to Kiwi families in need. Art is such a great way for people to connect and we were very fortunate to work with two incredibly talented Kiwis to create unique pieces of art that will be around for many years to come.”*

Samantha Edge, Haier Consumer Marketing Manager, Major Presenting Partner, The Big Hoot, Auckland, 2018



For more information on becoming a sponsor, please contact The Royal Children's Hospital Foundation:

☎ 03 9345 5037

✉ [rch.foundation@rch.org.au](mailto:rch.foundation@rch.org.au)

🌐 [www.rchfoundation.org.au/arttrail](http://www.rchfoundation.org.au/arttrail)

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