



DISCOVER
EAST
STAFFORDSHIRE



Sponsor Pack



Be a Barrel Backer!

We're rolling out 12 giant barrel sculptures in Burton upon Trent for 10 weeks in the summer of 2024, and we'd love you to be part of the Burton Barrel Roll story.

Artists are being invited to create designs for our collection of barrel sculptures, each of which will be positioned in a different spot around the town. Between July and September, thousands of residents and visitors will be able to enjoy a free day out as a barrel hunter. They'll be able to take selfies, seek out the stories behind each piece of art, discover more about Burton's heritage and earn rewards through a mobile app.

The trail, which will be easy to walk within a few hours one weekend, will promote health and happiness by encouraging families to get out, be active and enjoy spending time together in our town. It will boost the local economy, contribute positively to the cultural and social life of our town, and inspire pride in Burton. Visitors will be encouraged to stay, rather than just barrelling on through!

This is the third local trail organised by the Making Trails team, with the first two – Burton Swans and The Big Burton Carousel – collectively seeing over 35,000 visitors enjoying these unique events.



Why Barrels?



Brewing has long been linked to Burton; in the past, large areas of the town were dedicated to the industry.

Burton even has its name linked to a well-known brewing system – the Burton Union System – which is a fermentation process widely used in the mid-to-late 19th century.



Burton's coopers were responsible for manufacturing the barrels by hand and refurbishing those returned to the brewery. In 1977, a statue by James Walter Butler was commissioned to commemorate the close connection Burton has to the trade. This sculpture can still be viewed in the Coopers Square shopping centre today, having been moved there after the centre's refurbishment in 1977.

How will it work?



Sponsorship: Businesses and organisations are being invited to sponsor one of the barrels (either individually or as a group of businesses), which will sit on a base bearing the sponsor's name, logo and details. The barrels are being manufactured at our studio in the heart of Burton upon Trent and will be fully 3D fiberglass sculptures.

Artists: Established and emerging artists will be invited to submit designs for our sculptures. As a sponsor, you'll be able to choose your favourite from the approved designs, and then you'll be able to start raising your profile in the town due to being a vital part of the sculpture trail.

The live event: The Burton Barrel Roll trail will go live in the summer of 2024 and will last for 10 weeks. These spectacular artworks will attract visitors and local residents to the streets, open spaces and public areas of Burton. There will be a printed map and mobile app to help people plot a route around the trail and to discover each barrel, its artist and its sponsors. By typing in the four-digit code on each sculpture's base, they'll be able to unlock rewards offered by sponsors.

Lasting legacy: After the trail, we'll be holding an auction to raise funds for a new permanent piece of art in Burton upon Trent. The auction will provide you with an opportunity to purchase one of the uniquely decorated sculptures and, subsequently, to showcase a beautiful piece of art in your workplace or home. It will provide a talking point for your employees and customers, as well as demonstrating your support for this positive project that will get people talking about Burton for all the right reasons.

Brand exposure: As a sponsor, you'll receive positive publicity on the project webpage, on the trail map, on our social media channels and in the mobile app. This will increase awareness of your business or organisation in the run-up to the event, during the event itself and afterwards. It will raise your profile in the town because local residents and visitors will see your details on the plinth of the barrel you sponsor. The name, logo and website of all sponsors will also be included on the printed map and will regularly feature on our social media platforms.

Promotion and sales: As a sponsor, you'll have the opportunity to offer rewards, deals and extra information on the mobile app.

Networking: As a sponsor, you'll attend the design exhibition event in April 2024 and the sponsor-activation workshops, and you'll receive a VIP invitation to both the official launch of the trail and the auction. All these events will allow you to network with other project partners, sponsors and civic figures.

Media coverage: Burton Barrel Roll has its own social media expert, who'll be professionally managing our social media channels and actively promoting the project and its sponsors in the run-up to summer 2024 and throughout the event. Our previous projects received excellent coverage from local media and also from individual bloggers and vloggers who got involved and posted positively about the trails.

Employee engagement: As a sponsor, you can involve your employees in this exciting, creative project and demonstrate the vision and values of your business. It has the potential to boost morale and inspire pride in your business and in Burton.

Showcasing creativity: Staffordshire is known as 'The Creative County'. You'll be helping to showcase that creativity as well as highlighting what's made Burton great and why it's unique. As a sponsor, you'll be able to use the official Burton Barrel Roll logo on your own website, emails and marketing materials.

Chance to bid for your barrel: As a sponsor, you can join others to bid for sculptures at our auction in the town centre. It's an opportunity to own a unique piece of art that can be displayed at your workplace as a constant reminder of your involvement in this positive project, which will enhance Burton's image and make a difference to the lives of many.

Feel-good factor: How amazing will it feel to know you have been part of a positive, colourful, successful arts trail and helped to raise money for a permanent new piece of art in the town?





Sponsorship Opportunities

Exclusive sponsorship of a barrel costs **£1,500** + VAT

You can split this cost with others; a maximum of five businesses/groups can sponsor one barrel, sharing the cost at a price of **£300** + VAT each.

As a sponsor, you'll be able to choose your favourite design from all approved submissions at the design exhibition event in April 2024. Priority will be given to early sponsors if more than one sponsor wishes to choose the same design.

The business name, or names, will appear on signage attached to the base of the barrel when it takes its place in the town for the 10-week trail in 2024.

As a sponsor, you'll have the opportunity to offer a reward or special offer in the trail's mobile app.

Details of all sponsors will be included on our webpage and social media channels, which will be professionally managed before and during the event.

You'll receive a large mounted photograph of your barrel as a permanent reminder of your involvement in this amazing project.

As a sponsor, you'll receive VIP invitations to both our launch event in July 2024 and the auction after the event.

You'll also gain entry to our sponsorship activation workshop, at which our team will deliver talks and workshops, as well providing packs to help your business get the most out of this opportunity.

Event Sponsors

We're also looking for two main sponsors for the event, each providing **£10,000** + VAT

In exchange, you'll get all the benefits of sponsorship listed previously, plus the following:

- Your name given prominently on all promotional material – digital and printed – as one of only two main sponsors.
- Guest posts on our social media platforms.
 - An invitation to attend and take part in all media interviews that are arranged.
 - The option to host one of our events at your premises or venue.
 - First choice of all the approved designs submitted by our artists.
 - You'll keep the sculpture that represents your company – it won't be put up for auction.
 - Opportunities to speak at all events.
 - Exhibition/stand space at all events.
 - A feature about your business or organisation on our webpage, in the trail map and on any other printed literature.

School and Community group sponsors

As a part of the Burton Barrel Roll, we will be working with local schools and community groups to create smaller versions of the main sculptures. We will send an artist to the school or group for a full day of workshops to help them get started, and then have the finished mini barrels on display at the Brewhouse Arts Centre. After their exhibition which will be during the main trail, the school or group can collect their creation and put it on display as a lasting reminder of the trail.

Would you like to support your local school to join in? Sponsorship of the school and community group barrels costs **£500** + VAT each and includes the sculpture, artist fees, education pack, materials and varnish.

For more information contact Claire, our sponsorship coordinator
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