



**Your Chance to  
Sponsor a Dragon**



# Taunton Deane Dragon Trail

## Executive Summary

- 🔥 A trail of decorated and themed Dragon models to attract tourists, increase footfall and boost the local economy.
- 🔥 Approx 30 Dragons will be located around Taunton, Wellington and Wiveliscombe in summer 2014.
- 🔥 Design competition will see local artists create designs for the Dragons.
- 🔥 High profile multi-media coverage to secure visitors from across the region.
- 🔥 Fabulous sponsorship opportunities for your business to be involved with one of the most eye-catching projects of the year.
- 🔥 Promotes local pride, highlights rich history and heritage of the area, encourages creativity.
- 🔥 Proceeds from merchandise and an auction of the Dragons will go to the good causes to benefit the community of Taunton Deane.

Taunton Deane Dragon Trail will emulate the success of trails like *Gromit Unleashed* in Bristol and *Great Gorillas* of Exeter to excite and enthuse families, local people and tourists.

**Don't miss this unique chance to be involved ...**



# Taunton Deane Dragon Trail

## Who is behind the idea?

- 🔥 A dedicated project team has been working on the initiative since early 2013.
- 🔥 Confirmed partners already include Newsquest Somerset, publishers of the Taunton-based *Somerset County Gazette* series of newspapers and websites.

## How will your business benefit?

- 🔥 A unique opportunity to be associated with one of the region's highest profile projects in 2014 - be part of the buzz!
- 🔥 Your company's brand and message will be seen by thousands of people on one the Dragons as well as in associated merchandise and publicity - see below.
- 🔥 A great way of showing your firm's pride in its community.
- 🔥 Increase trade-boosting footfall to your location\*.
- 🔥 Great for Corporate Social Responsibility.
- 🔥 Enthuse your employees and promote team spirit.

## How will your company's brand be seen?

- 🔥 Sponsor a Dragon - three levels available, see below.
- 🔥 Logos and links on Taunton Deane Dragon Trail website
- 🔥 Logos and links on Taunton Deane Dragon Trail app
- 🔥 Merchandise, promotional material and trail guides to include sponsors' logos.
- 🔥 Widespread coverage across local media to promote sponsors' involvement
- 🔥 Use Taunton Deane Dragon Trail in your own publicity
- 🔥 Create your own media stories around the trail.



# Taunton Deane Dragon Trail

## **LEVEL 1 SPONSORSHIP – £3,000**

- 🐉 You choose the design for the Dragon – create it yourself\*\*\* or choose from those shortlisted from the design competition.\*\*
- 🐉 Your choice of location\*.
- 🐉 Keep your Dragon or put it up for auction.
- 🐉 Your company logo featured on the A4 plinth supporting the Dragon.
- 🐉 Company logo featured on the trail guide and map.
- 🐉 Information about your company along with links and logos on Taunton Deane Dragon Trail website and app.
- 🐉 Adoption certificate and photograph of your Dragon to display.

## **LEVEL 2 SPONSORSHIP – £2,000**

- 🐉 Choose the design for the Dragon from those shortlisted from the design competition.\*\*
- 🐉 Your choice of location\*.
- 🐉 Your Dragon goes into the fundraising auction when the trail has finished.
- 🐉 Your company logo featured on the A4 plinth supporting the Dragon.
- 🐉 Company logo featured on the trail guide and map
- 🐉 Information about your company along with links and logos on Taunton Deane Dragon Trail website and app.
- 🐉 Adoption certificate and photograph of your Dragon to display.



# Taunton Deane Dragon Trail

## **LEVEL 3 SPONSORSHIP – £1,000**

- 🐉 Choose the design for the Dragon from those shortlisted from the design competition.\*\*
- 🐉 Trail organisers decide on the site for the Dragon.
- 🐉 Your Dragon goes into the fundraising auction when the trail has finished.
- 🐉 Your company logo featured on the A4 plinth supporting the Dragon.
- 🐉 Company logo featured on the trail guide and map.
- 🐉 Information about your company along with links and logos on Taunton Deane Dragon Trail website and app.
- 🐉 Adoption certificate and photograph of your Dragon to display.

## **Notes**

🔥 Joint sponsorship of a Dragon is available – contact the project team for full details.

🔥 The Dragon is a new design (see right for a model representation of what it will be based on) and will measure approximately 1.65m x 1.60m and will be sited on a plinth.

\* Full site audits, including health and safety, insurance and permission checks needed for each Dragon site.

\*\* Level 1 Sponsors will have first opportunity to indicate their preferred choices from the Entries shortlisted in the design competition. Level 2 Sponsors will then indicate their choices from the remaining designs. Level 1 Sponsors will then indicate their choices from the remaining designs. Sponsors will be asked for their first, second and third choices. In the event more than one Sponsor wants the same dragon with equally high preference, lots will be drawn.

\*\*\* Artwork will be reproduced as faithfully as possible on the Dragon but may be modified or subject to change as part of the painting/transfer process.





# Taunton Deane Dragon Trail

## Get involved!

To sign up or for more details, contact:

🔥 Andy Sharman  
07795-561290  
swbac@hatchers.net

or

🔥 David Reed  
07818-030462  
cllr.d.reed@tauntondeane.gov.uk

## Time 'Scales'

- 🔥 Spring 2014: Dragons created by specialist sculptor
- 🔥 Spring 2014: Artists invited to submit designs for the Dragons
- 🔥 April-May 2014: Commissioned artists create their designs on the Dragons.
- 🔥 July-September 2014: Trail opens to the public after Dragons are sited at high profile locations throughout the area.
- 🔥 Autumn 2014: Dragons will be exhibited and auctioned off to raise money for Community Projects in Taunton Deane through the Somerset Community Foundation.





To find out more  
about this Deane  
Dragon, scan me  
with your mobile

# Firedinand the Dragon

By John Smith

Sponsored by

YOUR COMPANY LOGO HERE

[www.companyname.co.uk](http://www.companyname.co.uk)