

PAWS ON THE WHARF

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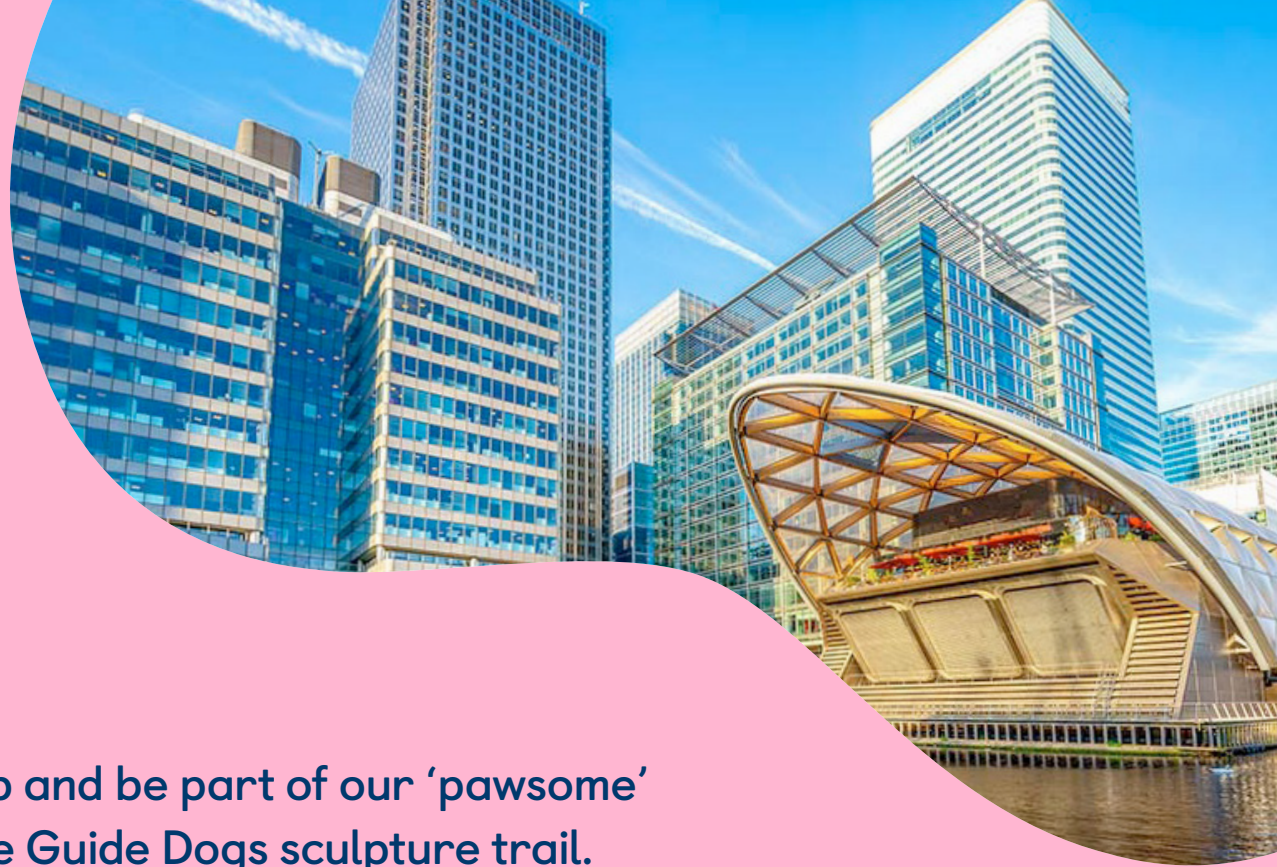
Be part of our pawsome trail

**Sponsor our sculpture trail and
help us raise funds for Guide Dogs**

An accessible and inclusive art trail
coming to Canary Wharf in spring 2024.



We need your support



Pick a pup and be part of our 'pawsome' accessible Guide Dogs sculpture trail.

In spring 2024, our larger-than-life iconic guide dog sculptures will be unleashed in Canary Wharf. Running for eight weeks starting 25 March, Paws on the Wharf will offer a free and fun family-friendly art trail of discovery.

Paws on the Wharf, in partnership with Wild in Art, supported by Citi and hosted by Canary Wharf Group, will transform this iconic London location with one of the first accessible trails that everyone can enjoy. Each guide dog sculpture will be individually decorated by artists in vibrant designs, bringing together

residents, workers, local communities and visitors through creativity. It will entertain and inspire, but above all, it will create awareness of the challenges of sight loss and raise vital funds for Guide Dogs.

Sponsor a sculpture of your choice and together we can support people with sight loss in London and beyond to live the lives they choose. This is a unique opportunity to support our cause, drive conversations around accessibility and inclusion, and showcase your brand to thousands of people.

Raising pounds for clever hounds

Every day, 250 more people in the UK join the 2 million already living with sight loss and this number is set to double by 2050.

Guide Dogs is here to help people with sight loss live the life they choose. But we can only do this with your support.

Our incredible dogs help people get out and about with confidence, going wherever school, work or play takes them - and knowing that sight loss won't hold them back.

The advice and skills we provide give people the freedom to live life on their own terms, in their own way, and to achieve their hopes and ambitions.

Our experience and understanding can help individuals and families through the

emotional challenges of sight loss as well as the practical ones, introducing them to an inspiring community with similar experiences and providing all the support people need to live life to the full.

Lend us a paw!

Get involved! Join us in celebrating our iconic guide dogs and help us transform the lives of people with sight loss across the UK.



Our guide dog sculptures



1m high



Sponsor a sculpture – choose a design!

Our life-changing dogs inspired the design of our Paws on the Wharf sculpture. Including one particular London-based guide dog named Theia.

Theia, a yellow Labrador cross Golden Retriever, is supported by and was named by employees at Citi. Former Citi employee, William Jones, was also the volunteer Puppy Raiser who cared for Theia before she went on to formal guide dog training. Theia is now transforming the life of her human partner, Lorraine, supporting her with mobility and independence.

Paws on the Wharf brings you guide dogs with a difference! Our sculptures will be larger-than-life at 1m high and placed on plinths that include sponsor branding. Decorated in vibrant, unique and exciting designs, each sculpture will have a 'tail' to tell.

Artists will bring their design concept to life – not just through visual representation but through the audio-described design story. This accessible trail will enliven the senses!



A pawsome opportunity

By sponsoring a sculpture, you'll be helping us to transform the lives of people in London and beyond who are affected by sight loss. The vital funds raised will help us match more people to either a guide dog or volunteer sighted guide, and deliver other services that give people the freedom and skills to live the life they choose.

You'll be helping us raise awareness for the challenges of sight loss and drive conversations around accessibility and inclusion.

You'd be barking to miss it!

More reasons to get involved:

- Association with this high-profile event in an iconic location
- Promotion of your business in a positive, creative and unique way before, during and after the trail period
- Raise your profile in London and beyond
- Reach thousands of people and engage with new audiences
- Excite and involve your staff and customers with fundraising, engagement and promotional activities
- Support local businesses, schools and the community through the benefits associated with increased visitors to the area
- Help provide residents, workers and visitors to London with a free, accessible and creative art event that everyone can enjoy
- Association with the Guide Dogs brand ranked #4 in the nationally recognised YouGov Charity Brand Index

Support you'll receive:

- Brand profile on trail marketing materials, including the website, trail map, sculpture plinth, award-winning Guide Dogs social channels and press coverage
- Support from our team and a marketing toolkit to help you maximise your own promotional activities
- Exclusive invitations to key events
- Networking and relationship-building opportunities with fellow sponsors

Sponsorship opportunities

Get in touch!

For full sponsorship package details and a no-obligation discussion about the opportunities, email: pawsonthewharf@guidedogs.org.uk

Event partners from £30,000 or gift in kind

We invite organisations to partner with us in a number of areas, including a Schools Learning Programme partner, a logistics partner and media partner.

Your brand will have an exclusive and prominent presence in key locations in Canary Wharf, featuring in associated trail events and within key marketing promotions.

You'll also receive a dedicated sculpture sponsorship with priority choice from the designs and placed in a high-profile location. Your organisation will feature on the associated sculpture plinth and marketing materials.

Sculpture sponsors £10,000

Individual sculpture sponsorship featuring amazing artwork chosen by you! Your organisation will be profiled on the associated sculpture plinth, trail website, trail map and other marketing material. You'll be invited to our special and exclusive events before and during the trail, and at the final auction event.

All sponsors will be invited to the public auction event and have the opportunity to bid to keep their sponsored sculpture as a lasting legacy.



Unleash the adventure!

Canary Wharf is home to London's largest collection of outdoor public art, with over 100 stand-alone sculptures and integrated architectural works.

As an established destination for modern artistic talent and a thriving community of residents, workers and visitors, Canary Wharf is the ideal location to unleash our decorated guide dogs.

Join the fun and be part of one of the first accessible art trails, creating delights for all the senses that everyone can enjoy. Our sculptures will not just be visual. We want to ensure our trail is accessible and inclusive. We'll have audio descriptions for all of the sculptures, and we'll host guided

sensory tours and other activities, so that everyone can join in the multi-sensory fun. Exclusively invited artists will create designs that transform our guide dog sculptures with unique artworks from different genres.

We are engaging local schools to participate in our interactive learning programme. Supporting the Ofsted Framework, the programme is designed to inspire children through art and creativity, whilst facilitating discussions around sight loss, accessibility and inclusion. Schools will have the opportunity to

enter a competition to design a sculpture. The winning design will then be used on one of our large trail sculptures for all to see! The Paws on the Wharf art trail will run for eight weeks from 25 March – 17 May 2024, offering a free and accessible trail of discovery around Canary Wharf.

After the trail, our pack of sculptures will come together to take centre stage at a grand auction. Money raised will support our vital work helping people with sight loss live actively, independently and well.



Paws on the Wharf timeline



October 2023

Sponsor artwork selection



November 2023

Sponsor activation workshop



November 2023 - January 2024

Artist painting period



From 25 March - 17 May 2024

Trail is live!



July 2024

Guide dog sculptures go to their forever homes



June 2024

**Grand public auction
- pick up a pup!**

Don't just take our word for it



“

Over the last three years, Citi employees in London have raised over £416,000 for Guide Dogs, supporting 178 life-changing guide dog partnerships. Citi is excited to be supporting Paws on the Wharf to raise funds and awareness for people experiencing sight loss.

Citi - Paws on the Wharf's primary sponsor, James Bardrick, Citi Country Officer

“

We would encourage any businesses, local or regional, big or small, to consider getting involved with Wild in Art in their community, it really is a great way of supporting a good cause, delivering an enjoyable and free outdoor art trail for the general public, engaging your employees and making a difference; all whilst helping to build your brand.

Follow that Duck, 2022, Rob Reaks, Head of Marketing, Lightening Fibre

“

Sponsoring Cows About Cambridge has provided Thameslink with fantastic opportunities for brand exposure and ultimately revenue generation through ticket sales. As a result of the campaign, Thameslink achieved our key objectives and ROI expectations.

Cows About Cambridge, 2021, Emma Wiles, Head of Marketing, Thameslink

“

When I had my daughter, Lily, who's five now, I didn't have Theia and I was quite reluctant to leave the house by myself. Whereas with my son Henry, now eight weeks, we've been out and done loads of things all over the place.

Theia's made an enormous difference in my life. Everything has just become much easier in terms of mobility and getting out and being able to go and do things.

Getting around London and the commute to work with Theia is just so much easier. And actually, we come to London now for the sake of coming to London - to have fun and do things.

Plans for my future are just to have lots more adventures and lots more quality time with my kids. And, be able to do some of the normal things, like go to a farm or to a park without having to worry, and without having to rely on other people.

Without Theia, my life would be very different.

Lorraine and her Citi-supported guide dog Theia



Key event supporters

Paws on the Wharf is brought to you by Guide Dogs and Wild in Art, supported by Citi and hosted by Canary Wharf Group.



Our partner, Wild in Art, is a leading producer of spectacular public art events and creative projects which enrich, entertain, inform and connect communities. Their events encourage exploration and discovery in towns and cities, driving footfall, increasing dwell time, benefiting health and well-being - bringing joy and smiles to all!



Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit and more.



CANARY WHARF
GROUP

Canary Wharf Group (CWG) is the developer of the largest urban regeneration project in Europe and has created a 24/7 city where people can live, work and thrive on the Canary Wharf estate and enjoy all the benefits.

Canary Wharf is also home to London's largest collection of free to visit outdoor art with over 100 pieces making it the ideal venue for the Paws on the Wharf trail.



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Excited to find out more? Get in touch today!

 guidedogs.org.uk/pawsonthewharf  pawsonthewharf@guidedogs.org.uk

 [@pawsonthewharf_guidedogs](https://www.instagram.com/pawsonthewharf_guidedogs)

Details correct at time of publication, May 2023. Guide Dogs is a working name of The Guide Dogs for the Blind Association. Registered Office: Hillfields, Burghfield Common, Reading, Berkshire RG7 3YG. A company limited by guarantee registered in England and Wales (291646) and a charity registered in England and Wales (209617), Scotland (SC038979) and Isle of Man (1334). A411 02/23.

#PawsOnTheWharf #GuideDogsUK