We are very excited that you have **joined the herd with Stomp Round Leicester!**

It’s going to be a **mammoth** adventure.

**ANNOUCEMENT OF PARTNERSHIP/SPONSORSHIP**

You may have already submitted these as part of your order form process, but in order to announce your support, we will need from you:

* EPS or high-resolution jpeg of your logo
* 150 words of text about your business
* A quote about your support of the project, and why you’re doing it
* Website address
* Social media handles
* A short video (10-20 seconds) explaining why you’re taking part.

Once we have this:

* We will add you to the Stomp Round Leicester website
* We will announce your support across the Stomp Round Leicester social media accounts. Please see below for these details.
* We will announce your support on the LOROS Hospice LinkedIn page.

**We ask all partners/sponsor to wait until we have announced your support before you do the same.**

**WEBSITE**

Please link to the project’s website **stomproundleicester.co.uk** from your website. You could include it as a news story on your homepage.

**SOCIAL MEDIA**

Like and follow our social media accounts, encouraging your staff and networks to do the same. Remember to tag your images and use **#StompRoundLeicester**

Facebook [@StompRoundLeicester](https://www.facebook.com/StompRoundLeicester/)

Instagram @[stomproundleicester](https://www.instagram.com/stomproundleicester/" \t "_blank)

TikTok [@stomproundleicester](https://www.tiktok.com/@stomp.round.leics)

We would also love you to follow [@LOROSHospice](https://twitter.com/LOROSHospice),on X and [LinkedIn](https://www.linkedin.com/company/loros/)  so we can share your support!

You can also follow our event partner Wild in Art [@wildinart](https://twitter.com/wildinart)

Please promote Stomp Round Leicester on your social media channels tagging us in where appropriate (Facebook, Twitter, Instagram, LinkedIn, newsletters etc).

**Ideas for your social media posts:**

“We’re joining the herd with @LOROSHospice next summer for @StompRoundLeicester – the biggest public art event #Leicester has ever seen! It’s going to be MAMMOTH! #StompRoundLeicester”

“Delighted to be an official supporter of @StompRoundLeicester, a public art trail of amazing Elephant sculptures coming to #Leicester next summer. Why not be part of the ele-fun, raising money for @LOROShospice for its 40th birthday? Reach out to @LOROSHospice about sponsorship.”

“We’re sponsoring an elephan-tastic sculpture for next year’s @StompRoundLeicester, supporting @LOROSHospice in their 40th year! We’ll be working with an artist to create a stunning design…and looking forward to seeing our Elephant on display around #Leicester next summer and raising lots of money for @LOROSHospice.”

We are continually looking for content for our social media channels and press releases – so please share your stories with your Account Manager.

**Hashtags to use for your social media channels:**

**Main: #StompRoundLeicester**

**Additional:**

#Elephant #Leicester #PublicArt #Art #LeicesterElephant #SRL #SculptureTrail #Sculpture #ArtTrail #Community #LOROSHospice

**Social Media Tips**

**Keep it engaging!**

* Choose an image, video or gif! Help yourself to the ones in the online sponsor toolkit
* Tag in the event organiser, LOROS Hospice where possible
* Make sure you use the #StompRoundLeicester hashtag
* Use elephant puns and jokes – ele-fun, elephant-tastic, mammoth, pack up your trunk, join the herd….
* Work with your artist to create a video or timelapse of your Elephant being created!
* Encourage engagement with your sculpture through a selfie competition or likewise

**Elephant mania!**

If you are a sculpture sponsor why not **create a character?**

You might like to create a digital character for your Elephant! Fans of these trails love to follow them and it’s a great way to communicate with other sponsors and link your message to the page. Give them a name and a personality!

**SRL LOGO AND BRAND ASSETS**

As a sponsor, you are welcome to use the Stomp Round Leicester title and logo in your PR and advertising activities.

The LOROS team must always see a pdf proof of artwork before it goes to print. Where possible partners and sponsors should allow 48 hours for approval. Artwork proofs should be sent as a pdf file to your Account Manager.

To help speed things up, we give you the access to materials which are ready for you to use to promote your involvement. Check the online sponsor toolkit**.**

**PHOTOGRAPHY**

**SRL Official Image Usage**

Any Official Stomp Round Leicester photos used from the online sponsor toolkitshould be credited to LOROS Hospice.

**Photo opportunities**

Any people included in your Stomp Round Leicester photo opportunities must give permission for the images of them to be used for promotional purposes.

A template Image Consent Form is available in the online sponsor toolkit.

If children or young people are included in photo opportunities or interviews, parental permissions must be secured. It will be your responsibility to ensure this is done. Please liaise with the parents/school well in advance of the call to obtain the permissions.

Please also forward any photographs taken to your Account Manager so that they can be included in the Stomp Round Leicester ‘image library’ for general use. We recommend that you include the photographer’s credit within the file name and that you send large files via WeTransfer.com (or similar).

**PR AND COMMUNICATIONS**

We would love you to shout about your involvement with Stomp Round Leicester, letting your staff, customers and stakeholders know you are supporting the project.

We have created a ‘PR and Communications Copy’ document which contains a variety of ready-to-use copy that you are welcome to employ across your marketing channels. We have also created a ‘Notes to Editors’ document for you to use on your press releases. These are available to download in the online sponsor toolkit.

*Note: copy will be updated as we move through the Stomp Round Leicester journey.*

The LOROS Marketing Team should be notified of details of any promotional activity prior to its execution to check for any sensitivities regarding timing and duplication. Please email [marketing@loros.co.uk](mailto:marketing@loros.co.uk) with details.

Likewise, if you have a Stomp Round Leicester PR story/stunt that you feel we would be interested in, please email your Account Manager or the LOROS Marketing team as above.

If you receive any media enquiries about the project, please redirect them to [marketing@loros.co.uk](mailto:marketing@loros.co.uk)

**INFORMATION FOR EMAIL BULLETINS/WEBISTE UPDATES**

Any press releases or information forwarded to your Account Manager​ may be used as a source of information for the media.

This information should be fed to your Account Manager​ regularly and may form the basis for content in Stomp Round Leicester social media activity.

**IMPORTANT REMINDERS**

* Wait for Stomp Round Leicester to announce your partnership/sponsorship before you share the news
* Link to the Stomp Round Leicester website from your own
* Like and engage with the Stomp Round Leicester social channels
* Use the online sponsor toolkit to access a variety to tools to maximise your partnership/sponsorship
* **Please do not share photos of your Elephant’s full design until the trail is live!**

