Sponsorship Pack
The timid hares throw daylight fears away
On the lane’s road to dust and dance and play,
Then dabble in the grain by nought deterred
To lick the dew-fall from the barley’s beard
Then out they start again and round the hill
Like happy thought dance, squat and loiter still...
"The Cotswolds Conservation Board is delighted to be supporting this year’s Cotswolds Hare Trail, giving the Board an opportunity to increase greater awareness and understanding of the Cotswolds Area of Outstanding Natural Beauty (AONB). The hares will be located in towns and villages across the 790 square miles of England’s third largest protected landscape.

Funds generated from the hares auction at the end of the trail will support the AONB’s Caring for the Cotswolds visitor giving scheme and Glorious Cotswold Grasslands; delivering a unique and tailored project to transform the fortunes of our wonderful flower rich grasslands”.

*Liz Eyre, Chairman, Cotswolds Conservation Board*
A Few of the Wonderful Comments Made About the 2017 Trail

General Manager from the Kings Head
“We are absolutely delighted to be supporting this fabulous Festival”

Watermoor School was “determined to be involved in this exciting project”

"Harer" Jan
“It was a fantastic way to amuse the children during any spare time - finding them all was just a joy!”

Woodstock Business
“it generated an enormous increase in visitors to the Town”

Persora Gallery
“this is a project that will capture the imagination of everyone”

Warhorse and Toyah Wilcox launching 2017
Why Hares?

The Brown Hare has been part of the Cotswolds culture for a very long time, lending its name to villages and special places. Harescombe, Haresfield, Harebushes and Harnhill (once Harehill).

Hares can be spotted in our Cotswolds fields - mysterious creatures which have fascinated people for centuries. Look around and see the hare represented in art from the Roman hare mosaic in Cirencester, the tapestries of Medieval halls and Saxon carvings on church porches to the 21st century images that adorn so much of current artists' work.

The Hares Awake!

March Hares herald the arrival of Spring on 21st March marking the rebirth of the Natural World after its Winter sleep. To celebrate this burgeoning of new life the Hare Trail and the Cotswolds Area of Outstanding Natural Beauty (AONB) will be putting a spring into your step with their new hares.

Five foot Hare sculptures will be popping up throughout the Cotswolds, decorated by local artists, schools, colleges and community groups to share the abundance of creativity with you in a celebration of public art. The Trail will run with the support of philanthropic local businesses like yours who admire and love the Cotswolds and who wish to support its conservation.
As Mad as a March Hare

During mating time in Spring the erratic behaviour of hares, charging around, leaping and boxing in the moonlit fields has given rise to the expression "Mad March Hare". Some claim that "mad" does not necessarily mean "crazy", but that there is an older English usage of the word "Mad" meaning aggressive or fighting, hence the Mad March Hare is the boxing Hare as seen in the mating season.
Why a Trail?

The Cotswolds AONB Hare Trail encourages people to explore. As the Trail runs for nearly four and a half months there is ample time for people to see and marvel at all of the hares and to record their findings. As such a large geographical area is covered people will have the chance to find new attractions, hidden hills and valleys, quiet corners and busy market towns. They will get the chance explore both rural byways and hitherto unknown buildings within our Cotswold towns. Our Trail will have sections for easy exploring and a variety of routes for those on foot, in cars, bikes or using, public transport.

Public art installations enhance the enjoyment of exploring leaving a sense of well-being and fun for those who experience them. The Hares also engender a sense of pride and community making everyone more aware of their local surroundings and appreciating the need to keep our towns and villages full of inspiring images. The hares showcase our local creativity and are intended to foster further interest in Art in all its aspects. The Hares will remind us all of the constant need to preserve and protect what is best about the area and to ensure that we conserve what is best in the most effective way possible. Monies raised at auction will support these aims through the Cotswolds AONB.
How Does it Work?

We invite your company, employees and customers to be inspired, get imaginative and celebrate the uniqueness of the Cotswolds, by supporting the award winning Hares in their new environs. Businesses, attractions, schools, colleges and community groups will be invited to sponsor a blank five foot hare sculpture – the canvas on which the designs will be displayed. Artists will be invited to submit designs. We shall select and commission designs from those received. The chosen designs will then be presented on our website for sponsors to choose.

The artists will reproduce these unique designs onto the hare sculptures. Once completed the hares will be displayed in and around the Cotswolds AONB area from May to September for everyone to enjoy. At the end of this period the Hares will all be gathered in for a Farewell to Hares event open to the public. This gives everyone a chance to see all the Hares together and to decide on their favourite. It also serves as an auction preview. The Hares are then auctioned with any net profits going to two key Cotswolds AONB projects.

Timeline

October 2017 - March 2018
Sponsors, artists and schools invited to get involved. Artists chosen and begin their designs.

November 2017 - March 2018
Designs previewed on website for sponsors to choose.

March 2018
Sponsor/Artist showcase of new designs.

May 2018
Hare Trail launched.

May - September 2018
The Hares publicly displayed across the Cotswolds and surrounding area.

September 2018
Farewell to Hares and auction to raise money for AONB projects, Caring for the Cotswolds and Glorious Grasslands.

Please check our website for specific event dates: www.cotswoldsharetrail.org.uk
How your Support Will Directly Benefit Cotswolds Conservation Projects

Our two initiatives in the Cotswolds Area of Outstanding Natural Beauty.

Caring for the Cotswolds:
The Cotswolds is a truly special and well-loved landscape and consequently it attracts millions of visitors each year. Such large numbers inevitably lead to some wear and tear on the landscape, footpaths and wider environment. Caring for the Cotswolds has been established to provide the local communities, visitors and businesses the opportunity to support the conservation, enhancement, exploration and enjoyment of the Cotswolds through making a contribution or donating a percentage of their takings.

The scheme funds a wide range of projects delivered by the many people and organisations that look after the features that make the Cotswolds so special. Each town or village supporting the hare trail will have the opportunity to suggest schemes and bid for funding for a local project.

Glorious Cotswold Grasslands:
Delivering a unique and tailored project to transform the fortunes of our wonderful flower rich grasslands. Working with local communities and farmers to manage existing meadows and create new ones. Sites will include farmland, common land, horse pastures, roadside verges and community green spaces.

Local communities across the Cotswolds will be able to bid for funds and advice to help manage their meadows.

The Cotswolds contains over 50% of the UK’s unimproved, flower-rich Jurassic limestone grassland – not only a stunningly beautiful feature of the region, but a habitat vital for pollinators and other wildlife. In the 1930s 40% of the AONB was covered in limestone grassland but today that has fallen to less than 1.5%. These remnants are often small fragments and highly vulnerable, there is a need for landscape-scale restoration to maintain, expand and connect these precious meadows.
Be a Cotswoldharian

- Are you proud of the Cotswolds with its stunning beauty, creative forces and cultural heritage?
- Are you dedicated to sustainability and protecting the environment?
- Do you think outside the box and are open to innovation and originality?

If so then this project is for you. Be a Cotswoldharian and become one of our selected businesses to take part in our 2018 Trail. In 2018 the Cotswold Hare Trail has joined forces with the Cotswolds Area of Outstanding Natural Beauty to promote and preserve this wonderful area. We are looking for the top 60 environmentally aware businesses in and around the Cotswolds Area of Outstanding Natural Beauty whether large or small who share our vision. Could you be one of them?

Are we looking for you?

We are looking for businesses who care about the natural environment in which they operate day to day or where their companies are based and their staff and families live and work. We provide a fun means of promoting your interest and commitment towards keeping the Cotswolds special for you, your staff, your customers and your business partners through our Hare Trail package.

Your investment will be used to support our two chosen Cotswolds AONB projects. The hare trail is a great local success story, having begun in Cirencester. We now want to see bright, cheerful and joyful hares the length and breadth of the Cotswolds Area of Outstanding Natural Beauty. A hare trail that will put a smile on everyone’s faces!
Sponsorship

Conservation, innovation, celebration...
Help conservation through our innovative trail to celebrate your business...

Get involved with this unique and innovative opportunity to promote your business. Drive customers to your door whilst supporting and conserving the Cotswolds. We’ve put together a range of sponsorship packages tailored to your needs and budget so you can support what will be a hugely popular event. All our packages offer an excellent return on your investment, whilst helping you to achieve your marketing and PR objectives. Here are just some of the benefits of sponsorship:

- Promotion of your business to current and new customers in a positive way through its association with a high profile major public art initiative
- An enhanced image of your business by supporting the local arts community and the community at large playing a key part in developing a Cotswolds "feel good" factor
- Showcase your own corporate creativity, improve team morale and engage staff with your very own decorated hare sculpture
- The name of your business clearly displayed on the hare's plaque throughout the Festival
- List of all our sponsors included in our Festival booklet and auction catalogue
- Branding on our website with logo and website link to your site and a short paragraph about your business
- Coverage on all social media outlets as part of our Festival coverage
- Wide opportunities for you to promote your business using the hares through your own PR and social media. We can support this to give you extra coverage
- Company mentioned in press releases and TV/Radio coverage as part of our overall Festival campaigns
- Opportunities to work with like-minded businesses seeking to enhance their "green" image
- The opportunity to sign up to the Caring For Cotswolds project and demonstrate your green credentials further
- Raise positive awareness of your "green" strengths by supporting the Cotswolds AONB and raising funds to support conservation
- Invitations to linked Festival social events, such as the Sponsor/Artist Showcase, Launch and Auction
Sponsor Packages

**Headline Sponsor - £5000 Investment***
- Get your own hare sculpture to be uniquely designed for your business to be placed in a prominent position on the Trail
- Show dedicated support for Cotswolds AONB which means your business has enhanced links with a conservation project
- Benefit from a wide range of marketing and PR opportunities with the scope that this project brings
- The opportunity to work with schools, colleges and community groups on educational materials
- A rewarding and productive experience for your team
- Your brand on the front of the Trail website, your logo included in the booklet and on the sculpture plaques

**Sponsor a Hare Sculpture - £1300 investment***
- Choose your own uniquely decorated hare sculpture to be placed on the Trail
- Show dedicated support for Cotswolds AONB which means your business has enhanced links with a conservation project
- Benefit from a wide range of marketing and PR opportunities with the scope that this project brings
- Your brand on the Trail website, booklet and sculpture plaque

**For Retail Outlets, Schools and Colleges**

**Sponsor a Leveret - £200 investment***
- Choose your own uniquely decorated leveret sculpture to be placed on the Trail within your business premises
- Show dedicated support for Cotswolds AONB which means your business has enhanced links with a conservation project
- Benefit from a wide range of marketing and PR opportunities with the scope that this project brings
- Your brand on the Trail website, booklet and sculpture plaque

*All package prices exclude VAT and we are happy to discuss bespoke packages*
More About Us

The Cotswolds Conservation Board
The Cotswolds Conservation Board is an independent statutory body that works to conserve and enhance the natural beauty of the Cotswolds AONB, to increase understanding and enjoyment of its special qualities, and to foster the social and economic well-being of local communities.

It was established by Parliamentary Order in 2004 and is one of only two Conservation Boards in the country, the other being the Chilterns. It has 37 members drawn from local authorities, parish councils and communities across the Cotswolds, a staff team of 15 based in Northleach, Gloucestershire and 300+ voluntary wardens throughout the AONB.

It's Role
Established in 2004, the board is the only organisation to look after the AONB as a whole and is a statutory body created as a result of the Countryside and Rights of Way Act (CROW) 2000.

The two key purposes of the Board are to:

- **Conserve and enhance the natural beauty of the Cotswolds AONB**
- **Increase understanding and enjoyment of the special qualities of the AONB, ensuring that these complement the conservation and enhancement of the area**

Cotswold Hare Trails
The trail is run by a small community team who devote many volunteer hours to the project. It is a not for profit group. Set up in 2013 it has been providing public art trails in Cirencester and the surrounding area, providing a popular means to fundraise for good causes. It is dependant on sponsor support and has the backing of its patrons and partners.

Patrons

Partners
Contact Us

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