



COW PARADE COMES TO SURREY!

MAY - SEPTEMBER 2016

THE WORLD'S LARGEST PUBLIC ART EVENT



SCHOOLS PACK

supported by
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SURREY HILLS COWPARADE

CowParade, the world's largest public art event, will round up the support of organisations, celebrities and community groups to raise money for health and wellbeing projects.

CowParade Surrey Hills is currently calling for artists to paint, adorn and magically transform life-size fibreglass cows and sponsors to commission these works of art on blank cow 'canvases'. The herd will be unleashed to graze in various high-traffic locations around Surrey from May to August 2016 for tourists and locals alike to enjoy. The 'mooving' exhibit will culminate in a festival and auctions, with the net proceeds from the auctions benefiting multiple local charities.

MINI MOOS & SCHOOLS

We are keen for schools to get involved in CowParade and our super-cute calf-sized versions are ready and waiting to be painted by budding artists!

Mini moos are now available to ALL schools - not just primary schools - as a unique way of raising school funds.

Schools may wish to find a sponsor (such as a local business or a parent/group of parents) to purchase a 'Mini Moo'. The final page of this pack outlines all the PR/marketing benefits of sponsorship and will help you in your discussions with potential sponsors.

For further information, please visit:
www.cowparadesurreyhills.com/get-involved/primary-schools/



For further information, or to order, please contact:

E: info@cowparadesurreyhills.com

T: (01483) 661153

WWW.COWPARADESURREYHILLS.COM

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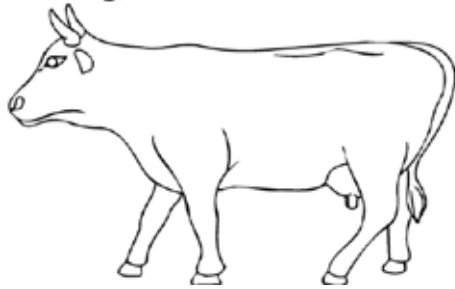
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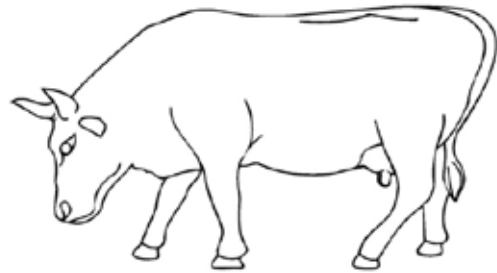


HOW IT WORKS

Standing Cow



Grazing Cow



Schools (or their sponsors) can purchase a Mini Moo in one of 2 poses - 'Standing' and 'Grazing'. When it comes to decorating your school's cow, your own art teacher may wish to lead the project or you could ask a local artist to help create your work of art on the blank cow 'canvas'. Each class/art class could be asked to come up with a Mini Moo design and the winner could actually paint your school's cow... Whichever route you take, you will find lots of information to help you decorate your Mini Moo on our website: <http://www.cowparadesurreyhills.com/get-involved/artists/>

From June to August 2016, your finished Mini Moo could be displayed at your school or in another suitable location nearby, such as a local shop window. All the Mini Moos will then be displayed on 3rd September 2016 at the Surrey Hills Food, Drink & Music Festival (where the life-size cows will be exhibited). The Mini Moos will be judged (with prizes awarded) before being returned to the schools that created them. Each school can then auction off its own Mini Moo (perhaps with the help of the school's Parent/Teacher Association) and all the proceeds from the auction of your Mini Moo will go into your school funds.



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FINDING A SPONSOR

THE MINI MOO SPONSORSHIP PACKAGE INCLUDES:

- 1 'Mini Moo' cow (choice of standing or grazing) to be displayed at the school or in a suitable location nearby such as a local shop window.

MARKETING

- Company name/logo on cow plinth and dedicated sponsor web page on official CowParade Surrey Hills website - to include links to sponsor's own website & social media along with special offers etc.
- Logo/company name on exhibition & event materials including the festival guide.

PR/SOCIAL MEDIA

- Inclusion in the PR campaign (regional/local/arts press) with publicity commencing immediately (upon sign up) and continuing through to completion of the whole event in November 2016.
- Inclusion in regular features by Surrey Life, TheGuide2Surrey, The Surrey Advertiser and other CowParade media partners as well as posts on their extensive social media networks.
- Sponsor announcement post and cow completion post on Twitter/Instagram/Facebook.
- Other news items, competitions, etc. will be posted on social media throughout the duration of CowParade.

EVENTS

- 2 x festival tickets on 3rd September.
- 2 x tickets to the principal auction (date tbc).

TIMELINE

May 2016:	Call for all schools to order a mini moo
May - June 2016:	Mini Moos distributed to artists/schools
May - June 2016:	Schools paint/decorate their Mini Moos
June - August 2016:	Mini Moos go on display in schools or suitable locations nearby
3rd September 2016:	Display of all cows at the inaugural Surrey Hills Food, Drink & Music Festival
Early September 2016:	Mini Moos returned to schools for their own displays/fundraising



COST: £650 + VAT

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