

# POP UP PENGUINS

PRESENTED BY

**Harcourts**



A WILD IN  
ART EVENT



# Explore, Learn, and Celebrate Community

***Wild in Art is bringing a second public art event to Christchurch, in spring 2020.***

A trail of individually decorated sculptures, designed by artists and children, and sponsored by businesses, Pop Up Penguins will give residents and visitors a fresh opportunity to discover and delight in all that makes Ōtautahi unique. Be part of this special event that will be free, fun and memorable for all.

# Celebrating our city



**ALEX SKINNER**  
Chairman of Wild in Art NZ

Wild in Art has a track record of delivering world-class events that entertain, enrich, inform and leave a lasting legacy. We believe passionately in the power of creativity to connect the private and public sectors with artists, learning institutions and communities to produce popular mass-participation art events.

Following the extremely successful 'Christchurch Stands Tall' project, we are very excited to be partnering with Harcourts and other respected Christchurch entities to bring Pop Up Penguins to Christchurch and support Cholmondeley Children's Centre.

We hope it will have a very positive and lasting impact on our city and communities. It will give locals and visitors the chance to further explore

the city and surrounding areas in a fun and interactive way.

With your sponsorship support, we can create an event that will have significant impact and will see many people engaging with and enjoying the art trail during the spring/summer of 2020.

There are many exciting ways to benefit from creative collaborations - and we welcome any ideas you might have on how to enhance and make our penguin invasion an unforgettable experience.

Don't be left out in the cold, be part of this unique project to bring penguins into the city.



**HAYDEN BROADBELT**  
South Island Regional Manager of Harcourts

There are very few art projects that bring a community together like the Wild in Art ones. Our community has been through so much in recent years that sometimes we forget to look up, look forward and realise what a strong community we have become on the back of adversity.

Harcourts is thrilled to be the Presenting Partner for Pop up Penguins in Christchurch. This city-wide fundraising project has tremendous alignment with the Harcourts values, and these beautiful penguins will inspire civic pride, put smiles on faces and enhance the beauty of our great city.

I would encourage businesses to sign up and become part of this project, which inspires innovation and captures the imagination of the residents of Canterbury.

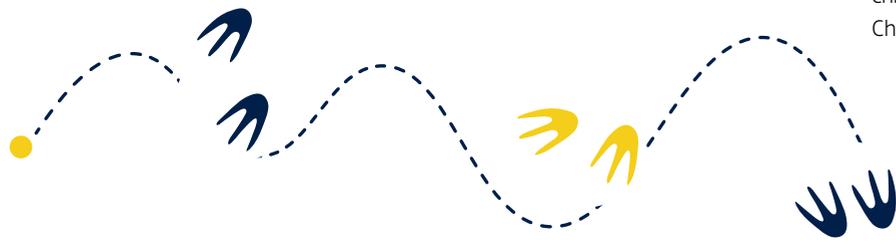


**ARRON PERRIAM**  
Chief Executive of Cholmondeley Children's Centre

When Cholmondeley Children's Centre opened its doors 95 years ago it was with one very clear, compassionate intention - to be a refuge for kiwi kids in need. Throughout, we have remained steadfast in our commitment to children and support for families who have turned to us for help.

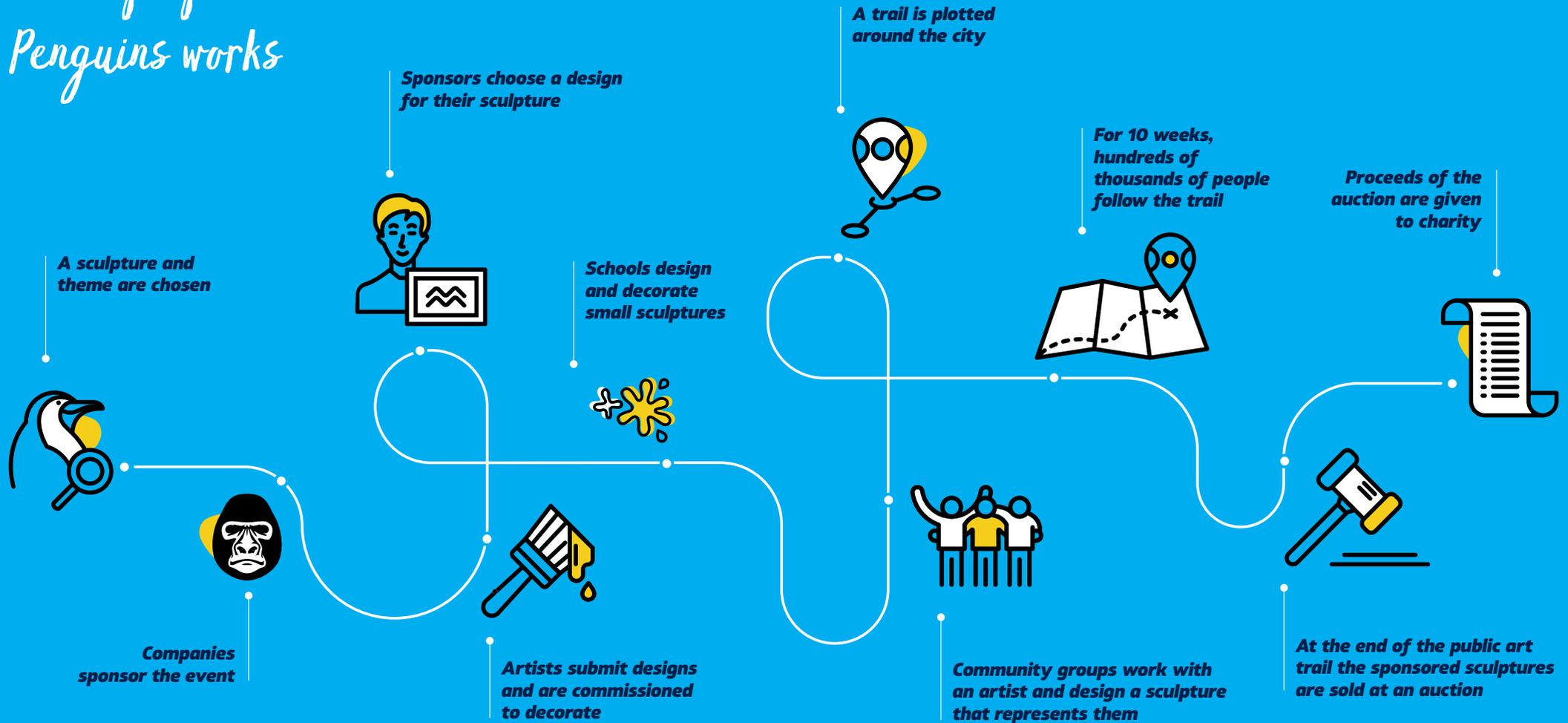
We are privileged to work at Cholmondeley and incredibly proud to be playing a part in such an important social legacy, having cared for almost 30,000 children. Cholmondeley remains a safe haven to 500 children each year.

Cholmondeley is 80% community funded, so we rely heavily on partnering with the community to keep our doors open. We are thrilled to have been chosen as the recipient charity for Pop up Penguins, the funding we receive from this event will help us to continue Cholmondeley's mission to create a meaningful and enduring difference in the lives of every child and their whānau. Thank you for supporting Cholmondeley through Pop Up Penguins.

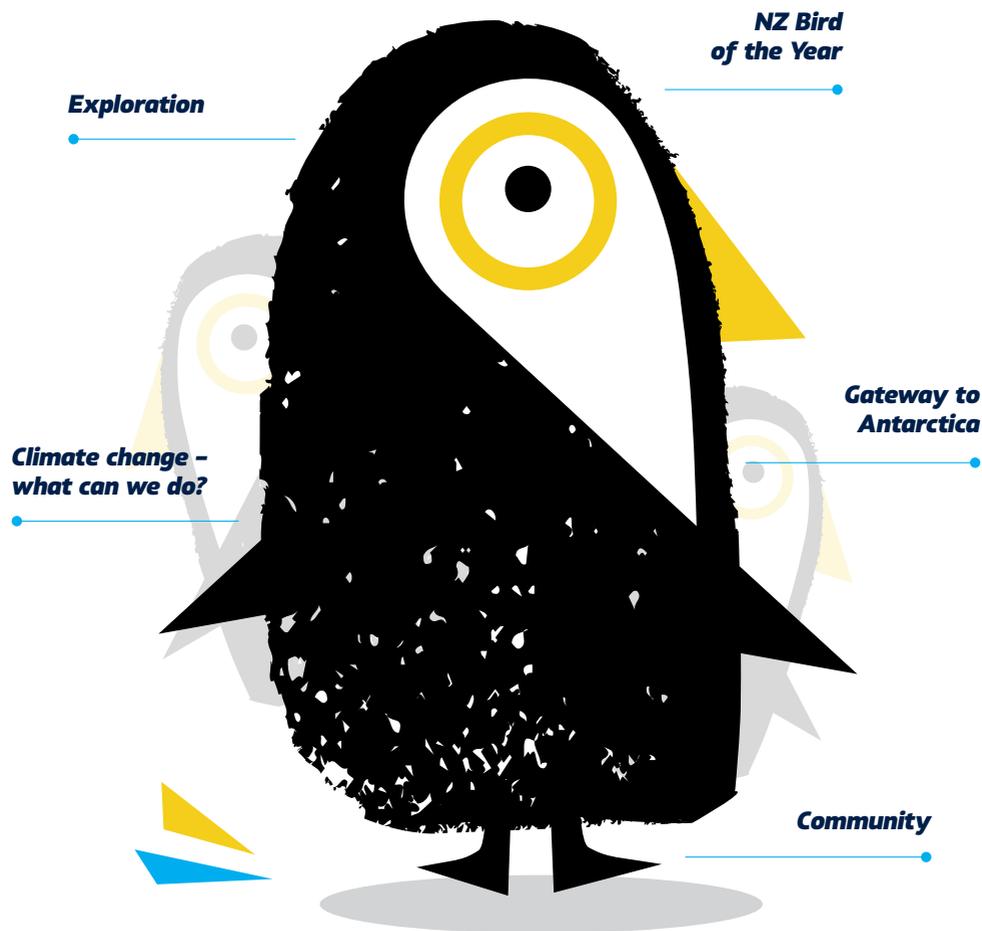


A feel-good campaign we can all be proud of, Pop Up Penguins will connect corporate, public and community partners around the city providing a uniquely creative avenue for collaboration. All while supporting Cholmondeley Children's Centre.

# How Pop Up Penguins works



# Why a Penguin?



# Cholmondeley Children's Centre

At Cholmondeley Children's Centre, we offer short term respite care for whānau with children aged 3 to 12 years.

Our service can be accessed in times of whānau stress or crisis, or as part of regular planned stays, which allows for a greater focus on wellbeing for everyone.

Each child comes to us with their own unique background story, but common reasons for stays include family harm, bereavement, financial difficulties, mental and physical health or ongoing stresses from traumatic events in the wider community.

Our aim at Cholmondeley is to create a safe, stimulating environment that supports children to enhance their wellbeing and to reduce whānau vulnerability. We provide a fun, camp-like respite with 24-hour care and an education programme, including the opportunity to participate in Activities Based Learning (ABL), which helps each child identify their own strengths and develop their resilience.

[cholmondeley.org.nz](http://cholmondeley.org.nz)  
[@Cholmondeley.NZ](https://www.facebook.com/Cholmondeley.NZ)



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# What happens when?

## **FEBRUARY 2020**

Official Launch

## **APRIL 2020**

Art selection event - design ideas by artists presented to sponsors for selection.  
Learning and community programmes launched.

## **SEPTEMBER - NOVEMBER 2020**

Pop Up Penguins is live

## **MARCH 2020**

Sponsors, schools and artists sign up

## **MAY - AUGUST 2020**

Sculptures decorated by artists, community groups and schools

## **DECEMBER 2020**

Farewell to the penguins. Sponsored sculptures raise money for Cholmondeley Children's Centre

# Sponsorship

## OPPORTUNITIES AND BENEFITS

Be part of this unique and joyful event to promote your business, engage with customers, celebrate the city and support local charity, Cholmondeley Children's Centre.

### SPONSORSHIP BENEFITS

Sponsorship of Pop Up Penguins is a wonderful business development, employee and community engagement opportunity. Sponsorship packages are tailored to your objectives and budget to offer an excellent return on your investment.

#### What will your sponsorship do?

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Raise your profile in the city

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Enable employee engagement and improved staff morale

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Facilitate new key stakeholder relationships

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Help raise money for a much-loved charity

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Enable the city to benefit from significant economic, cultural and social benefits

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### PENGUIN SPONSOR - \$10,000

Individual sculpture sponsorship of a penguin enables you to support this initiative in a very personal way. It is available to all Canterbury businesses and individuals.

#### Benefits include:

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One of 50 large penguins on the trail

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Your logo on your sponsored penguin's plaque, the website, trail map and official app

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Chance to select the artwork for your penguin

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Input into where your penguin is on the trail

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Relationship building opportunities with fellow sponsors and stakeholders

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Association with a high-profile and hugely popular event

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Invitations to Pop Up Penguin events, including the all-important auction in December 2020

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Opportunity to directly engage with trail followers through the app and trail activations

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There are a limited number of penguins looking for sponsors. They will be allocated on a first come first served basis, so please don't delay and get in touch today!

### PENGUIN PARTNERSHIPS

We can offer higher level sponsorships, through which you will enjoy all of the sculpture sponsor benefits and have a higher or more specific profile within the project.

This could be in connection to the Learning Programme or relevant themes connected to the project such as the environment, exploration, health and wellbeing, technology or community.

Please talk to our team to find out more and we can work with you to create a bespoke sponsorship for you.



# Remember Christchurch Stands Tall?

HERE ARE THE NUMBERS

# \$475,650

Was raised at the Christchurch Stands Tall auction, 75% of the proceeds were given to four recipient charities

# 39

Artists were commissioned to design and decorate 49 of the 2.5 metre-tall sculptures

# 7,000

At the end of the trail we displayed all the giraffes in one place and approximately 7,000 people came to say farewell to the much-loved sculptures

# 4,500

The official Facebook page had 4,500 followers. When we posted a teaser suggesting the possibility of a second trail, it reached 7,442 people, received 1,619 engagements, 208 likes, 86 comments and seven shares

# 100

Christchurch Stands Tall was the first Wild in Art event in New Zealand and saw 100 giraffe sculptures displayed around the city over the summer of 2014/15

# 28

Sponsors got behind the event and made it possible

# 5,000

In the first two weeks of the app launch, 5,000 people downloaded it

# 48

Schools decorated 1.3 metre giraffe sculptures, which were displayed in groups in 11 indoor locations

# Don't just take our word for it

## WINNER OF 'BEST ONE-OFF EVENT' IN THE NZAEP AWARDS 2015

“The key for me was that Christchurch Stands Tall was free and available for everyone: there were no barriers to sharing and enjoying the trail. There can never be too many smiles, and the giraffes with their fun and imaginative designs, brought smiles in abundance.”

*Brett Anderson, Christchurch Casino, Christchurch Stands Tall Presenting Partner*

“The Christchurch Stands Tall project struck a chord with the people of Christchurch, drawing locals and visitors alike back into the central city at a time when the Christchurch rebuild, following the earthquakes of 2010 and 2011, had finally gathered pace. We had huge amounts of positive feedback from clients and contacts with whom the project resonated.

*Richard Lang, Duncan Cotterill, Christchurch Stands Tall Delivery Partner*

“It was so much fun, thank you very much for providing us with hours of entertainment and for seeing parts of the city that we would not have visited normally.

We had two wonderful trips up to Christchurch to find these beautiful masterpieces. Didn't get to see them all but thoroughly enjoyed the hunt. Lovely photos to look back on. Thank you for sharing.

Because of the giraffes, I got to see parts of Christchurch that I hadn't seen for years. I saw my beautiful city again and for that, I am truly thankful. It was a fantastic healing process for me, and I can now begin to love Christchurch again. So, thank you for all you have done for Christchurch.

What a wonderful school holiday treasure hunt which got us out and about and whether it be a picnic lunch in a nearby park or cafe treat we got to see parts of Canterbury that we would not otherwise have visited. Living in Hororata it was also great for us to see the city rebuilding.

*Trail Followers*



## RECENT WILD IN ART EVENTS

### THE BIG HOOT, AUCKLAND 2018

The Big Hoot was a free public art trail featuring 49 giant owl sculptures (1.65m tall).

Each owl was turned into a bespoke piece of art by a Kiwi or International artist, with works by Dick Frizzell, Jeff Thomson, Flox, Weilun Ha, Peata Larkin, Grace Wright, Jessica Pearless, and more

#### Results:

Estimated visitor numbers actively engaged with the trail: 229,844

Further exposure in excess of 1 million across the 9 weeks of the trail

Total economic impact \$14.8m, direct net expenditure of \$10.7m, GVA: \$4.5m\*

### BEE IN THE CITY, MANCHESTER 2018

Wild in Art and Manchester City Council brought Manchester together in summer 2018 for Bee in the City, one of the most spectacular public art events the city has ever seen.

Thousands of people discovered more than 230 bees all over Manchester, taking in the city's landmarks and undiscovered gems

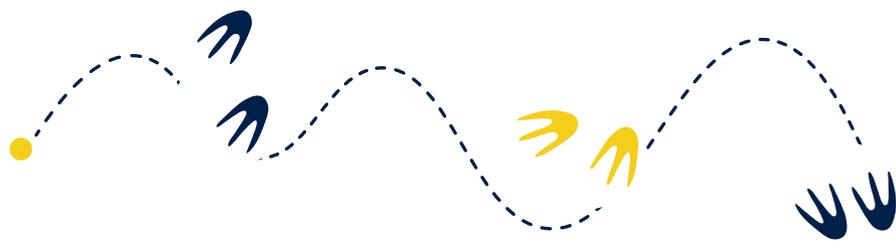
#### Results:

Estimated visitor numbers actively engaged with the trail: 695,000

Further exposure in excess of 3 million across the trail

Total economic impact £33.5m, contributing £10.2m of GVA to the local economy\*

\* The Big Hoot and Bee in the City Economic Impact Evaluation, NGI Solutions 2018.





## *The company behind the event*

Wild in Art is the leading producer of spectacular, mass-appeal public art events which connect businesses, artists and communities through the power of creativity and innovation.

Wild in Art events have:

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Enabled over £15m to be raised for charitable causes

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Injected over £2.4m into local creative communities

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Engaged over 850,000 young people in creative programmes

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Helped millions of people of all ages to experience art in non-traditional settings

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

[@wildinart](https://twitter.com/wildinart)



# Join the Penguin Party

We'd love to find out more about your company, and discuss the various opportunities this event can offer. Let's celebrate Christchurch and raise money for charity!

## **Claire Cowles**

Event Producer

021 190 6981

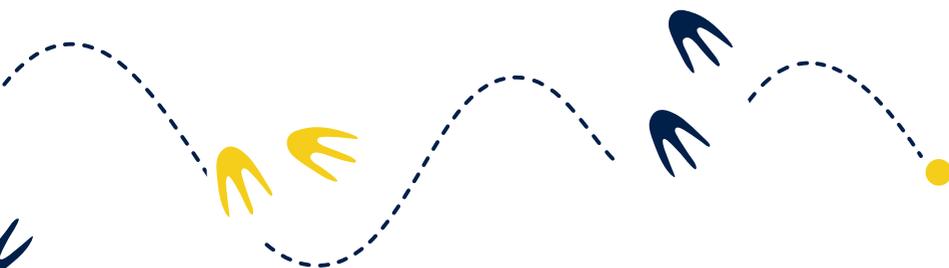
[claire@wildinart.co.nz](mailto:claire@wildinart.co.nz)

## **Alex Skinner**

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## **JOIN A GREAT PENGUIN SUPPORT TEAM**

**PRESENTING PARTNER**

# Harcourts

**DELIVERY PARTNERS**



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[popuppenguins.co.nz](http://popuppenguins.co.nz)