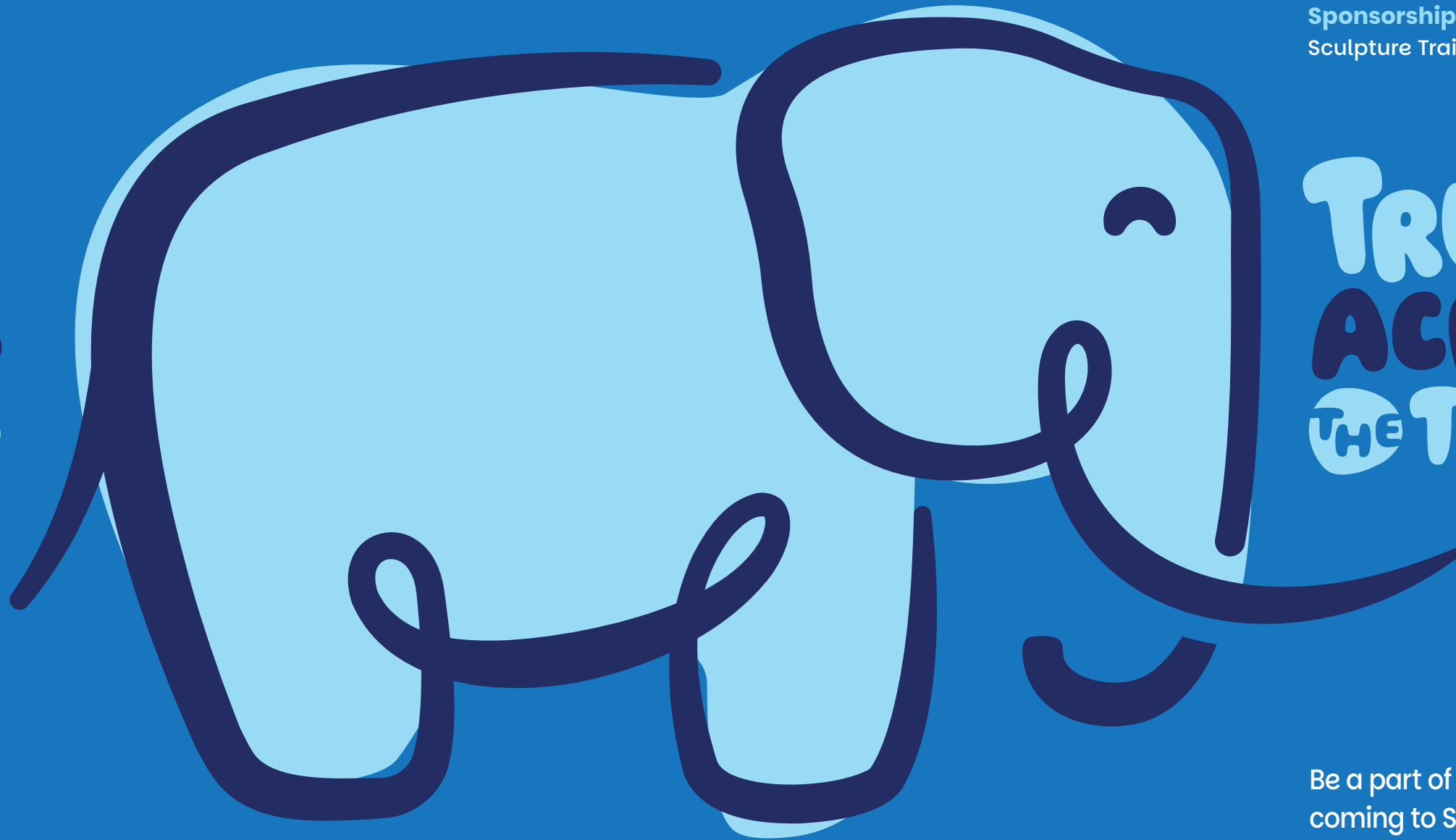


Sponsorship Opportunity  
Sculpture Trail 2026

TRUNKS  
ACROSS  
THE THAMES



TRUNKS  
ACROSS  
THE THAMES

Be a part of something **BIG**  
coming to Slough and Windsor

Created by



Thames hospice

Created by



Thames hospice

**“Something  
elephant-astic  
is stomping its  
way to Slough  
and Windsor.”**

**Trunks across the Thames** is Thames Hospice's very first art trail which will see businesses, schools, community groups and artists unite to create a free, fun, family-friendly trail of discovery for the local community to explore and enjoy.

Be a part of this wonderful event, helping us to deliver significant economic, social and cultural benefits to Slough and Windsor whilst raising vital funds for your local Hospice.

**Our majestic herd will be marching during the summer of 2026**

For nine weeks, our herd of individually designed magnificent elephant sculptures will bring vibrancy, colour and creative artistry, transforming the streets, parks and open spaces of Slough and Windsor into a glorious open-air gallery.

Trunks across the Thames will foster community engagement, boost local pride, draw in visitors, and contribute to both cultural enrichment and economic growth.

**Stampede together**

Become a partner or sponsor and be part of this wonderful event, uniting communities together whilst raising vital funds for our Hospice.



# Brought to you by Thames Hospice and Wild in Art

Thames hospice ←

Thames Hospice is absolutely thrilled to work with Wild in Art to deliver our very first extraordinary public art trail and cultural event in Slough and Windsor, communities we have proudly served since 1987.

More and more people are living with life-limiting conditions and need specialist care like ours to help them have the best quality of life, to the end of life.

## Did you know?

Thames Hospice needs to raise £34,000 each day to care for local families who need our vital support. This care is completely free.

Sponsorship Opportunity Sculpture Trail 2026

Our care, delivered at the Hospice and in people's homes, supports the physical, emotional and social needs of every patient and their loved ones.

## We are a place of hope, a place for living, creating memories

We are committed to ensuring we are always a place of hope and dedicated to providing care and support to all those who need us, when and where they need it, today and for generations to come.

## Make every moment count for local families

Thames Hospice is a charity. Our care is free at the point of use, but unlike the NHS, we are not fully government funded. Our care is only made possible thanks to the generosity of our local community – every donation, gift in Will, charity shop purchase and events like Trunks across the Thames makes a difference.



[thameshospice.org.uk](http://thameshospice.org.uk)



## Wild in Art is the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy.

It brings together businesses and creative sectors with schools and local communities through the creation of uniquely painted sculptures.

Wild in Art events have enabled over £28.4m to be raised for charitable causes, injected £4.2m into local creative communities, engaged over 1.3 million young people in learning programmes and helped millions of people of all ages to experience art in non-traditional settings.



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

Thames hospice







# Meet our team...

**“We are all very excited about bringing our herd to Slough and Windsor, uniting the business community to create a truly memorable public event.**

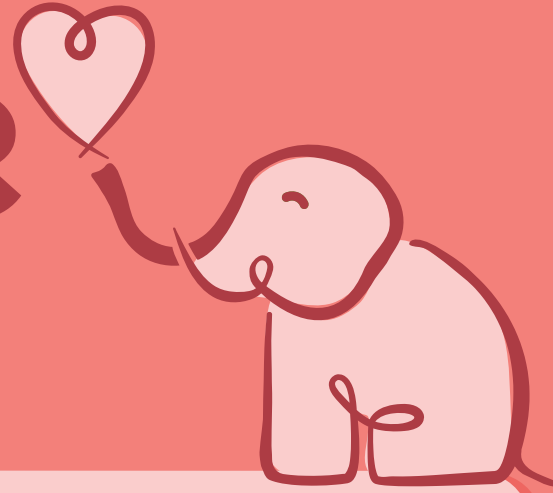
Trunks across the Thames not only aims to raise vital funds, but also seeks to demystify hospice care, by sharing wonderful stories from local people who have experienced our compassionate support.”

**Dr Rachael de Caux**  
Chief Executive

**Thames hospice**



# Our care



“It is the most important part of my life, and I will never forget the Hospice.”

## Ryan's story

It's almost impossible to imagine the impact of a terminal diagnosis on a 35-year-old father of two young children. But that's exactly what Ryan D'Souza, from Langley, had to face up to after suffering a stroke caused by an inoperable brain tumour.

“Without Thames Hospice I think I would have died. It feels like God sent me here. It is the most important part of my life, and I will never forget the Hospice.” says Ryan, who was until his stroke, working for DHL based in Colnbrook.

Eighteen months on, and Ryan, with the support of his wife Sera Correia and many of the services at Thames Hospice, has found a new lease of life, making giant strides both literally and metaphorically, making friends and acquiring new hobbies.

## Maureen's story

Maureen Shillam, 89, was born and raised in Windsor, before bringing up her own five children in the historic town.

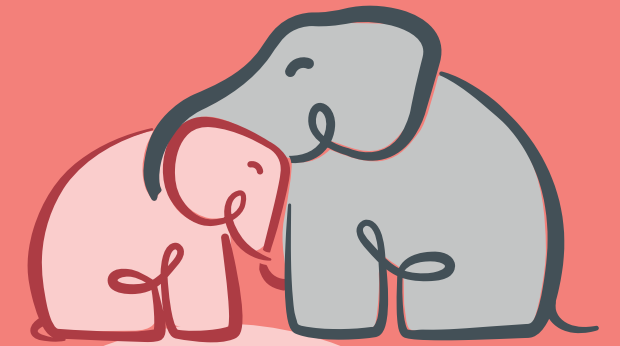
Maureen says: “Heart failure crept up on me. I'd always been so energetic, but suddenly I found myself getting more and more tired. After going into hospital one night with breathlessness, I ended up staying for 10 days while they did some tests.

After we were told what the problem was, I'd get annoyed with myself because I could no longer do the things I used to – but Thames Hospice has really helped me with that. I was referred by my doctor for their Outpatient Services. There's just a lovely feeling when you walk in.

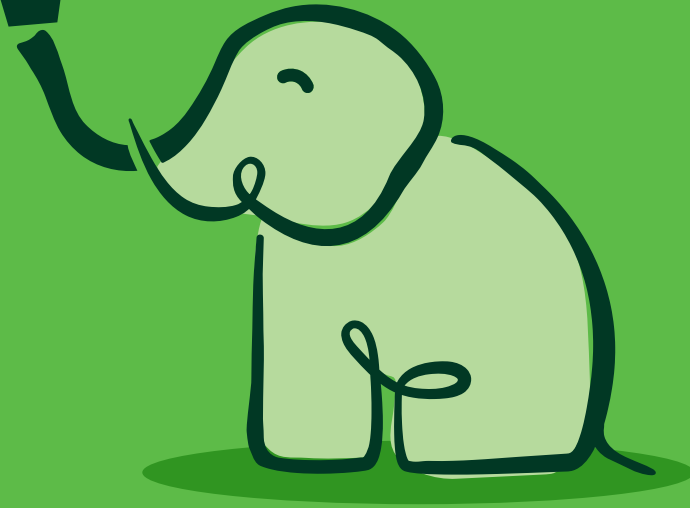
I've made lots of friends and everyone is so diverse. I know that I can always speak to someone at the Hospice, day or night, and that's a lifeline for me.

I know that the Hospice will always be there for me.”

“I know that I can always speak to someone at the Hospice.”



# So, how does it work?



Prepare for a monumental artistic **STAMPEDE!**  
The 'Trunks across the Thames' trail is a vibrant celebration of community and creativity, forging powerful partnerships between businesses, artists, schools, and local groups.

1. Become a part of this extraordinary event by sponsoring a magnificent elephant sculpture! Businesses, groups, educational institutions, and individuals are all invited to join the herd.
2. Talented local artists will unleash their creativity, transforming each elephant into a captivating work of art, bursting with unique design and personality. Prepare to be amazed!
3. Throughout July-September 2026, a majestic herd of these stunning sculptures will thunder through the streets, parks, and public spaces of Slough and Windsor, creating an unforgettable experience for all.
4. The grand finale? A thrilling auction where each elephant will be celebrated, raising vital funds for the Hospice.

## Are you up to the tusk?

We invite you, your business, employees, and customers to join our extraordinary herd and celebrate the vibrant spirit of **Slough and Windsor!**

# March with us!

## This is **MORE** than sponsorship.

Trunks across the Thames will align your business with one of Thames Valley's best-loved charities and help make a positive change to our community for years to come.

## Explore the trunk-load of sponsorship opportunities available to you

### Presenting partner **£25,000 +VAT**

Exclusive sponsorship available to a maximum of two organisations, who will each benefit from an integrated, comprehensive marketing and public relations campaign. Enjoy maximum support from your Account Manager who will work closely with you to understand your objectives and activate your sponsorship. Benefits can be tailored for each partner and be discussed upon request.

### Supporting partner **Value in kind support/sponsorship**

A unique opportunity to gain exposure in return for the products and services that you offer within areas such as media, logistics, printing, warehousing, hospitality etc.

### Learning and community programme partner **£15,000 +VAT**

Sponsoring the learning and community programme offers a meaningful opportunity to connect with and support young people in the Slough and Windsor communities. This sponsorship helps create an imaginative and inspiring programme, fostering creativity, education, and local engagement.

### Elephant sculpture sponsor **£8,000 +VAT**

Join the herd and sponsor one dedicated sculpture, featuring a unique design.

Why not add an extra £1,000 and adopt a baby elephant sculpture to gift to a local school or community group.

### Buy it now

Your chance to adopt your own elephant permanently... **get in touch!**

# What impact will 'Trunks across the Thames' create?

This spectacular art trail is poised to ignite a wave of positive change, delivering significant economic, social, and cultural benefits that will resonate throughout Slough and Windsor.



## A magnet for visitors...

Drawing regional and national audiences, Trunks across the Thames will put Slough and Windsor firmly on the cultural map.

## Boosting local economies...

A surge in footfall and visitor spending will invigorate local businesses and contribute to the economic vitality of both towns.



## Empowering creative talent...

The trail will provide a powerful platform for local and regional artists, designers, and creative industries to showcase their talent and thrive.

## Connecting businesses and communities...

Businesses will have a unique opportunity to engage with their customers, forge new connections, and strengthen community ties.

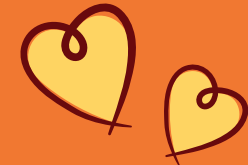


## Inspiring future generations...

An exciting and inclusive education programme will ignite the imagination of local school children, fostering creativity and a lifelong appreciation for the arts.

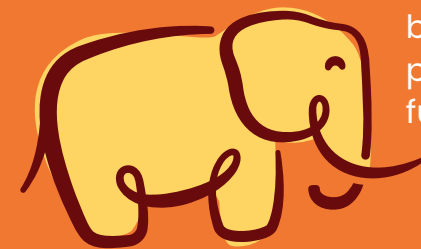
## Celebrating community spirit...

Trunks across the Thames will generate community engagement, excitement, and a renewed sense of civic pride, uniting residents in a shared celebration.



## Engaging young minds...

Thousands of local school children and young people will be immersed in the fantastic learning and community programme, creating lasting memories and inspiring future artists.





# Reasons to be part of...

## TRUNKS ACROSS THE THAMES

### This is more than sponsorship.

This is an opportunity to become part of something truly special, leaving a lasting impact on Slough and Windsor.

#### Transform Slough and Windsor

Play a role in animating both towns, creating an unforgettable atmosphere and a vibrant tapestry of art and community, leaving a positive and enduring mark on the communities of Slough and Windsor.

#### Showcase your commitment to your community

Highlight your business as a socially responsible employer, reinforcing your dedication to Slough and/or Windsor and its residents.

#### Elevate your brand

Position your business powerfully in a competitive market, enhancing your visibility and appeal to both existing and new customers.

#### Demonstrate your values

Align with a vital local cause, effectively showcasing your environmental, social, governance and corporate social responsibility credentials.

#### Boost staff morale

Positively engage your employees through involvement with your sponsored elephant sculpture, fostering a sense of pride and shared purpose.

#### Champion wellbeing

Align your business with a project that promotes the importance of health and wellbeing within the community.

#### Generate powerful PR

Benefit from fantastic “feel-good” PR, extensive media coverage, and engaging trail and social media content, really maximising your brand exposure.

#### Inspire community spirit

Contribute to community engagement, generate excitement, and foster a strong sense of civic pride throughout Slough and Windsor.

Don't just take  
our word for it!

Shaun the Sheep, by the Sea  
Brighton and Hove. Autumn 2023



A total of...  
**£380,000**  
raised at auction

**63%** spent more time  
in Brighton and  
Hove because  
of the trail

**81%**  
said that the trail  
created a sense  
of community

Total economic impact of  
**£8.6 million**  
contributing **£2.6 million** of  
GVA to the local economy

Visitors actively engaged...  
**116,877**  
...with many thousands  
more exposed to the  
sculptures during the  
8 weeks of the trail

**52%**  
said it helped them  
spend more time  
with family

# Have you herd...

## Croydon Stands Tall Trail

“Art and culture are a pivotal ingredient in creating a story of what our destinations are all about, injecting colour and vibrancy while creating an opportunity in time to bring together a community with the simple hope of delivering a trail packed with positivity, smiles and enjoyment for all ages.”

Matthew Sims, Chief Executive, Croydon BID



## Manchester Bee in the City

“Bee in the City more than met our expectations, especially in terms of the extra footfall it attracted to campus as well as the social posts it enabled us to generate, allowing us to engage with new and existing students and their families.”

Lisa Vincent, External Partnerships Manager,  
Manchester Metropolitan University

## Elmer's Big Parade Blackpool

“We also held a special Ellie-Welly inspired Elmer event at the centre. The day was enjoyed by nearly 200 children who visited to take part in the free activity. Marketing spend is tight and we have to ensure that our spend results in increased footfall as well as enhancing our shopper's experience. Our sponsorship of Elmer was a great success and we can't wait to get involved in the next trail.”

Kate Pollard, Marketing and Events Manager,  
Affinity Lancashire Outlet Shopping





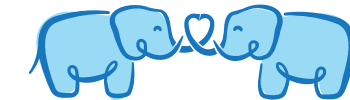


# Finally... why an elephant?

Elephants symbolise stability, groundedness, and compassion — qualities that resonate with our values and the unwavering care our dedicated teams provide to patients and their families.



The phrase “elephant in the room” often refers to death and dying, a topic surrounded by misconceptions that paint hospices as places of sadness. **We are continually working to change the narrative**, believing open conversations about end-of-life care are essential for healing and truly living. We create a safe, supportive space — a place of hope — where these conversations happen openly, without fear.



**Much like a herd of elephants, known for their strong family bonds and unwavering support, our team compassionately embraces everyone who comes into our care.** We envelop patients and their families in a warm blanket of support, offering outstanding clinical, emotional, spiritual, and pastoral care.



**A ‘memory’ is the beautiful name given to a herd of elephants. We are dedicated to creating lasting memories** and envision our Trunks across the Thames trail forming a lasting memory for Slough and Windsor.

# Event timeline

## May 22 2025 Launch event

Official launch to local community stakeholders, press and partners.

Call out to artists, schools and youth groups to join the programme



Time to start the trunk trail



## February – April 2026 Sculptures decorated

Sculptures allocated and created by local and international artists



Here come the elephants...



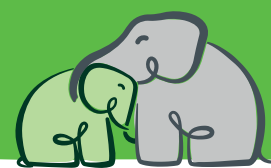
## July – September 2026 Trunks across the Thames trail live

Elephant sculptures displayed across Slough and Windsor



## September 2026 Farewell event

Last chance to see the herd of elephants all together before the big auction.



## October 2026 The BIG auction

The elephants march into their new homes and all monies raised head to Thames Hospice

It's auction time!



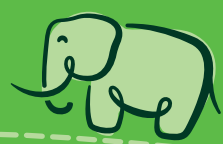
## September 2025 Sponsor stampede

An opportunity for partners and sponsors to meet one another



## March 2026 Sponsor activation workshop

Opportunity to work with us to tailor your sponsorship to meet your objectives



Calling all artists!

## January 2026 Artist design selection

Preview of sculpture designs for sponsor selection



# Get in touch

If you would like to find out more  
about becoming a partner or sponsor  
and supporting this amazing event  
please contact the Thames Hospice  
'Trunks across the Thames' team.

**Ele-phone us on**

01753 842121

or

**Tusk us a message**

**Jess Seymour, Project Manager**

[j.seymour@thameshospice.org.uk](mailto:j.seymour@thameshospice.org.uk)

**Saarika Shah, Corporate Partnerships Manager**

[s.shah@thameshospice.org.uk](mailto:s.shah@thameshospice.org.uk)

Created by

Thames hospice



Creative partner

**feelgood**

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

