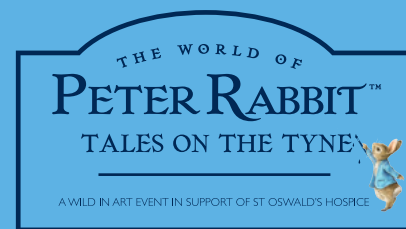


# An art adventure to bring your whole community together in Summer 2026



Sponsoring an individually designed and painted Peter Rabbit sculpture will give you and your business a fantastic opportunity to increase customers, build your profile, engage with stakeholders and create pride within your workplace.

Our sponsorship package offers an excellent return on your investment. And of course, you'll be supporting St Oswald's Hospice and all of the families from across the North East who rely on this vital service.

## Don't miss out on this unique opportunity

**We have a limited amount of just 50 sculptures available to sponsor so don't miss out on being part of Newcastle and North Tyneside's biggest event in 2026.**

By hopping on board and taking advantage of the numerous activation opportunities, you will....

- Build your database
- Find new and varied audiences
- Access endless media opportunities in the months before and during the trail
- Generate massive social media content and activity
- Raise your profile & brand awareness
- Engage employees and raise team spirits
- Increase footfall to your venue and other local attractions
- Help you achieve your CSR / B2B / social value ambition
- Help your city and wider region to benefit from significant economic, cultural, social and wellbeing benefits
- Raise vital funding for adults and children with life-limiting conditions accessing hospice care

## Sculpture Sponsorship Package

**Peter Rabbit™: Tales on the Tyne Sculpture Sponsor**

£6,250+VAT for one sculpture / £6,000+VAT for two or more

## Our sponsors also get...

- Brand awareness (logos on sculpture, trail website, trail app)
- Events (media launch, launch event, sponsor briefings, artists & sponsors matching event, trail launch, farewell weekend and auction, sponsor organised events)
- Trail app (put an offer on the app to build your database)
- Social media (join in the conversations with a huge engaged audience on the main trail social channels)
- Feel-good factor (supporting your local community, venues, high streets and cultural assets, and families needing hospice care)

**Contact us for more details:**  
**sponsors@talesonthetyne.co.uk | 0191 246 9123**

**[www.talesonthetyne.co.uk](http://www.talesonthetyne.co.uk)**

St Oswald's Hospice, Regent Avenue, Gosforth, NE3 1EE. Reg Chairty No. 50338



We want to make sculpture sponsorship accessible for as many businesses as possible so we have frozen the cost of sponsorship since 2019, though the costs to put the trail on have increased.



Headline Partner

Newcastle  
City Council

Supported by

NE North East  
Combined  
Authority

A WILD IN ART EVENT IN SUPPORT OF ST OSWALD'S HOSPICE

