



Sponsorship Opportunities

Hares on the March – The Adoption Option

Following hot on the heels, so to speak, of the highly successful Pigs on Parade initiative, Hares on the March is now set to offer your business a vibrant and original platform to brand, promote and benefit from over the next 12 months and beyond.

Hare sculptures, hand painted by a range of artists, will adorn our public spaces in Dublin next March 2016. 3 foot tall hares on 4 foot plinths will be popping up in galleries, hotels, shopping centres and individual landmark shops.

It all starts now. We invite you to get involved. It's all for an exceptionally good cause. Hares on the March is a fundraiser for the Jack & Jill Children's Foundation, which offers help, hope and respite to the families of children with severe neurological development issues.

The Adoption Option lets you view and select one or more of your favourite hares, designed by one of our talented artists, and adopt on a full-time basis. As well as having your name and logo applied to the custom made plaque that is affixed to the 4ft tall plinth that your adopted exhibit is proudly positioned on, you will ultimately take ownership of your chosen piece of art, when the curtain comes down.

You can take advantage of a range of other benefits if required, these include:

- Invitation to attend the Official Hares on the March Artists Launch at ArtSource on Friday 13th Nov 2015, RDS, Ballsbridge, Dublin 4. (Unveiling of the first completed hares to the general public).
- Exposure via the Jack and Jill Children's Foundation 'Hares on the March' Website
- Recognition of your adoption in the route map of the 'Hare Trail' guidebook
- The opportunity to use the official 'Hares on the March' logo on your website
- Full page colour advert in our Commemorative Auction Catalogue

- Participation in select, social media outreach materials.
- Name and logo prominently featuring in our Commemorative Auction Catalogue.
- Inclusion in all earned, social media outreach materials.
- Exposure via our Social Media platforms (FB, Twitter, Instagram etc)
 - Jack & Jill official Facebook page: we are nearly 22,000 likes now
 - Jack & Jill Twitter account: 1,700+ followers
 - (We also extend our reach using Jonathan Irwin's account: 3,500+ followers)
- Raise brand awareness of your company/service via your individual hare
- Associate yourself/company with a superb Hare design created by one of Ireland's talented artists and at the same time support the creative sector with exposure and awareness generating opportunities
- Use this exciting opportunity to showcase your own Corporate Social Responsibility (CSR) and engage your staff, customers and associates with your input and support
- Benefit from the association with your own 'feel good' stories in the media, internal communications and trade publications
- Play an important part in bringing colour, fun, smiles and enjoyment to Dublin and creating an unforgettable atmosphere during the early part of 2016

Choose a hare; put your name, mission and logo on the plinth. Then put it on permanent display in your boardroom, canteen or reception area for the adoption fee of €5,000

For further information on how to get involved please contact:

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