



Sponsorship Opportunities

Hares on the March – Valued Partner

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.

As a Valued Partner you will contribute relevant in-kind support to the 'Hares on the March' initiative and you can expect to benefit from the following exposure and coverage:

- Being referred to as our 'Official service description Partner to the Hares on the March initiative'.
- Attendance and exposure at 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).
- Recognition and mentions in official press release – We will be issuing an official Jack and Jill Children's Foundation press release to all media outlets talking about the launch, our aims and objectives of the project and we will be crediting you as a Valued Partner.
- Having your company logo featured on the Jack and Jill Children's Foundation 'Hares on the March' Website.
- Dedicated communication, mail out to hundreds of our artists that we are currently in contact with indicating your involvement and participation.

- Name and logo in the route map of the Hare Trail guidebook.
- The opportunity to use the official 'Hares on the March' logo and title 'Valued Partner to the Hares on the March initiative'.
- Logo inclusion on special event invitations, signage etc.
- Full page colour advert in our Commemorative Auction Catalogue
- 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)
- Enable significant funds to be raised for The Jack and Jill Children's Foundation through the physical and online auctions
- 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

In-kind support to the suggested value €15,000

For further information on how to get involved please contact:

David Southern
 Hares on the March - Project Manager
 Jack and Jill Children's Foundation
 Johnstown Manor, Johnstown
 Naas, Co Kildare
 Mob: +353 (0) 87 923 9187
 Tel: +353 (0) 45 894 538 / 660
 Email: hares@jackandjill.ie
www.jackandjill.ie