



BE A LOCAL HERO JOIN THE FLOCK

PUT YOUR BUSINESS AT THE HEART OF CHRISTCHURCH'S NEXT BIG PUBLIC EVENT

The Big Sheep Trail lands in Ōtautahi Christchurch in summer 2027, bringing 60 ewe-niquely decorated Big and Little Shaun the Sheep sculptures to the city.

With a growing flock of local organisations already on board, and 50 shortlisted artist designs waiting for you to choose from, pledge your support now to secure one of the remaining 15 Big Shauns available.

PLEDGE \$10K AND BECOME A TRAIL PARTNER

This is more than brand visibility. It's a high-value, face-to-face and digital marketing opportunity designed to put your business in front of thousands of people, generate leads and drive real foot traffic and excellent return on investment.

YOUR TRAIL PARTNERSHIP INCLUDES:

- A Big Shaun sculpture prominently placed on the trail
- Choose your design and meet the artist
- Brand exposure across the trail and campaign
- Several months of PR, social and content opportunities
- Staff, client and family engagement possibilities
- Help your city and wider region to benefit from significant economic, cultural, social and wellbeing benefits
- Events including Art Selection, Sponsor's Breakfast, and the Grand Charity Auction

TURN TRAIL ENGAGEMENT INTO BUSINESS

Every time someone discovers and unlocks a Shaun through the dedicated trail app, you have an opportunity to connect with them. The trail creates multiple ways to reach your audience – it's up to you how you want to connect.

**Reward them. Invite them in. Start a conversation.
Build your database.**

Contact us for more information

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www.thebigsheeptrail.nz

A WILD IN ART EVENT SUPPORTING



Big Brothers Big Sisters
of Christchurch
Tuakana Teina

PROUDLY PRESENTED BY



Previous Christchurch Wild in Art trails have delivered:

\$5M economic impact
2M visitors actively engaged
78% increase in business foot traffic (Pop-Up Penguins)
136,233 app rewards collected
73% increase across food & beverage sales