

LONGTON PIG WALK

SUNDAY 21 APRIL 2024

PARTNER &
SPONSORSHIP
OPPORTUNITIES



PIG WALK 2024

Urban Wilderness CIC developed the story behind the Pig Walk with local community as a celebration of place and heritage. The inaugural 2023 Pig Walk Parade was embraced by all as an annual event and is becoming a symbol for Longton Town itself!

The Pig Walk Parade 2023 was supported by community performances, funfair rides, food stalls and walkabout entertainment.

The Pig Walk Parade 2024 will be a major expansion! There will be enormous inflatables, bigger and better costumes, 50% more participants and 2 carnival performance stages. We expect a 100% increase in audience locally and nationally.

"My family had a wonderful time. The atmosphere felt full of community spirit and I honestly don't think that I've seen so much life in Longton!"

PIG WALK 2023
HAD OVER

9000

VISITORS



AUDIENCE & PARTICIPANTS

9000

visitors

"It's been a long time since Longton has seen that many people"

200

parade participants

50

volunteer stewards & makers

38

artists & performers

14

schools & community groups

AUDIENCE PROFILE

People of all ages came to the Pig Walk. Many came with family.



87% said that the parade was their favourite part of the day

19% had never been to Longton before. 29% hadn't visited in the last 6 months

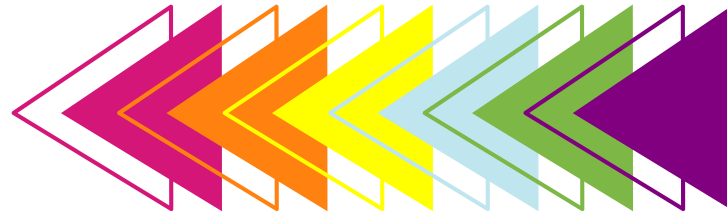


25% walked to Longton for Pig Walk

IMPACTS & FEEDBACK

350%

increase in
normal Sunday
footfall



"Arts and culture at its finest. Bringing communities together and reigniting town centres."

"We thoroughly enjoyed it. Can't wait for next year."

"Well organised, amazing parade content, performers & music. We had an amazing day!"

£55,000

community
programme,
event delivery &
marketing cost

100%

of parade is
walked (no
engines)

70%

of parade
costumes &
structures are
reused or made
from recycled
materials

Stats from Pig Walk 2023

CREATING THE PIG WALK

The Pig Walk is created with the people of Longton, Stoke-on-Trent and produced by embedded arts organisation Urban Wilderness CIC.

Urban Wilderness work with local schools, charities and community groups to create the costumes and structures in the parade. Expert artists are commissioned to create high quality spectacular showpieces.



URBAN WILDERNESS CIC

Established as Feral Spaces in 2016, Urban Wilderness constituted as a CIC in 2018 and went on to establish their embedded community work in Longton as The Moony Club CIC in 2022.

The founding co-directors are Laurel Gallagher, Isla Telford and Jenny Harper; three women with a driving belief that place-based creative interventions can make significant changes personally, environmentally and economically.

Urban Wilderness CIC is working with local community to regenerate Longton town centre through cultural activity, public artworks and community events.

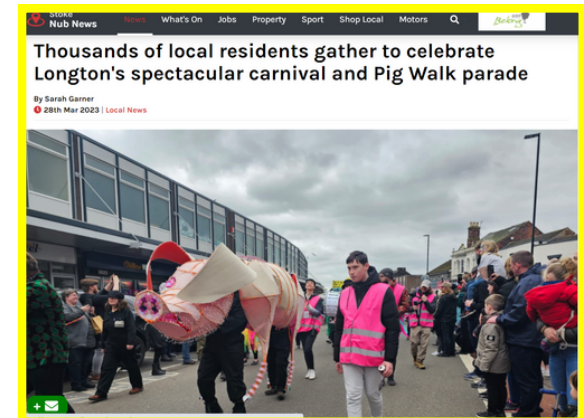
"So much love for this!"



MEDIA

The Pig Walk is a high-profile event generating 'good news' stories about Stoke-on-Trent in print, radio and social media. Pig Walk 2023 was covered by BBC News, The Sentinel, BBC Radio Stoke & 6 Towns Radio and gained an online reach of over 20,000.

Pig Walk 2024 will have an increased marketing campaign of billboards and banners, press engagement and online, with a targeted reach of 100,000.



PARTNER OPPORTUNITIES

Getting involved in the Pig Walk is a unique opportunity to be part of Longton's biggest event of the year - to showcase your organisation, boost morale and give something back to the local community.

Opportunities include parade participation, event setup, stewarding and fulfillment of social value agendas.

Michelle Moss School of Performing Arts, Pig Walk 2023



Alzheimer's Research UK with 'The Human Fruit Machine'



SOCIAL VALUE



We can support your social value strategies in a variety of fun, engaging and meaningful ways including;

- **delivering a creative wellbeing workshop** for your employees
- providing **green production statistics** that demonstrate your commitment to **fighting climate change**
- providing **audience statistics** that demonstrate **improved community integration**, local pride and hope for the future
- positive **brand awareness locally and nationally**, attracting new employees

SPONSORSHIP OPPORTUNITIES

IN-KIND DONATIONS

- Food & Drink for Event Staff & Volunteers
- Fabric & Materials
- Print Marketing
- Equipment (e.g. audio equipment)
- T-shirts
- Accommodation
- Transport
- Advertising

SPECIAL FEATURES

- Main Stage (£5000)
- Bandstand Stage (£2000)
- Large Inflatable Parade Structure (£1000)
- Full parade section costumes (£750)
- Inflatable Parade Bee (£500)
- Full Day School Workshop (£500)
- Stage Performer (£200)

CASH DONATIONS

Cash donations of any amount are always welcome to cover all the essential elements behind the Pig Walk!

Longton Exchange Shopping Centre, 2023

ACKNOWLEDGEMENT & BENEFITS

- Logo on printed & online advertising
- Social media tagged acknowledgement
- Invitations to VIP events
- Photo opportunities
- Social value opportunities

For sponsorship £1000+

- Prominent banner position at event/in parade
- Stall on The Strand for customer engagement & brand awareness
- Leaflet & sample distribution accompanying the parade (at sponsor's expense)



PIG WALK FUNDERS, SPONSORS & PARTNERS

Our thanks to the funders, sponsors and partners that supported the inaugural Pig Walk 2023 and are supporting Pig Walk 2024

SPONSORS



PARTNERS



FUNDERS



CONTACT US



Find out how you can become part of the Pig Walk 2024 through sponsorship and partnership opportunities

Contact us, let's start a conversation!

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