



DARTFORD
WE'RE GOING ON A
BEAR HUNT



**CALLING ALL
COMPANIES
JOIN THE
BEAR HUNT!**



ellenor.⁺
nursing care in your home or ours

In support of



Created by



DARTFORD
BOROUGH COUNCIL

Presenting Partner

dartfordbearhunt.co.uk
ellenor.org



WE CAN'T GO OVER IT. WE CAN'T GO UNDER IT. WE'VE GOT TO GO THROUGH IT...
INTRODUCING AN UNFORGETTABLE ART ADVENTURE!



Join us on an exciting journey as we bring,
We're Going on a Bear Hunt to life in
Borough of Dartford in aid of ellenor.

A trail of over 30 beautifully designed Big Bear Sculptures and 30 Bear Cubs, created by local and national artists, will pop up across the area in summer 2026, waiting to be discovered in the streets, parks, and public spaces in aid of ellenor.

This is an opportunity for us all to come together, and everyone can get involved!

Businesses are invited to sponsor a sculpture or become an official event partner.

Community groups and schools can take part in the additional community art trail, bringing even more creativity to Borough of Dartford.

Artists will have their designs showcased at the Art Selection Event, where sponsors will choose their perfect Bear. Each sculpture will be unique, with its own message, design, and personality.

The finished sculptures will be displayed across Borough of Dartford in Summer 2026, ready for families, visitors, and adventurers to follow using a printed trail map or the bespoke Bear Hunt app.

Finally, the Bears will find their forever homes at a special auction, raising vital funds for ellenor and leaving a lasting legacy for the community.



ABOUT ELLENOR

We are ellenor. Your local hospice charity, providing vital support to patients and families facing life-limiting illnesses in North Kent and Bexley. At ellenor, we embrace life, offering support from the moment of diagnosis and beyond.

Our specialised services extend to both adults and children across Dartford, Gravesham, Swanley and Bexley.

For adults, we offer a range of essential services including an Inpatient Ward and Community Services, made up of Hospice @ Home and Care Home Support. We also provide Wellbeing and Therapeutic Services, designed to address people's physical, emotional, social, and spiritual needs.

For children and young adults, we provide specialised hospice care

within the community, including end of life care, clinical nursing and oncology support in their own home, as well as respite and wellbeing services. Our full range of services is available for children, young people and their families living in Gravesend, Dartford and Swanley. We also provide children's respite and wellbeing services within Bexley.

Our ability to provide care depends on the incredible generosity of our community. With a growing population and rising demand for our services, your support is more vital than ever - helping us continue to enhance lives and offer comfort during difficult times. Whether through volunteering or donations, these contributions make a profound difference, allowing families to cherish every moment together. Join us in making a meaningful impact on the lives of those facing life-limiting illness.

WHAT WILL THE ART TRAIL BRING?

The Bear Hunt will lead thousands of explorers— young and old—on a journey across Dartford, drawing visitors from near and far. But this isn't just any trail; it's a celebration of art, community, and creativity.

THE BEAR HUNT WILL...

Engage regional and local professional artists, schools, and community groups in a shared creative journey.

Attract visitors from across the borough and beyond, putting Dartford on the map.

Deliver an inspiring, borough-wide education programme with creativity at its heart.

Boost footfall, awareness, and visitor spending in sponsor and host venues.

Shine a light on local hospice care, raising awareness of its invaluable impact on families.

Bring the community together in a fun, meaningful way.

Spark intergenerational conversations and shared experiences.

Give the people of Dartford something to celebrate and be proud of!

WHAT'S THE IMPACT?

In summer 2024 Shaun the Sheep descended on Maidstone in an art trail for the Heart of Kent Hospice.

These stats show just some of the impact the trail had on the local area;

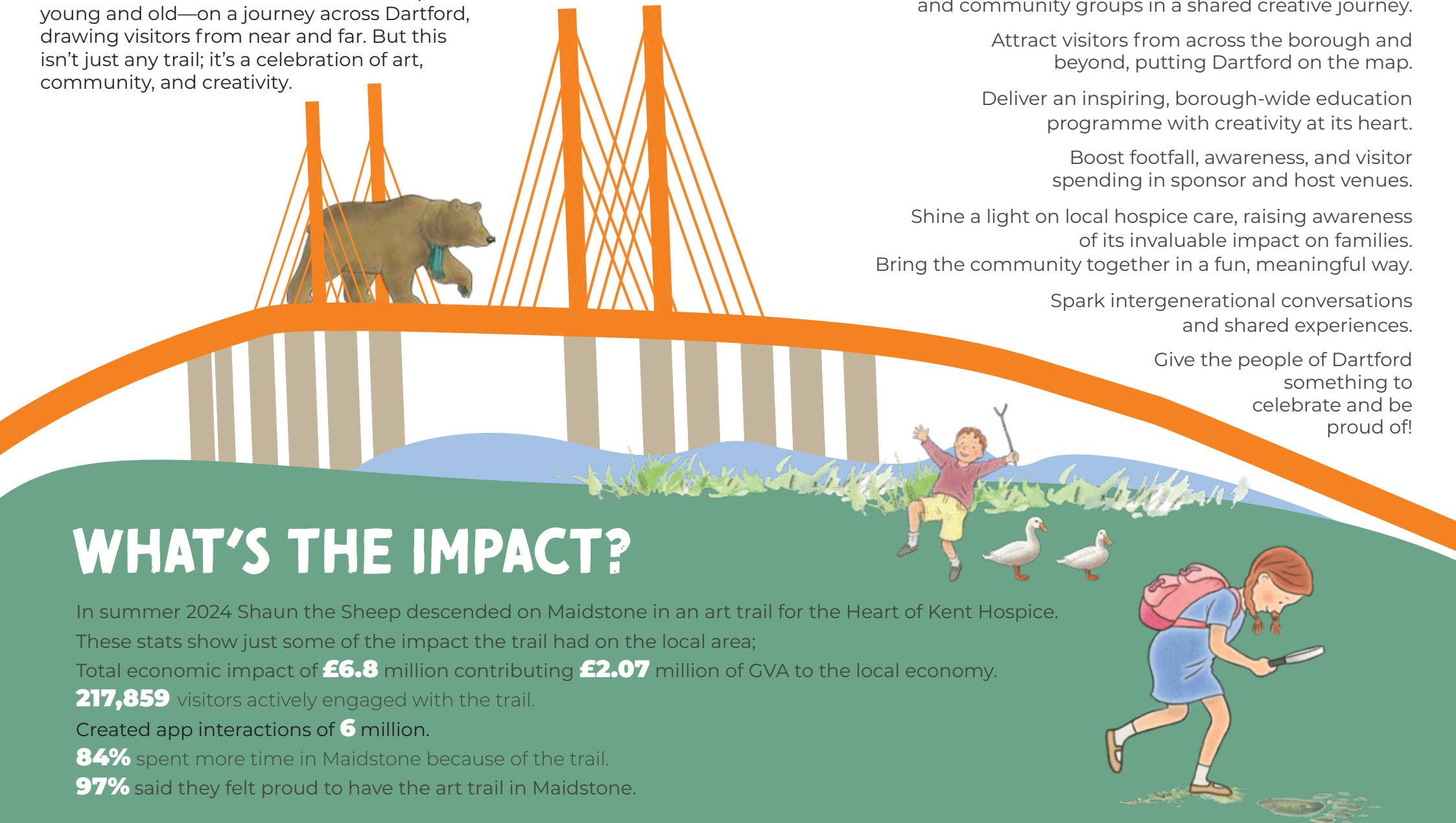
Total economic impact of **£6.8** million contributing **£2.07** million of GVA to the local economy.

217,859 visitors actively engaged with the trail.

Created app interactions of **6** million.

84% spent more time in Maidstone because of the trail.

97% said they felt proud to have the art trail in Maidstone.



THIS IS YOUR CHANCE TO BE PART OF THE ADVENTURE.

By sponsoring a Bear or joining us in partnership, your business will step into the heart of this creative, community-driven event. You'll connect with customers in a unique and engaging way, showcase your support for the arts, and make a real difference by raising funds for your local hospice.

Just some of the benefits include:

Reaching new and diverse audiences

Multiple media opportunities before and during the trail

Huge social media engagement and content potential

Raising your profile and brand awareness

Engaging employees and boosting team spirit

Supporting your CSR/ESG goals

Contributing to Dartford's economic, cultural, social, and wellbeing growth

Raising vital funds for adults and children with life-limiting conditions accessing hospice care

Associating your brand with a high-profile and truly unforgettable event

**Join us on this adventure
and let's make a real
impact—together!**



WHATEVER CITY YOU'RE IN, IT GIVES A BOOST TO YOUR CITY BOTH FROM AN ART PERSPECTIVE AND FOR THE GOOD OF THE COMMUNITY. I WOULD RECOMMEND ANY BUSINESS TO GET INVOLVED WHETHER YOU ARE IN HOSPITALITY LIKE US AT THE HILTON HOTEL OR RETAIL, COMMERCIAL - THERE IS SOMETHING IN THESE TRAILS FOR EVERY BUSINESS. THE TEAM AT THE HOTEL GOT VERY INVOLVED FROM DOING THE TRAIL WITH FAMILIES AND FRIENDS TO CHATTING TO PEOPLE IN THE HOTEL ABOUT THEIR TRAIL EXPERIENCES.

OUR TEAM WAS VERY PROUD, ESPECIALLY WHEN WE WON OUR COW AT AUCTION AND BROUGHT HER BACK TO THE HOTEL.

Richard Finn, General Manager,
Sculpture Sponsor.








JOIN THE BEAR HUNT

Sign up and secure your sponsored Bear

£6,000+VAT

Sponsoring a uniquely designed Bear sculpture is a fantastic way to support your local hospice while unlocking incredible marketing, PR, and team-building opportunities. It's a chance to put your brand in the spotlight, engage with the community, and be part of something truly special.

Bear Hunt Sculpture Sponsor Benefits:

-  Brand awareness – Your logo featured on the sculpture, website, and app.
-  Exclusive events – Access to key moments, including the launch event, art selection event, farewell event, and auction.
-  Trail app exposure – Promote your business offer on the app, attract new customers, and grow your database.
-  Social media buzz – Join the conversation and connect with a highly engaged audience.
-  Employee engagement – Get your team exploring the trail with corporate treasure hunts and volunteering opportunities.
-  Feel-good factor – Support your community, boost local businesses, and help families needing hospice care.
-  Networking opportunities – Rub shoulder with your fellow art trail supporters.



Official Partners

Other bespoke partnership packages are available, including an opportunity for a logistics partner, a learning and community partner and more.

Email the team to find out more corporate@ellenor.org

TIMELINE

SUMMER 2025

Setting off on the Adventure!
Sponsors, artists, schools,
and community groups are
invited to get involved.

We're gathering our
explorers —will you
join us?

MARCH – MAY 2026

Splish, Splash, Splat!
Local and national artists
bring the sculptures to
life with colour and creativity.
Watch as the Bears take
shape!

LATE SEPTEMBER 2026

One Last Bear Hunt.
A special farewell weekend
– your final chance to find
every Bear before they leave
their hiding spots.

FEBRUARY 2026

Through the Tall Grass!
Artists present their
design ideas to sponsors
at our Art Selection event.
Time to choose your Bear
and get ready for the
journey ahead!

JULY – SEPTEMBER 2026

The Bear Hunt Begins!
The trail is live for 8 weeks.
Swishy swashy through the
streets, stumble trip into the
parks, and spot the Bears
across Dartford.

OCTOBER 2026

Back Home from the Hunt.
The adventure ends with
an exciting auction, raising
vital funds for ellenor.
With our beautiful Bears
finding their forever homes



ABOUT WILD IN ART

Wild in Art is the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy. They partner with charities, businesses, artists, schools and communities across the UK and worldwide to create memorable events featuring uniquely painted sculptures. Animating places and spaces, Wild in Art trails encourage exploration and drive footfall, attracting new audiences while enabling local residents to re-engage with the host location. They bring families and friends together creating a sense of community alongside wide-ranging health and wellbeing benefits.

Since 2008 Wild in Art events have:

- Enabled over £28.4m to be raised for charitable causes.
- Injected £4.8m into local creative communities.
- Engaged over 1.3 million young people in learning programmes.
- Helped millions of people of all ages to experience art in non-traditional settings



wildinart.co.uk

Image by David Oates Photography

ABOUT THE WALKER BOOKS GROUP

Walker Books UK is part of the vibrant international The Walker Books Group that includes Walker Books Australia, Candlewick Press, Holiday House and Peachtree Press in the USA.

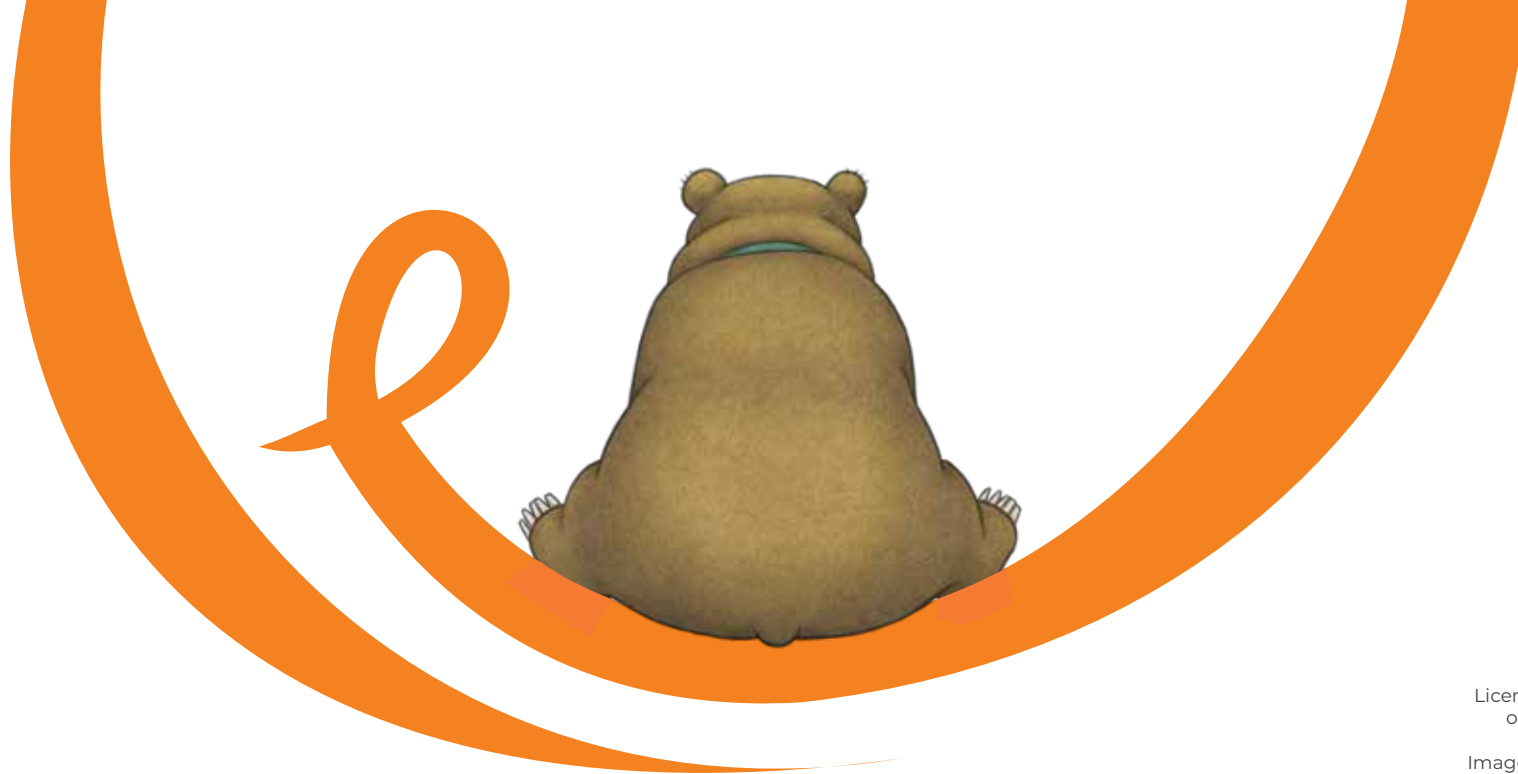
Walker Books UK is an award-winning publisher making magical new stories for children of all ages. For generations, they have been the home of stories that feel both classic and fresh. From beautiful picture books to curl up with at bedtime to rib-tickling middle grade adventures, and from epic fantasy thrillers to fascinating, expansive non-fiction, there is something in their range of bestselling books for everyone.

The major bestselling brands for the group are We're Going on a Bear Hunt, Guess How Much I Love You, Maisy, the widely acclaimed Judy Moody, and the phenomenal Where's Wally? /Where's Waldo?



WALKER BOOKS

walker.co.uk



We're Going On A Bear Hunt
Bear Hunt Films Ltd 2016.
Licensed by Walker Productions Ltd.
on behalf of Bear Hunt Films Ltd.

Images: We're Going On A Bear Hunt
Bear Hunt Films Ltd 2016.

Please contact the team at ellenor to find out more about all of the sponsorship and community engagement opportunities

corporate@ellenor.org

01474 320007

dartfordbearhunt.co.uk



In support of



Created by



Presenting Partner



Print Partner



Creative Partner



Photography and
Video Partner



Official Partner



Storage and Logistics
Partner



ellenor.org



01474 32007 @ellenorcharity



Registered Charity No: 1121561