



## **An opportunity to become involved in a major community event**

In 2021 Autism Guernsey and the Guernsey Adult Literacy Project organised the Goat Trail which was extremely successful and raised over £80,000 for the charities.

Autism Guernsey and the GSPCA are now organising a further parade for 2023 – the Puffin Parade.

When deciding on what kind of statue to use for this event, it was agreed that we would keep to the theme of animals and birds synonymous with the Bailiwick. Therefore it was agreed that we would use Puffins, although larger than their normal size.

Photographs have been taken of Puffins and these will be used by the model makers to create a mould from which the fibreglass models will be made. It is anticipated they will arrive in Guernsey during the summer of 2022 when they will be handed over to local artists, designers and community groups who will decorate them.

At the start of April 2023 they will go 'on parade' at locations around the island to coincide with the Puffins' arrival in Herm. A map, available from the the Bus Terminus and hotels, will be created indicating their locations. They will remain in their positions until September when they will be auctioned, all proceeds going to Autism Guernsey and the GSPCA.

We are seeking individuals or organisations who would be prepared to sponsor the puffins at a cost of £1,000 each. The sponsorship covers the cost of manufacturing the puffin and transport costs.

The intention is to involve as much of the community as possible - although some puffins will be painted by local artists, others will be decorated by community groups and schools, ensuring that this local art project involves and inspires large numbers of local people.

### **What's in it for the sponsor?**

The puffins will be fitted to plinths to which will be fixed plaques detailing the name of the sponsor and the designer/painter.

The map, showing the location of all the puffins, will include the names of the sponsors.



The map will be freely available to locals and visitors alike. This map will also be put on our Website and Facebook pages, and sponsors can then share it on their own social media sites.

There will also be an App and written quiz on sale at venues around the Island such as hotels, cafes, entertainment centres etc. whereby entrants have to name the locations of the puffins, the sponsors and the artists.

By 'adopting' one of the puffins, your company name will be presented in a totally different way. Positioned in locations all over the island, the puffins will be immediately striking, eye-catching and memorable. They will have genuine 'stopping power'. We know from the previous trail that visitors and locals enjoy seeing all the painted statues and that footfall increases in those locations where the statues are placed.

This will be a major community project with high impact. The puffins will be 'on parade' for many months and will inevitably attract considerable media interest.

Should they wish, sponsors will have the opportunity to brief the artist on the design of 'their' puffin to ensure the design reflects their particular business. It may also be appropriate that the puffin is located at or near the sponsor's place of business.

There is also the option for the sponsor to buy the puffin after the parade so that it can take up permanent residence in the organisation. The only stipulation is that the design does not include names or logos since these could limit the attraction to potential bidders at the auction.

Should you require any further information, or if you would like to reserve a puffin, please contact Mandy Rowlinson at Autism Guernsey on 232879 or [office@autismguernsey.org.gg](mailto:office@autismguernsey.org.gg) or Steve Byrne at the GSPCA on 257261 or [stevejbyrne@gspca.org.gg](mailto:stevejbyrne@gspca.org.gg)