

Coming to Wellington Spring 2026

Sponsorship Pack



Bee creative Bee inspired Bee in the City

#beeinthecity www.beeinthecity.org.nz

A Wild in Art event brought to you by the Life Flight Trust





Presented by



Mho we are

We're a 24/7 emergency Air Ambulance and Westpac Chopper service dedicated to saving lives in your community, flying over 1,700 missions a year across New Zealand.

Mhy we fly

Our mission is to save lives by saving time.

Often people experience a medical emergency far away from the specialists and life-saving care they need. Our nationwide fleet of Air Ambulance Planes, and Wellington-based Westpac Chopper, are flying intensive care wards that deliver patients to safety, with expert care along the way.

Since 1975, we have flown over 40,000 Kiwis, and over the next 10 years we're going to save 20,000 more. But to do this we need your support.



Who are Wild in Art?

wildinart.co.uk



Wild in Art is a leading producer of spectacular, mass-appeal public art events that connect businesses, artists and communities through the power of creativity and innovation.

Since 2008 Wild in Art has animated cities across the world including Manchester, Sydney, Auckland, Christchurch, Cape Town and São Paulo, and created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Ventures.

For further information about Wild in Art, visit:



Why an art trail?



We've seen a 25% increase in demand for our services over the last 12 months, and need to raise more funds than ever.

This art trail is an innovative opportunity to help raise these life-saving funds, all while giving back to the community that has supported us for the last 50 years.

This world-class art sculpture trail brings together the community, businesses, charities, and fundraising efforts, all while having fun!



What's the buzz about?

Bee in the City

We're excited to invite you to be part of an event that will bring Wellingtonians together through creativity, community, and connection.

Bee in the City is a vibrant, free public art event featuring:

- 30 large and 20+ mini bee sculptures
- · A city-wide walking trail over 8 weeks

Get inspired, get creative, and join the hive as we celebrate the beauty of Wellington through the Bee in the City Sculpture Trail!

We've teamed up with internationally renowned company Wild In Art to bring you a world-class, large-scale public sculpture trail! Which will...

- Encourage over 100,000 people to become a 'tourist in their own city'
- Provide a free, fun activity for whānau
- Showcase the creativity of the region
- Increase awareness, footfall and ultimately visitor spend in Wellington and with those businesses sponsoring the event
- Raise awareness and funds for Life Flight, with the event concluding in an auction of each Bee.



How does it work?

- Businesses are invited to sponsor a Bee sculpture (40 sculptures max)
- Artists are chosen to decorate a bee each will be unique with its own design
 and personality
- At the same time, a school and community group learning programme will see approximately 20 mini bees designed by budding artists
- The large and small sculptures are displayed throughout the streets, parks, and public areas of Wellington for eight weeks
- An interactive App encourages visitors to collect all the bee's and unlock a reward for each Bee Sponsor
- After the trial ends, each large bee will be auctioned to raise funds for Life Flight, and the small bee's returned to the schools that created them.









Bee part of the buzz!



All Sponsorship Levels Benefits

Position your brand at the heart of Wellington's biggest public art event in 2026, with:

- Increased Brand Visibility & Footfall: Prominent exposure to hundreds of thousands of visitors at a high-profile event.
- **Stakeholder Networking**: Strengthen relationships and expand your network, accessing over 30 corporate contacts.
- **Networking Opportunities**: Connect with businesses and high-net-worth individuals, including art. collectors, through exclusive networking events.
- Social Impact Commitment: Showcase your dedication to positive social change in the community.
- Employee Engagement: Boost team morale through an event that fosters pride and corporate challenges.
- **Lead Generation**: Utilise the Event Trail App for income generation and valuable data capture.
- Support for Local Communities: Help raise critical funds to keep Life Flight flying and providing time-critical.
- Support for the Arts Community: Selected artists will receive a paid commission for their designs, along with invaluable exposure through both digital and print promotions throughout the trail.



Sculpture Sponsorship

Position your brand at the heart of Wellington's biggest public art event in 2026.

Your benefits include:

- Footfall With 100,000+ visitors expected to walk to trail, bring those people to your sculpture!
- Brand Visibility Your logo featured across selected event materials (print, digital, and the official trail app and map).
- Large Sculpture Sponsorship have your logo on the sculpture plaque, and choose your design for your sponsored sculpture.
- App Integration the ability to offer an exclusive inapp reward linked to your sponsored sculpture.
- Exclusive Invitations Tickets to Bee in the City events and networking opportunities.
- Keepsake Recognition An official adoption certificate and professional photo of your sponsored sculpture.
- Artist Relationship Form a meaningful connection with your chosen artist, enabling you to showcase their work on your business channels while they recognise you as a valued sponsor.
- Package Value: \$10,000 (ex. GST) Or in-kind value <\$10,000.



Learning Programme Sponsorship



Own the learning programme for schools and community groups across Wellington.

- Brand Visibility
 - Your logo featured across selected event materials (print, digital, and the official trail app and map) and Learner Programme Sculpture Sites.
 - o Brand visibility in Learner Programme Resource Kit.
 - Media coverage in press release and social content.
- Large Sculpture Sponsorship have your logo on the sculpture plaque, and priority choice of design.
- Speaking rights at the Learner Programme activation event.
- **Network Opportunities** with participating schools, businesses, and community groups.
- Dedicated account manager.
- Package Value: Please Enquire



Event Schedule



2025

Sponsors and artists are invited to become part of the buzz.

March 2026

Sponsor art selection event where design ideas will be presented to sponsors.

April - May 2026

Activation, Information & Inspiration Workshops for Participating Schools & Community Groups, Sponsors, and commissioned Artists.

Sept - Nov 2026

Trail live for eight weeks with multiple themed weeks & city activities.

Nov 2026

Farewell Weekend event. Charity Auction.



Join the buzz! Discuss sponsorship packages with:

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Presenting Partner



Official Supporters

Absolutely Positively Wellington City Council
Me Heke Ki Põneke







Sculpture Sponsors







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