

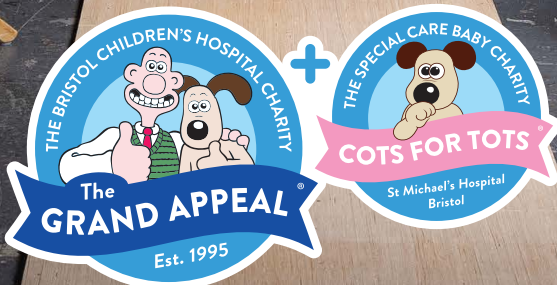
Gromit UNLEASHED[®] 3



A Guide for VisitWest Members

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*Lights,
Camera,
Action!*



Raising funds for
Bristol Royal Hospital
For Children

In partnership with
AARDMAN

As members of Visit West, we hope you are just as excited as we are about the forthcoming Gromit Unleashed 3 sculpture trail! We are delighted to provide you with this information pack, which gives you more details about the trail and ideas on how to maximise your involvement.

We hope lots of you take up this opportunity to help raise your own profile, while raising valuable funds for The Grand Appeal, the Bristol Children's Hospital Charity.

Step into the world of Wallace & Gromit ✨

Gromit Unleashed 3, which launches for nine weeks from 30 June 2025, will mark 12 years since Gromit first took the streets of Bristol by storm. This trail will feature over 50 sculptures designed by high-profile artists, designers and local talent. Sculptures will be positioned in high footfall and iconic locations around Bristol and the surrounding areas, perfect for a family day out in and around the city.

Of course, we'll be welcoming back the nation's favourite duo Wallace & Gromit and their arch nemesis, Feathers McGraw. And making his Gromit Unleashed debut fresh from his starring role in Wallace & Gromit's latest adventure, Vengeance Most Fowl, Norbot, the new "smart gnome".

In September, each sculpture will go on display for the very last time in a special exhibition before going under the hammer at auction a month later, where there will be the opportunity to purchase sculptures to raise funds for Bristol Children's Hospital.

To date, Gromit Unleashed has generated over £20million for Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit.



Get involved in Gromit Unleashed 3

The highly anticipated Gromit Unleashed 3 trail presents a fantastic opportunity for Visit West members to generate additional business while supporting The Grand Appeal. It offers you the chance to be part of what will be a fantastic summer event in Bristol.

We would be delighted if Visit West members and local businesses wish to be involved in the trail through fundraising events and promotions in aid of The Grand Appeal.

Fundraising is a great way to capitalise on the significant marketing opportunity that Gromit Unleashed 3 presents; you can connect your business to the trail, increase staff engagement and gain valuable local and regional PR exposure. We have lots of ideas to share, as well as fundraising materials to assist with your events.



Fundraising ideas

There are lots of ways to get involved with Gromit Unleashed 3!

You can bring a fundraising element into your day-to-day activity by introducing a promotion for the duration of the trail; entice new customers through special events; capitalise on brand awareness opportunities or get your staff and clients involved in team challenges.

To inspire you, here are some examples of the successful activities and promotions that businesses ran during our previous trails:

- Swoon Gelato created an ice cream flavour drawing inspiration from the ice cream themed sculpture 'Game of Cones' and donated ten pence per scoop to The Grand Appeal.
- First Bus Wales & West donated ten pence from every family bus ticket sold during the previous trails.
- Avon Valley Adventure and Wildlife Park created their 'Maize Maze' in the shape of their sponsored sculpture 'Cubby'. The maze was free to enter with a suggested donation of £1 for The Grand Appeal.
- The team at NMI organised a yoga class around their sculpture asking for donations to take part.
- Wapping Wharf took inspiration for their David Bowie themed sculpture and organised a silent disco.
- Puxton Park donated proceeds from admissions to The Grand Appeal on their featured 'Sculpture of the Day' date.
- Bristol Ferry Boats raised over £1,000 from the collection buckets on their boats.
- Warmley Waiting Room celebrated their involvement in the trail by holding a garden party. This included a raffle and a percentage of proceeds of ice creams sold.



Artist Emily Golden with her sculpture design at Puxton Park.

Fundraising resources

To help you to promote your involvement in the trail we will provide you with a specially designed fundraising logo to use on marketing materials about your Gromit Unleashed 3 activity, website, and social media platforms. We can also provide you with collection tins, posters, and other fundraising materials to support you in the events you have planned.

Contact Helen to register your activity and let us know what you need: helen@grandappeal.org.uk | 0117 927 388

PR and media activity

We can also assist you in publicising any fundraising or special events you are planning to hold over the course of the trail. Please keep us informed of any press and media activity you are planning and please do get in touch if you would like to discuss any ideas.

Please ensure all press and PR materials are sent to us to be signed off before they are distributed to the media

IMPORTANT!

'The Grand Appeal', 'Gromit Unleashed' and 'Wallace & Gromit' are all registered trademarks of Wallace & Gromit's Grand Appeal and Aardman Animations so there are strict rules and regulations surrounding their use.

All fundraising in connection with Gromit Unleashed 3 must be in aid of The Grand Appeal, the Bristol Children's Hospital Charity. Registered charity no 1043603.

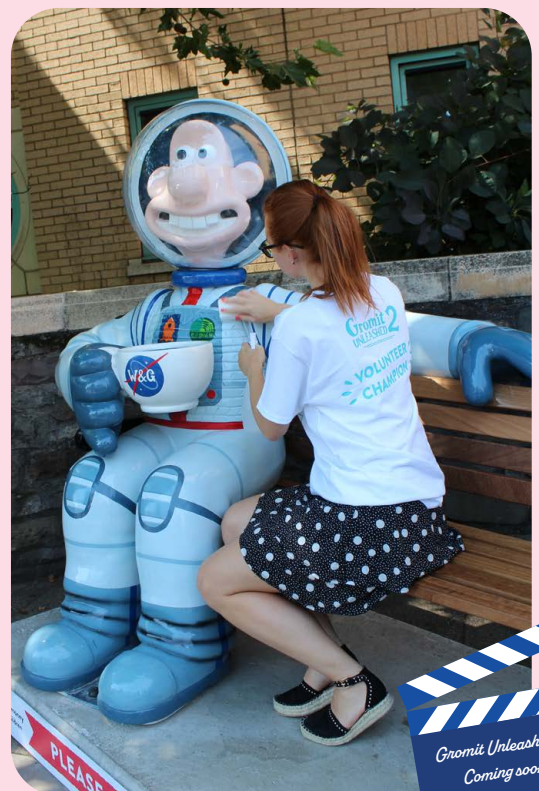
Registering your activity

All promotional activity using these brands must be agreed by The Grand Appeal team in advance. Please contact helen@grandappeal.org.uk to register your activity. You will receive your Gromit Unleashed 3 logo once your activity has been registered.

Approval of PR activity

All press, PR and marketing materials must be signed off by our marketing and communications team before publishing or forwarding to the media. Please send all materials to Helen for approval.

We want to help advertise as many of fundraising events as we can during the trail, so do give us as much notice as possible to ensure you receive the best possible support.



Social media ✨

We can also promote your fundraising events and activity on our own social media pages, so make sure you interact with:

The Grand Appeal

-  Instagram - @TheGrandAppeal
-  Facebook - @TheGrandAppeal
-  X - @TheGrandAppeal
-  TikTok - @TheGrandAppeal
-  LinkedIn - @Wallace&Gromit'sGrandAppeal



Gromit Unleashed

-  Facebook - @GromitUnleashed
-  X - @GromitUnleashed
-  TikTok - @GromitUnleashed

Promotional guidelines ✨

Due to Charity Commission regulations, the charity cannot directly promote products or endorse companies. However, we can help promote fundraising events or activities where The Grand Appeal is the beneficiary. Please get in touch if you are planning to run a promotional offer.

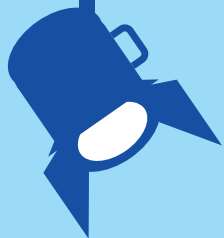
Competitions: We encourage you to run competitions that benefit The Grand Appeal. By including a mandatory fundraising donation in the competition, we can promote where appropriate.

We have nearly 30,000 subscribers on our Gromit Unleashed newsletter and 89,000 Gromit Unleashed followers on social media, giving you significant marketing opportunities to promote both your sponsorship and your fundraising.

Promotions: We can support product promotions where there is a direct benefit to the charity - e.g. if you offer a 10% donation of revenue on a particular day or from a particular product.

IMPORTANT!

There are rules about prize draws, raffles and lotteries. Please check [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) for the latest information and advice to ensure your raffle, competition or free prize draw is legal and compliant. Ask us for our comprehensive guidelines too!



Brand guidelines



Respecting the brand identity of Gromit Unleashed 3 is essential for creating a successful event for all. Here are some helpful guidelines to successfully using the assets.

- The assets supplied must not be altered in any way. Please don't redesign, redraw, animate or add new elements to the assets. Always reproduce the complete asset using the electronic artwork provided.
- Please don't alter the Gromit Unleashed 3 logo in any way. This includes distorting, stretching, recolouring or adding drop shadows.
- To ensure the clarity of the Gromit Unleashed 3 logo, please allow enough clear space around it. As a general rule of thumb, please allow at least the same amount of space as the distance between the top of the G and the edge of the logo.



Clear space example



Blue logo



White logo

- The logo may only be used to promote your involvement with Gromit Unleashed 3 for the duration of your fundraising agreement and must not be used to create any form of merchandise or product, free or otherwise. We will be creating a range of official Gromit Unleashed 3 merchandise and can help with supplying merchandise for your events. (Please contact us if you are interested in merchandise opportunities).
- As Wallace and Gromit are licensed characters owned by Aardman, there are strict rules and regulations surrounding the use of their copyrighted images. As a fundraiser, you have exclusive rights to use the Gromit Unleashed 3 fundraiser logos and digital assets, which will be sent to you. However, it is important to note that this does not extend to using any other images of Wallace & Gromit - therefore, please do not use any images of the characters other than those supplied to you by The Grand Appeal.
- If referring to a sculpture in a promotion, please reference the sculpture name instead of Wallace, Gromit, Feathers McGraw or Norbot. For example, in 2018 a shaped biscuit was referred to as a 'Sprinkles Biscuit' after Sprinkles Gromit, a sculpture featured in the trail. Ten pence of every sale from the biscuit was donated to The Grand Appeal.

IMPORTANT!

Whenever you are using the Gromit Unleashed 3 assets the following permissions line must appear (some assets have them already included):

Gromit Unleashed® is part of The Grand Appeal®. Registered charity 1043603. ©&™ Aardman Animations/Wallace & Gromit Ltd 2025. All rights reserved.

To protect the integrity of Gromit Unleashed 3, please ensure any digital and printed materials, marketing, and PR activity which references the project in any way are sent to Helen Haskell (helen@grandappeal.org.uk) or Rose Daniel (rose@grandappeal.org.uk) for approval before publication.



Useful resources for press releases and social media



About The Grand Appeal

The Grand Appeal is the dedicated Bristol Children's Hospital charity. It runs a multi-million-pound portfolio of investment in partnership with the children's hospital and its Neonatal Intensive Care Unit at St Michael's Hospital, Bristol. It is thanks to The Grand Appeal the hospital is a pioneer in so many fields today.

Through its unique, trailblazing partnership with Aardman Animations, The Grand Appeal has diversified its funding streams to bring in the most advanced medical equipment, including the UK's first-ever Cardiac Hybrid Theatre in a paediatric setting, an intraoperative 3T MRi Scanner – one of only three in children's hospitals across Europe – and a ground-breaking neuro-robot, which helps neurosurgeons perform major operations with pin-point precision.

Independently, The Grand Appeal runs three family accommodation facilities and employs over 10 specialist support staff who work on the ground in the hospital to ensure every aspect of hospital life is centred on the wellbeing of the young patients and their families. It also works with the hospital to create a child-friendly environment and a programme of arts, music and play therapies to ensure the very best patient experience.

For more information, visit grandappeal.org.uk

About Wallace & Gromit

Wallace and Gromit, Aardman's most loved and iconic duo have been delighting family audiences around the world for 30 years. First hitting our screens in Nick Park's Academy Award®-winning Wallace & Gromit: A Grand Day Out (1989) the pair went on to star in three further half hour specials (Wallace & Gromit: The Wrong Trousers (1993), Wallace & Gromit: A Close Shave (1995) and Wallace & Gromit: A Matter of Loaf or Death (2009)) and a feature length film Wallace & Gromit: The Curse of the Were-Rabbit (2005) and are internationally celebrated winning over 100 awards at festivals - including 3 Academy Awards® and 5 BAFTA® Awards.

A regular highlight of the primetime BBC schedules, especially during the festive season, they have become British national treasures and pop culture icons in their own right. Wallace & Gromit: A Matter of Loaf or Death still remains the most watched Christmas Day programme since 2008 when it premiered on BBC One. The duo featured in their first augmented reality story The Big Fix Up, followed by the Emmy®-nominated VR experience, The Grand Getaway. The new feature length title Wallace & Gromit: Vengeance Most Fowl, directed by Nick Park and Merlin Crossingham, premiered on BBC One on Christmas Day 2024 and was released on Netflix globally on the 3rd of January 2025.



Contact ✨ ✨ ✨

We hope this information is useful for you to plan for Gromit Unleashed 3. If you have any questions or queries, please don't hesitate to telephone our team.



Helen Haskell

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Telephone: 0117 927 3888

**Thank you for your
amazing support.**

**We look forward to
working with you on this
exciting project in 2025!**

Gromit Unleashed® is part of The Grand Appeal®.
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*Thank
you!*