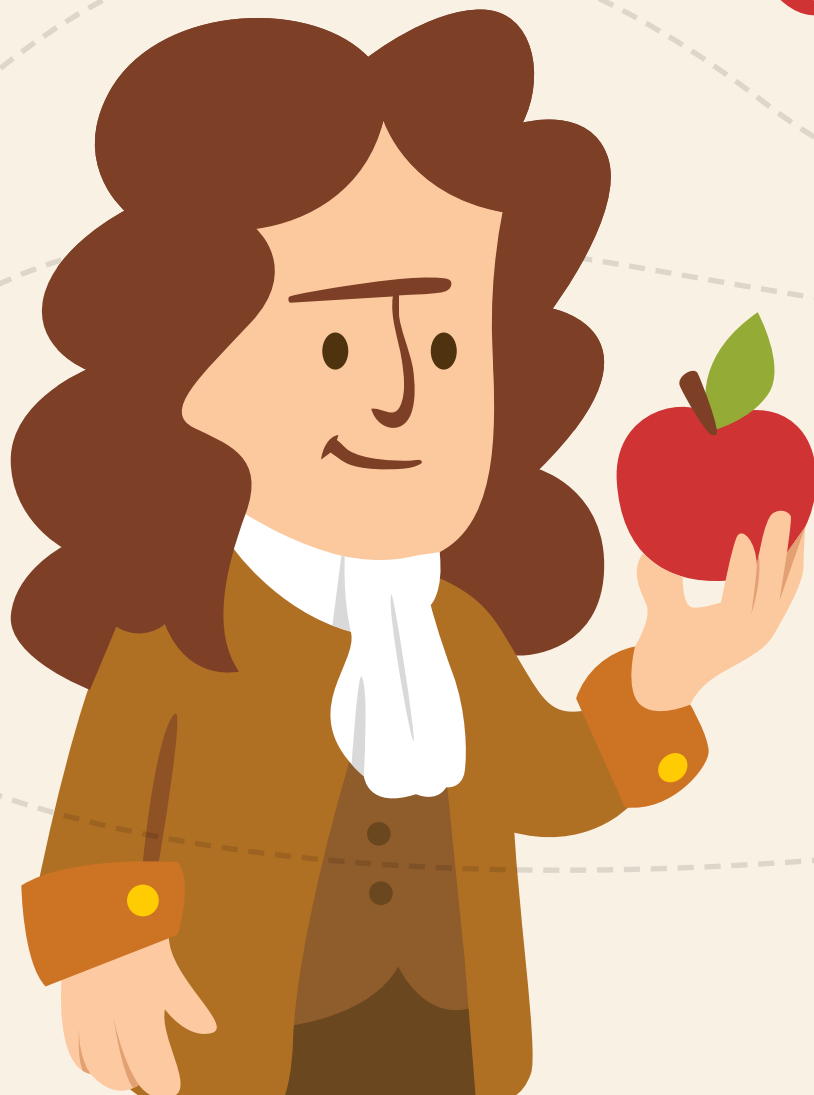




# ISAAC NEWTON TRAIL

# SPONSOR PACK



A Wild in Art event  
brought to you by:



# Introduction

## ***300 Years of Newton's Legacy—Re-imagined Across Lincoln and Lincolnshire. Will You Join Us as a Sponsor?***

Lincoln BIG is proud to present its fourth city-wide sculpture trail, taking place in summer 2027. This large-scale public art event will mark the 300th anniversary of Sir Isaac Newton's death and create a lasting positive impact on Lincoln.

Newton, born at Woolsthorpe Manor near Grantham, developed many of his ground-breaking ideas on gravity, mathematics, and optics during his time at home throughout the plague years.

## Our Aims

Engage with a minimum of 40 schools across Lincolnshire through a STEM, cultural and sustainability programme.

Attract more footfall and spend to the city from across the UK and internationally.

Help increase awareness and raise funds for our Charity Partner, Lincolnshire & Nottingham Air Ambulance

Working with stakeholders, attract more press visits, media coverage and influencers

“

With a 141-year heritage in Lincoln, it's important for us to support initiatives that benefit the city. By supporting multiple tourist trails, we've been able to do just that. It also gives us the opportunity to engage with the local community and our stakeholders, while building visibility for our brand and strengthening our reputation.

**Ian Cant,**  
Client Services Director, Ruddocks

“

Game Engineering are proud to have been involved with several art trails in and around Lincoln. Not only do they raise the profile of our business but also give a lot of fun to Lincolnshire visitors, show the talents of our artists, and raise money for worthwhile charities. We are very excited about this new trail and can't wait to get started!

**Pete Ablewhite,**  
Managing Director, GAME Engineering



# A Message from Lincoln BIG



Lincoln will shine in 2027 with a vibrant public art trail marking the 300th anniversary of Sir Isaac Newton's death and celebrating Lincolnshire's heritage. Featuring artist-designed sculptures, a STEAM schools programme and a summer of inclusive activities, the trail will inspire exploration, increase footfall, and strengthen community pride—bringing clear benefits to local businesses and the wider economy.

Sponsoring a sculpture gives businesses a high-profile platform to align with a much-loved, family-friendly event that attracts strong public engagement and media coverage. It's a chance to champion culture, demonstrate social value, build community connections and play an active role in shaping a memorable citywide celebration.

Join us in bringing this extraordinary event to life. Secure your sponsorship now and take your place at the heart of Lincoln's 2027 celebrations.

*Sharon Stone*  
Governance & Project Manager, Lincoln BIG

## Message from Wild in Art

It's great to be back in Lincoln and to be teaming up once again with Lincoln BIG to create a new art trail – our fourth for the city!

As always, the trail will celebrate the city's creativity while enabling thousands of people of all ages to experience art by making it part of everyday life. The trail will encourage exploration and drive footfall, creating a collective feeling of community and pride, and lead to a positive effect on the local economy.

Sponsoring a sculpture is a powerful way to align your business with a high-profile, family-friendly event that attracts widespread public engagement and media attention. It's also a unique opportunity to support local artists, connect with the community, and demonstrate your commitment to social impact in a fun, creative way.

Please join us and together we can stage an unforgettable event.

*Charlie Langhorne,*  
Managing Director and  
Co-founder, Wild in Art

# Why Isaac Newton?

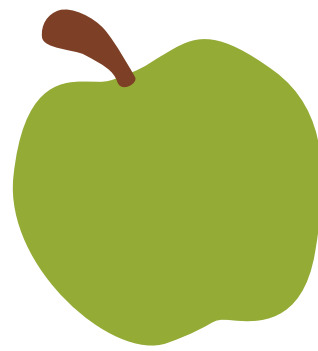
2027 marks three centuries since the passing of Sir Isaac Newton, one of Lincolnshire's most influential figures. His discovery of gravity—sparked by the legendary falling apple at his home in Colsterworth—led to scientific breakthroughs that continue to shape the modern world. Woolsthorpe Manor and its iconic apple tree are preserved by the National Trust.

## The Apple Sculpture

The trail will feature 30 apple sculptures installed across the city. Each 1 metre structure will serve as a blank canvas for artists to create designs inspired by innovation, innovators, and environmental themes.

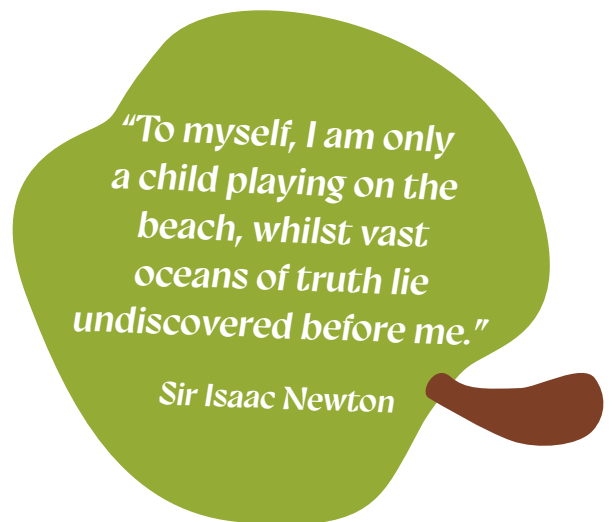
## The Artists

Professional and amateur artists from across the region and the UK will be invited to submit designs in autumn 2026. Sponsors will then select either a completed design or an artist to collaborate with. Commissioned artists will produce their final pieces in spring 2027, either in a public painting space within the city or in their own studios.



*"If I have seen further, it is by standing on the shoulders of giants."*

*Sir Isaac Newton*

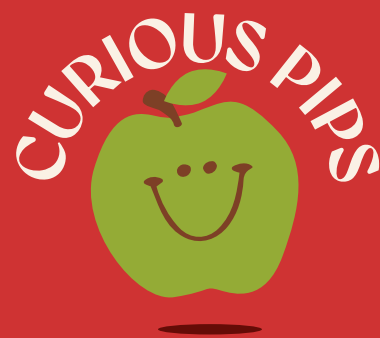


*"To myself, I am only a child playing on the beach, whilst vast oceans of truth lie undiscovered before me."*

*Sir Isaac Newton*



# The Education Programme



Lincoln BIG is delivering the Education Programme for the trail in partnership with Jane Crawshaw. By supporting this initiative, your organisation will enable schools to participate in a high quality, STEM focused learning experience inspired by Isaac Newton's global legacy. As a sponsor, your brand will benefit from elevated visibility

across Education Programme materials, digital platforms, and school based activities—reinforcing your commitment to innovation, community investment, and future talent development. This partnership offers an opportunity to align your brand with a landmark cultural project that resonates locally and nationally.



“ Taking part in the Knights Trail in 2017 was an exceptionally rewarding experience for our school. It provided a powerful platform for our pupils to work alongside talented local artists, giving them real insight into the creative process and a genuine sense of pride in contributing to a public piece of art. The project extended far beyond the classroom walls; it brought learning to life and helped our children see themselves as active participants in the cultural story of our city.

We are incredibly excited about the forthcoming Newton trail. Marking 300 years

since Isaac Newton's death through striking apple sculptures is a brilliant way to honour one of history's greatest thinkers while inspiring curiosity, creativity, and scientific exploration in our young people. The cross-curricular possibilities are immense: art and design, science, history, literacy, maths, local geography, community engagement — all woven into one inspiring initiative.

**Martin Kyle, Headteacher**  
St Faiths & St Martins Church  
of England Junior School

# Timeline

2026–2027



**START**

**Wednesday  
20 May**  
Launch Event

**June**  
Artists Call  
to Action

**19 December**  
Artist Design  
submission  
deadline

**March – April**  
Artists Painting  
Period

**February/March**  
Sponsor Activation  
Workshop

**2 February**  
Sponsor Design  
Selection Event

**19 June –  
17 September**  
Apple Sculpture  
Trail with  
associated  
activity

**September**  
Farewell Event

**October**  
Auction

**24 July – 4  
September**  
Curious Pips  
Sculpture Trail

# Our Charity Partner

***We are delighted that our chosen charity is Lincolnshire and Nottinghamshire Air Ambulance***



**Every day, lives change in an instant.**

A road traffic collision, a sudden cardiac arrest, a serious fall — moments that can happen to anyone, anywhere, at any time. That's where the Lincs & Notts Air Ambulance (LNAA) comes in.

They exist to provide outstanding, life-saving critical care to the people of Lincolnshire and Nottinghamshire. From city centres to the most rural communities, the highly skilled crews take the hospital to the patient, delivering advanced medical interventions – from anaesthesia to blood transfusions – that make the difference between life and death.

LNAA is a charity, entirely funded by donations from generous businesses, individuals and groups. This support literally saves lives.

The crews currently respond to on average, four missions a day. But the charity is determined to be by the side of more patients — reaching more people, saving more lives, and improving outcomes for families across our region.

To do this, they need your support.

Fundraising throughout the trail and proceeds from the Charity Auction will go to Lincolnshire & Nottinghamshire Air Ambulance



Being part of something that engages our communities while raising funds for our life-saving missions is fantastic. Everything we do is thanks to the people who support us. It's because of events like the trail that our crews can get to people when they need critical care the most.

**Stuart Elms,**  
Chief Operating Officer, Lincolnshire & Nottinghamshire Air Ambulance

# Sponsorship Opportunities



## **Headline Trail Sponsor £10,000 plus VAT**

One of a maximum of three  
Headline Trail Sponsors

- Education Programme Supporter
- Sponsorship of an Apple sculpture
- Priority selection of Artist design for your Apple
- Marketing and Brand Exposure – logo to be present on all marketing and advertising collateral
- Company profile on the dedicated website & social media channels
- Press and media coverage
- QR code on the sculpture plaque linking to an offer or donation page of your company
- Invitation to Isaac Newton 300 events
- Speaker opportunities at high profile events
- Six admission tickets to the Auction

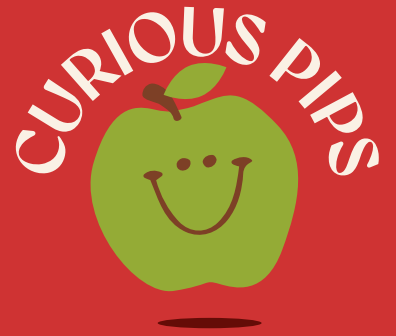
## **Main Trail Official Sponsor £4,500 plus VAT**

- Sponsorship of an Apple sculpture.
- Artist design selection for your sculpture
- Marketing and Brand Exposure – *trail leaflet and sculpture plaque*
- Company profile on the dedicated website and social media channels
- Press and media coverage
- Invitation to Isaac Newton 300 events
- Two admission tickets to the Auction
- Opportunity to add the Education Programme Supporter to your package for a reduced price of £750.

*“I can calculate the motion of heavenly bodies, but not the madness of people”*

*Isaac Newton*





## **Headline Education Sponsor £8,000 plus VAT**

One of a maximum of two  
Headline Education Sponsor

- Your own medium sized Apple sculpture to design and keep.
- Marketing and Brand Exposure – *logo to be present on all education programme marketing and advertising collateral*
- Company profile on the website and social media channels
- Press and media coverage
- A welcome message in the Education Resource and Activity Booklet
- The opportunity to have a 5-minute speaking slot at the finale
- The opportunity to meet with a few of the participating schools during the design/creative stage of the programme.
- Invitation to Isaac Newton 300 events
- Speaker opportunity at an Education Trail event
- Four admission tickets to the Auction

## **Education Programme Supporter £1,000 plus VAT**

Marketing and Brand Exposure –  
*education resource pack, trail leaflet and sculpture plaque*

- Company profile on the dedicated website and social media channels
- Press and media coverage
- The opportunity to meet with one of the participating schools during the design/creative stage of the programme.
- Invitation to Isaac Newton 300 events
- Two admission tickets to the Auction

**Celebrating  
Newton's legacy.  
Empowering  
Lincoln's  
innovators of  
tomorrow.**

# Facts and Figures

## Lincoln Barons' Charter Trail 2015

**25**  
Generous  
sponsors

 **25**  
Barons

**20**  
Amazing  
artists

 **40,000**  
Trail leaflets distributed

 **£166,800**  
Raised at auction

 **210,000**  
Overall visitors



Facebook posts reached **67,694 people**  
Lincoln Barons' Website had **over 88,000 views**,  
**30,000 visits** and **over 21,000 unique visitors**.

## Lincoln Knights' Trail 2017

**40**  
Generous  
sponsors

 **36**  
Knights

**20**  
Education  
Knights

 **70,000**  
Trail leaflets distributed

**32**  
Amazing  
artists

 **£178,000**  
Raised at auction

 **280,000**  
Overall visitors



Facebook posts reached **247,842 people**  
**18,737 people** engaged with the trail on Facebook  
@KnightsTrail17 were seen **849,956 times**  
www.knightstrail.com had **over 140,000 views**, **61,000 visits** and **41,000 unique visitors**.

*Lincoln Knights' Trail was a great initiative and we were fortunate to have the opportunity to be involved. From staff and customer engagement to taking our Knight on tour to London in his own Gelders livered van. It was great fun to engage with people countrywide. — Steve Gelder MBE, Chief Executive, Gelder Group*



## Lincoln Imps' Trail 2021

This trail was delayed for 12 months and took place as the city emerged from the global pandemic.

**52**  
Generous  
sponsors

 **35**  
Imps

**42**  
Education  
Imps

  
**40,000**  
Trail leaflets distributed

**32**  
Amazing  
artists

  
**£125,000**  
Raised at auction

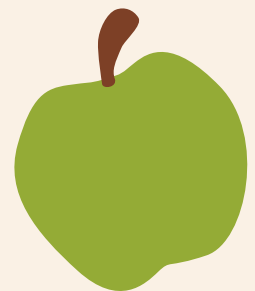
  
**200,000**  
Overall visitors



**£244,299** in PR value during the trail through press visits and articles reaching 209,475,665 readers  
73,500 people reached through Facebook  
54,400 Tweet impressions  
2,538 people reached with Instagram  
19,000 page views through [www.lincolnimptrail.co.uk](http://www.lincolnimptrail.co.uk)



*A simple idea.  
Endless inspiration.*





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## What came before...



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