Vector Handpainted Brush Strokes

Conserving landscapes, changing lives.

ARTS TRAIL 2020

BUSINESS OPPORTUNITIES

CONSERVING LANDSCAPES, CHANGING LIVES.
Wild, open moorlands and deep river valleys, with a rich history and rare wildlife, Dartmoor is a unique place. It’s a protected landscape and is here for everyone to enjoy, but it’s fragile and needs to be cared for.

Dartmoor is home to an abundance of rare and distinctive wildlife, an important reserve for some very rare plants and animals, more than half of Britain’s population of globally threatened species are on Dartmoor. These include the Greater Horseshoe Bat, Blue Ground Beetle, Bog Hoverfly and Flax-leaved St John’s-wort. Dartmoor also has nationally important populations of Dormouse, Cirl Bunting, High Brown Fritillary, Pearl-bordered Fritillary, Marsh Fritillary, Freshwater Shrimp, Deptford Pink wildflowers and of course the otter – a globally threatened and protected species.

To celebrate all that Dartmoor offers, to encourage visitors to explore, learn and be mindful, and to raise funds to look-after and conserve Dartmoor, we are inviting you to join us in creating Moor Otters public arts trail 2020.

This worthy project will enable sponsors to benefit greatly from their association with a high profile public arts initiative which has the goal of raising funds to help conserve our unique landscapes and make them accessible to all people of all backgrounds.

Pamela Woods,
Chair of Dartmoor National Park Authority
Tey’re Back!

Following the success of Moor Otters in 2017 we have been inundated with cries of ‘when are the otters coming back?’. So, due to popular demand, the Moor Otters are returning for 2020.

If you supported Moor Otters in 2017 you will know how much fun it was, how it increased footfall across the moor and raised funds for key projects at the same time as entertaining local communities and visitors from further afield.

You will also know how much your support meant to us and how we couldn’t have delivered such a successful project without you – thank you once again.

If you didn’t take part in the first Moor Otters arts trail on Dartmoor then now is your chance to join in – come on-board, buckle up and enjoy the ride!
WHAT IT'S ALL ABOUT?

Moor Otters is a feel-good public arts project that gathers up young and old for an amazing journey of learning and discovery, creating stories and making memories.

Next summer 80 decorated Otter with cub sculptures will be released onto Dartmoor to create four arts trails, standing tall on plinths waiting for the faithful following of otter-spotters. Trail maps will be available to help with navigation and competitions will be included.

At the end of the summer ‘otter-spotters’ as well as art collectors and individuals, will have the opportunity to give their favourite Otter a new home when they are auctioned to raise funds for Donate for Dartmoor.

HOW IT WORKS...

Moor Otters Arts Trail brings together art and the community, boosts local business and draws people to Dartmoor. It enables discovery and adventure while raising key funds for this stunning environment. Conserving landscapes, changing lives.

Businesses and community groups are invited to sponsor an Otter or host one for the summer of 2020.

Emerging and established artists are invited to submit designs that will transform blank otters into decorative statements.

Schools are given mini otter sculptures to create their own artwork, for display at Princetown Visitor Centre in the summer. They can then keep their mini otter or auction it to raise funds for the school.
In 2017 the Moor Otters arts trail raised £60k for conservation and education projects on Dartmoor. The Otter sculptures provided an unusual canvas for artists to have some fun and to share important messages from environmental topics through to mental health and well-being. Businesses were inundated with ‘Otter Spotters’ seeking out the otters.

The money raised from Moor Otters arts trail 2017 supported three key projects:

**Junior Rangers**

Giving 12-16 year olds the chance to develop a deeper understanding and passion for Dartmoor, as well as developing practical and personal skills.
INVASIVE NON-NATIVE PLANT CONTROL
Tackling the threat to Dartmoor’s environment and wildlife. Funding enabled clearance of Himalayan Balsam and American Skunk Cabbage from riverbanks and the moor as well as funding advice and specialist help in controlling these plants.

EROSION REPAIRS
Path improvements in a number of locations, restoring eroded paths, clearing gorse, fencing and signage. Working groups to dig out ditches and drains, insert granite setts and do much more to make Dartmoor accessible for everyone.
WHY AN OTTER?

Inspired by the elusive river otter the models have been specially commissioned and created by Jolly Roger Ltd in Bovey Tracey. The otter has made a come-back on Dartmoor over the last 18 years and the Moor Otters arts trail celebrates this shy and secretive creature who loves to play in Dartmoor’s rivers.

DID YOU KNOW...

- River otters can hold their breath for 8 minutes.
- An otter’s home is his holt.
- Otters store food under their arms pits – who needs a shopping bag.
- One square inch of otter fur has approximately 1 million hairs.
- Otters eat between 15-25% of their body weight every day.
- A group of otters is called a romp.
MOOR OTTERS 2020

will deliver significant economic, social and health impacts. It will:

• Include 60 Otters in four trails across Dartmoor and 20 Otters in gateway locations, all designed by selected artists.
• Boost local economy by directing footfall to hosting businesses and increasing visitors to the moor.
• Publicise business and supporters of the event and show their social responsibility.
• Attract local residents and visitors to Dartmoor over 12 weeks in the summer of 2020.
• Engage school children and young learners with many activities and competitions.
• Encourage walking, cycling, running and public transport as alternative methods of transport for exploring the moor.
• Promote health and well-being by getting active outdoors.
• Raise vital funds for conservation and access projects across Dartmoor.
• Bring a smile and give memories to everyone involved.
**Benefits to Business**

- Raise brand awareness for your business, organisation or group.
- Showcase and bring mass footfall to visitor centres, hotels, pubs and restaurants, visitor attractions, art galleries and other public spaces.
- Associate your company with a superb Moor Otter design created by one of the region’s talented artists and at the same time support the creative sector with exposure and awareness generating opportunities.
- Use this exciting opportunity to showcase your own corporate social responsibility (CSR) and engage your staff, customers and associates with your input and support.
- Benefit from the association with your own ‘feel good’ stories in the media, internal communications and trade publications.
The Moor Otters arts trail will allow you to brand, promote and benefit from a programme during which Moor Otter sculptures adorn public spaces in and around Dartmoor National Park.

The funds raised will support vital conservation and access projects in the National Park, helping us to protect and conserve this unique landscape for future generations to enjoy.

The Moor Otters arts trail is all about partnerships. So what can we accomplish together?

- We can lay out a trail of Moor Otters throughout Dartmoor National Park and gateway towns.
- We can invite people to become tourists in their own National Park on the Moor Otter Arts Trail.
- We can engage regional, local and nationally renowned artists in a good cause.
- We can showcase Dartmoor National Park’s heritage, conservation and cultural highlights.
- We can attract visitors to Dartmoor National Park and surrounds to take part and follow the Moor Otter Trail.
- We can increase awareness, footfall and visitor spend at sponsor and host venues.
- And we can have fun!

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BE AN EXCLUSIVE PATRON FOR £25,000

As an exclusive patron, which will be restricted to just 4 non-competing companies, you will have the opportunity to benefit from a number of exclusive opportunities afforded to you, including:

- Lead Naming Credit on all advertising and promotional materials and in all social media communications for the Moor Otters Public Arts Trail for the duration of the project.
- Opportunity to choose and ultimately take ownership of a unique Moor Otter from the designs submitted by our talented artists (logo and 25 word company overview will appear on plinth naming plaque).
- Strong visual presence (banners and signage) at our official launches (artists and general public) and press photo-calls.
- Recognition of involvement and input in press releases and other publicity.
- Full A4 page colour advert in our exclusive Souvenir Auction Catalogue.
- The provision of 5 (limited edition) Souvenir Auction catalogues.
- Ability to supply samples, discount vouchers, special offers and competition prizes.
- An opportunity to showcase your CSR values by helping us to conserve landscapes and change lives.

Your name and logo:
- will appear on every one of the eighty Otter naming plaques attached to the plinths.
- will feature along with your message and advert in our 20-30,000 printed Moor Otter Arts Trail route maps to be distributed in May 2020.
- will be prominently displayed alongside and in conjunction with the official Moor Otters and Dartmoor National Park logos.

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BE A VALUED PARTNER FOR £15,000

By contributing £15,000 or providing in-kind support (e.g. press campaign, radio ad, billboards, logistics etc.) to this value, you will benefit from:

- Official Valued Partner Credit on all advertising and promotional materials and in all social media communications for the Moor Otters Public Arts Trail for the duration of the project.
- Recognition of involvement and input in press releases and other publicity.
- Name, logo and advert featuring in our 20,000-30,000 printed Moor Otter Arts Trail route maps to be distributed in May 2020.
- Having your company logo featured on the Moor Otters webpage.
- Invitations to all key events over the course of the project.
- An opportunity to showcase your Corporate Social Responsibility values by helping us to conserve landscapes and change lives.
- Playing an important part in bringing colour, fun, smiles and enjoyment to Dartmoor National Park and gateway towns and creating an unforgettable atmosphere during the summer of 2020.

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Choose your favourite Moor Otter and put your name, mission and logo on its plinth for the entire duration of the project. Then benefit from PR, marketing opportunities, increased footfall and general ‘feel good’ factor for a very achievable amount.

The Sponsor opportunity gives you the ability to view and select a Moor Otter on a first come, first served basis. The design of the Otter that you are sponsoring is selected from the range of designs created by our chosen artists, makers and designers.

As a sponsor of an individual Moor Otter, you can benefit from the following:

• Your logo and 25 word company overview will appear on a Moor Otter plinth naming plaque of your choice.

• Exposure on the Moor Otters webpages.

• Recognition and confirmation that you have sponsored the individual Moor Otter in our exclusive Souvenir Auction Catalogue.

• Participation in select social media channels.

• Inclusion in the route map of the Moor Otters Arts Trail.

• The opportunity to use the official Moor Otters logo on your website.

• Raise brand awareness of your company/service via your individual Moor Otter.

• Associate yourself/company with a superb Otter design created by one of the South West region’s talented artists, makers or designers and at the same time support the creative sector with exposure and awareness generating opportunities.

• Use this exciting opportunity to showcase your own corporate social responsibility (CSR) and engage your staff, customers and associates with your input and support.

• Benefit from the association with your own ‘feel good’ stories in the media, internal communications and trade publications.

• Enable significant funds to be raised for Dartmoor National Park through the online and live auctions, where your chosen Moor Otter will feature at the end of the project.

• Play an important part in bringing colour, fun, smiles and enjoyment to Dartmoor National Park and gateway towns and in creating an unforgettable atmosphere during the summer of 2020.

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HOST AN OTTER FOR £360 (inc. VAT)

Choose your favourite Moor Otter and give him/her a home for the summer.
Your business will benefit from being associated with the Moor Otters project, PR opportunities, increased footfall and a general ‘feel good’ factor.
Hosting gives you the opportunity to view and select a Moor Otter but be quick if you want to make sure you get the otter you like most.
As a host you benefit from:
• Increased footfall to your business.
• Exposure on the Moor Otters webpage.
• Participation in select social media channels.
• Inclusion in the route map of the Moor Otters Arts Trail.
• The opportunity to use the official Moor Otters logo on your website.
• Raise brand awareness of your business/service via your individual Moor Otter.
• Associate your business with a superb Otter design created by one of the South West region’s talented artists, makers or designers and at the same time support the creative sector with exposure and awareness generating opportunities.

• Benefit from the association with your own ‘feel good’ stories in the media, internal communications and trade publications.
• Enable significant funds to be raised for Dartmoor National Park through the online and live auctions where your chosen Moor Otter will feature at the end of the project.
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NEXT STEPS

If you are interested in being part of the Moor Otters Arts Trail 2020 please contact Dave Southern to discuss further.

Did you know that if you fall in love with an otter you can adopt it? Adoption means that after the trail has closed you don’t need to be nervously bidding for your favourite otter; it will be yours to take home.

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SOME NITTY GRITTY

Businesses of all kinds as well as individuals are invited to sponsor or host a superb three foot tall Moor Otter and Cub sculpture mounted on a plinth.

Selected artists, both celebrated and emerging, will decorate a Moor Otter so that it becomes a unique work of art.

Otters will be placed at supporting businesses for the summer of 2020 and ‘otter spotters’ will come to find them.

At the end of the summer all 80 Moor Otters will be gathered back together and exhibited as a collection. 20 will become Golden Moor Otters, to be sold at public auction in an event that will be a spectacle in itself.
# The Moor Otters Sculptures

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Moor Otters Arts Trail is a Dartmoor National Park Authority project brought to the moor by the Art of Fundraising - a commercial organisation with a strong social conscience and a proven track record in creating, delivering and managing bespoke public arts fundraising initiatives.

**TIMELINE**

31 October 2019
Invitations to businesses to take part

5 December 2019
Artists & Supporters launch
(Otter models can be collected or will be delivered)

December-February
Otters decorated by artists

February-March
Moor Otters are collected ready to feature in their own studio photoshoot

April 2019
Last call for hosts & sponsors

22 April 2019
Cut-off date for hosting or sponsorship payment

18 May 2020
Artists and Supporters Public Launch

27 May 2020
Moor Otters Arts Trail goes live (World Otter Day!)

September 2020
Otters returned to artists for any touch up work (if needed)

September 2020
Otters are auctioned to raise funds for Dartmoor National Park projects

October 2020
Moor Otters are delivered to their new owners around the country and around the world
I was staggered by enthusiasm with which the Moor Otter Project was greeted and even more amazed by the creativity it unleashed.

The Moor Otter Project really captured the imagination of not only those who took part but the public too.

Judi Spiers