



Sponsor 
Pack
2025

Fall in Love

We invite you to celebrate the uniqueness of the Highlands, support Highland Hospice and be part of our incredible Highland HeArt Trail.

From April to August 2025, our 25 hearts will be spreading the love across the Highlands in every town that has a Highland Hospice shop, and more. Standing at a height of 5ft, these beautiful sculptures are sure to stand out and draw in a crowd.

Highland HeArt Map



With heart locations stretching from Thurso to Fort William we encourage residents of the Highlands to explore areas beyond their local communities, and invite tourists to experience the full range of our geography, culture, and hospitality, whilst falling in love with the Highlands.

About Highland Hospice

As the only hospice serving adults across the Highlands, our palliative and end-of-life care services have been a vital source of comfort and support for our patients, their families and our communities since 1987.

As an independent charity, we rely on our communities both for their fundraising efforts and to help us extend our support outwith the Hospice building in Inverness.

Our services are offered freely to everyone who needs them but they are also costly to deliver.

Our ambition at Highland Hospice is to provide everyone living with a life-shortening illness with the best possible care, enabling them to enjoy the life they have left, cherish the things that matter most to them and die with the dignity they deserve.

Timeline



Sponsorship Opportunities and Benefits

Our sponsorship packages are a great opportunity to support Highland Hospice whilst gaining positive public exposure for your company. If our packages don't quite meet your needs, please get in touch as we would love to discuss with you how we can tailor a bespoke package that suits your organisational needs.

Become a Hero for Local HeArts

By sponsoring the HeArt Trail, you'll gain:

- **Unparalleled Recognition:** Secure prominent logo and branding placement as a HeArt Sponsor across all marketing materials and the trail map.
- **Tailored to Your Heart:** Work closely with our Highland Hospice Corporate Fundraiser to craft a sponsorship package that aligns perfectly with your needs.
- **Increased Brand Awareness:** Reach a vast, engaged audience who value your commitment to Highland Hospice.
- **Enhanced Public Image:** Showcase your dedication to social responsibility and build lasting goodwill.
- **Employee Engagement:** Unite your team in a fun and rewarding initiative.
- **Networking Opportunities:** Connect with other local businesses and organisations.
- **Enhance Brand Image:** Promote your company's social responsibility and community spirit.
- **Gain Valuable Exposure:** Reach a wider audience through various channels.
- **Network and Connect:** Build relationships with event organisers, artists, and the community.
- **Volunteering Opportunities:** Chance for your team to get involved in a meaningful way (optional.)

Sponsor Packages

It's Love – Headline Sponsor £10,000

Be the Heartbeat of the HeArt Trail: Become a Headline Sponsor

The Highland HeArt Trail seeks passionate headline sponsors to champion our 2025 event. This is the highest level of sponsorship, offering unmatched benefits including all of the below.

- **Sponsorship of a Heart Sculpture:** Your logo will be displayed on all heart plaques, attracting attention throughout the Highland HeArt Trail.
- **Owning Your Sponsored Heart:** After the Highland HeArt Trail concludes, you get to keep the heart sculpture! This creates a lasting reminder of your company's contribution and serves as a unique conversation piece.
- **Empower Young Hearts:** Sponsor the schools and community groups mini art trail, fostering creativity and community spirit.
- **Inclusion of Logo on Print/Web Materials:** Your company logo and name featured on all related materials for the HeArt Trail including our website.
- **Invitation to Art Preview Event:** Opportunity to view submitted artwork and network with other sponsors and Highland Hospice.
- **Priority Art Selection:** At the art preview event, you get first pick of the heart designs before other sponsors. This allows you to choose a sculpture that best aligns with your company's image or interests.
- **Social Media Mentions:** Posts on Facebook, Instagram, LinkedIn, and Twitter will showcase your company's involvement.
- **Press & Media Coverage:** Potential for additional exposure through media mentions.
- **Invitation to all Highland HeArt Trail events:** Great way to engage with the local community and participate in a fun event.
- **Monthly Heart Newsletter:** Stay updated on the project's progress.
- **Five Free Tickets to the Final Auction Event:** Attend the closing event and witness the culmination of the project.

Be Mine – Package £5,000

The 'Be Mine' package offers many of the same benefits as 'All You Need Is Love', but with the key advantage of keeping the heart sculpture you sponsor!

- **Sponsorship of a Heart Sculpture:** Your logo will be displayed on the heart's plaque, attracting attention throughout the Highland HeArt Trail.
- **Owning Your Sponsored Heart:** After the Highland HeArt Trail concludes, you get to keep the heart sculpture! This creates a lasting reminder of your company's contribution and serves as a unique conversation piece.
- **Inclusion of Logo on Print/Web Materials:** Logo visible through all brochures and website.
- **Invitation to Art Preview Event:** Opportunity to view submitted artwork and network with other sponsors and Highland Hospice.
- **Priority Art Selection:** At the art preview event, you get first pick of the heart designs before other sponsors. This allows you to choose a sculpture that best aligns with your company's image or interests.
- **Social Media Mentions:** Posts on Facebook, Instagram, LinkedIn, and Twitter will showcase your company's involvement.
- **Press & Media Coverage:** Exposure through media mentions.
- **Invitation to all Highland HeArt Trail events:** Great way to engage with the local community and participate in a fun event.
- **Monthly Heart Newsletter:** Stay updated on the project's progress.
- **Two Free Tickets to the Final Auction Event:** Attend the closing event and witness the culmination of the project.

All You Need Is Love – Package £1,500

The 'All You Need Is Love' package is a great opportunity to support Highland Hospice whilst gaining positive public exposure for your company.

- **Sponsorship of a Heart Sculpture:** Your logo will be displayed on the heart's plaque, attracting attention throughout the Highland HeArt Trail.
- **Inclusion of Logo on Print/Web Materials:** Logo visible through all brochures and website.
- **Invitation to Art Preview Event:** Opportunity to view submitted artwork and network with other sponsors and Highland Hospice.
- **Social Media Mentions:** Posts on Facebook, Instagram, LinkedIn, and Twitter will showcase your company's involvement.
- **Press & Media Coverage:** Exposure through media mentions.
- **Invitation to all Highland HeArt Trail Events:** Great way to engage with the local community and participate in a fun event.
- **Monthly Heart Newsletter:** Stay updated on the project's progress.
- **Two Free Tickets to the Final Auction Event:** Attend the closing event and witness the culmination of the project.

Contact Corporate Fundraiser Karen Duff today at K.Duff@highlandhospice.org.uk or **01463 243132** to secure your place as a HeArt Trail Sponsor. Together, let's bring comfort and compassion to Highland families, one heart at a time. 