

The Staffy Trail

SPONSORSHIP PACK



STAFFORDSHIRE
DAY

MAY 1st

10th ANNIVERSARY

Visit Staffordshire 

BE A PART OF THE STAFFY SQUAD

Become a Staffy Sponsor and put your business or visitor experiences at the heart of a county-wide celebration.

In 2026, Staffordshire marks 10 years of Staffordshire Day, celebrating the county's culture, creativity, attractions and sense of pride. To bring this milestone year to life, a programme of events will take place across Staffordshire, showcasing what makes the county distinctive, welcoming and full of heart. It's all part of the Local Visitor Economy Partnership's plan to fulfil the visitor potential of Staffordshire and Stoke-on-Trent to be the beating heart of the country, and the nation's playground.

At the centre of these celebrations is 'Staffy', the Staffordshire Bull Terrier, introduced as Staffordshire's mascot. He's active, adventurous and fun, and reflects the loyalty, strength and warmth of Staffordshire people.

As part of the celebrations, The Staffy Trail will launch individual heritage and art trails in Stoke-on-Trent City Centre, Stafford and Tamworth, featuring large-scale sculptures of Staffy designed by local artists and schools. Connected by easy transport links, visitors will be encouraged to explore the trails; discovering stories, accessing rewards and spending time with local businesses along the way.

Designed specifically to benefit Staffordshire businesses and visitor attractions, each trail drives footfall into town centres, encourages longer visits, and gives businesses a highly visible, positive way to show their support for Staffordshire Day.

Delivered by Making Trails, The Staffy Trail builds on a proven track record of public art trails that attract tens of thousands of visitors and generate meaningful local spend.

WHY STAFFY?

Staffy is our county's hero and mascot, inspiring us to seek out adventure and the stories of who we are. The Staffordshire Bull Terrier as one of the most recognisable symbols of the county. He's the hero of the Staffordshire story and inspires locals and visitors alike. Staffy represents Staffordshire's heritage, resilience and sense of pride.

Each sculpture will be individually designed by local artists and creatives. Inspired by designs from students from local schools, themes will explore Staffordshire's past, present and future - from heritage and craftsmanship to modern culture and everyday life.

**The
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HOW WILL IT WORK?

A simple, proven model that puts local businesses and visitor experiences front and centre.

Sponsorship

Businesses and organisations are invited to become Staffy Supporters by sponsoring one of Staffy's sculptures, either individually or as part of a small group of businesses known as a Staffy Squad. Each sponsored sculpture will sit on a plinth displaying the sponsor's name, logo and details for the full duration of The Staffy Trail. The sculptures will be professionally manufactured in durable fibreglass at the Making Trails studio and finished to a high standard for outdoor display.

Artists and quality assurance

Established and emerging artists will be invited to submit designs for the Staffy sculptures based on inspiration from school pupils. All designs will be curated and approved to ensure a high-quality, family-friendly trail that businesses can confidently align their brand with.

Staffy Supporters will be invited to select their preferred design from the approved submissions at a design exhibition event, allowing early engagement and advance promotion ahead of the trail launch.

The live event and timeline

The Staffy Trail will launch on Staffordshire Day (1st May) and run for at least 10 weeks during the spring/summer season.

- Design selection and sponsor onboarding: early spring
- Public launch: Staffordshire Day – 1st May 2026
- Trail live period: spring/summer – and potentially even longer!

This clear timeline allows businesses to plan promotions, staff engagement and marketing activity around the trail.

A printed trail map and mobile app will help visitors explore local businesses and places of interest. Visitors will also learn about each sculpture, its artist and its Staffy Supporters, and unlock rewards by entering a unique code displayed on each base.

Lasting legacy

Following the trail, sculptures may be auctioned or retained as part of a longer-term legacy, subject to the final project structure. This offers businesses the opportunity to acquire a unique piece of public art or to support future cultural activity within Staffordshire.

Brand exposure for Staffy Supporters – before, during and after the trail

As a Staffy Supporter, your business will receive wide-ranging, sustained exposure before, during and after The Staffy Trail, including:

- Your name, logo and details displayed on the sculpture base
- Inclusion on the project webpage
- Visibility within the mobile app and digital trail map
- Regular mentions across social media channels
- Inclusion in press and media coverage

This ensures long-term visibility rather than a one-off marketing moment.

Promotion and sales – turning visibility into customers

Staffy Supporters can offer rewards, discounts or special offers via the trail app, encouraging visitors to step into local businesses while they are out exploring the trail.

Typical offers might include food and drink discounts, family deals, exclusive in-store offers or time-limited promotions, helping to convert footfall into real sales.

We are also looking for rewards for when people reach the end of the individual trails in Stoke-on-Trent City Centre, Stafford or Tamworth, and when they've completed all three trails.



Networking and collaboration for the Staffy Squad

Staffy Supporters and members of the Staffy Squad will be invited to:

- The design exhibition event
- Sponsor activation workshops
- The official launch event

These events provide valuable opportunities to connect with other local businesses, creative partners, artists and civic figures.

Media coverage

The trail will be supported by a coordinated marketing and PR campaign, including social media management and engagement with local and regional media. Making Trails' previous projects have achieved strong press coverage and high levels of organic social sharing driven by visitors themselves.

Employee engagement and local pride

Sponsoring a Staffy is a positive, visible way to involve employees in a feel-good local project. Many businesses use art trails to boost morale, strengthen team pride and demonstrate their commitment to the places where they operate.

Showcasing creativity

Staffordshire is known as a creative county. By becoming a Staffy Supporter, businesses directly support local artists and makers while helping to showcase what makes Staffordshire distinctive.

Staffy Supporters will be able to use the official Staffy Trail branding across their own marketing materials.

Feel-good factor

So, this is all about visitors and local people discovering, rediscovering and celebrating:

- Staffordshire's rich heritage and creativity
- our local businesses and visitor experiences
- stunning artworks designed by local artists and local schools
- family-friendly adventures across three amazing locations.

There's something special about seeing families, visitors and residents interacting with a sculpture your business helped bring to life. Being part of the Staffy Squad is a highly visible way to support Staffordshire, celebrate its identity and contribute to something genuinely positive.



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STAFFY SUPPORTER OPPORTUNITIES

Sole Staffy Supporter – £3,750

Sole sponsorship of one Staffy sculpture.

This includes:

- Sponsor name, logo and details on the sculpture base for the duration of the trail
- Inclusion across digital platforms, the app and marketing materials
- Opportunity to provide offers and rewards via the mobile app
- Invitations to key project events and the official launch
- Use of official trail branding

Part Staffy Supporter – £900

For businesses who want to be involved as part of a shared sculpture.

- Up to five businesses can share one Staffy
- £900 per business where Making Trails forms the group
- Equal visibility on the sculpture base and across trail materials
- Ideal for independents and smaller local businesses

Staffy Squad (self-formed consortium) – £800 per business

If you already have a ready-made group of five businesses, you can form your own Staffy Squad.

- £800 per business (five businesses total)
- Same benefits as part sponsorship
- A great option for high streets, business networks or local collectives
- Prices from £50 up to £3,500 for part or exclusive sponsorship of the trail App or printed trail map (at least 25,000 printed)

Own a Staffy – £6,000 (£6,625 with base and installation)

Businesses also have the option to purchase a Staffy outright.

- Includes the sculpture itself
- Custom livery designed and applied by Making Trails
- Full participation in The Staffy Trail
- Opportunity to retain the sculpture after the trail as a permanent asset

This option is ideal for businesses looking for a long-term statement piece and a deeper brand presence.

Next steps to become a Staffy Supporter

Join the Staffy Squad and put your business at the heart of Staffordshire Day.

If you'd like to be involved in The Staffy Trail, we'd love to talk.

LVEP Members have the exclusive opportunity to sponsor a Staffy, in whole or in part, until 31st January 2026, after which we'll welcome expressions of interest from all businesses.

Please contact staffy@staffordshire.gov.uk to express an interest and find out more.

All LVEP paying members will have their logo and details on the app that accompanies the trail, and the Staffordshire Day website.

For more information or to discuss sponsorship options, please get in touch with staffy@staffordshire.gov.uk



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