



MAGGIE'S PRESENTS

SCOTTIES



in the

CITY

SCOTTIE DOG ART TRAIL

SPONSORSHIP PACK

A Wild in Art event brought to you by

MAGGIE'S

Everyone's home of cancer care



BE PART OF SOMETHING PAWSITIVELY UNFORGETTABLE

We invite your company, employees and customers to be inspired, get imaginative and celebrate Glasgow by taking part in Scotties in the City 2026 in support of people living with cancer and their loved ones.

For eight weeks in summer 2026, a pack of Scottie dogs will take over Glasgow, each individually designed and painted by talented artists. Scotties in the City will play a key role in boosting the city's social, cultural and economic development by drawing visitors to experience the charm of our vibrant city. The Scotties will be placed strategically in streets, parks and public spaces, transforming our community into an open-air gallery that brings joy to all who visit.

Alongside our trail we will be running an education programme in which schools can apply for a small Scottie which they can design and decorate. These smaller sculptures will form part of the trail and be grouped together in cultural and educational spaces. Each school will also receive a resource pack with handy lesson plans themed around the curriculum and educating young people about cancer and the support Maggie's provides.

After the trail the small Scotties will be returned to the schools for them to keep and our large sculptures will then be sold at auction to raise much needed funds for Maggie's centres across Scotland.



TIMELINE



ABOUT MAGGIE'S

Maggie's centres are warm and welcoming spaces where people living with cancer, and the people they love, can get the support they need and deserve.

Maggie's is there for everyone who needs it, and we are free with no appointment or referral necessary. We know this makes a huge difference to helping people take control when cancer turns life upside down- from getting ready for cancer treatment, help with potential side-effects, support after treatment, providing benefits advice or living with an advanced or ongoing cancer diagnosis.



HOW DOES IT WORK?

- Businesses, groups and individuals are invited to sponsor a Scottie dog sculpture
- Artists will submit designs that are shortlisted by a panel. Sponsors are invited to choose their design at our art selection event. Each design will be unique
- The finished sculptures are placed around streets, parks and local spaces in summer 2026 for the public to enjoy
- Once the trail is finished, the sculptures are auctioned to raise vital funds for Maggie's so we can be there for anyone who needs us.

A PAWSOME OPPORTUNITY!

Sponsoring one of our Scotties is an opportunity you won't want to miss out on. This trail brings together communities, artists, families and businesses- allowing your company to engage with them all. Not only do you have the chance to reach stakeholders, but also to raise your profile, increase customers and get your employees involved.



SPONSORSHIP PACKAGE & BENEFITS

SPONSOR A SCOTTIE – £6,000 + VAT

You will have the opportunity to choose your design for your very own Scottie at our art selection event. Some of our other benefits are listed below:

- Brand exposure: your logo and a short description of what you do will be displayed on the plaque of your sculpture, on our website and our app
- Tickets to VIP and networking events: invites to our trail launch, art selection event, sponsor activation workshop, the Farewell weekend and our exclusive auction
- App incentives: you can offer a reward for app users who have visited your sculpture. This can be a promotional offer to use your services, a prize draw or simply a re-direction to your website
- Social media coverage: the opportunity to engage with the audience on our trail socials
- Staff engagement: you can use this unique event to get your staff involved in fundraising/ supporting the trail
- Centre visits: we would be delighted to show your team around one of our amazing centres
- The opportunity to host an evening reception, for your stakeholders, at one of our Maggie's centres (catering not included)
- The opportunity to benefit from free staff training from webinars such as 'Cancer in the Workplace' and 'Stress Down Friday' which can be delivered in our centre, online or in your office delivered by an experienced member of our programme team.
- Supporting Maggie's and the local community. By joining the pack you are helping to raise vital funds for Maggie's across Scotland while also stimulating the local economy. This large-scale event will attract visitors to Glasgow while also providing a free day out for children and families



SPONSORSHIP PACKAGE & BENEFITS

SUPPORT A LOCAL SCHOOL – £1,000 + VAT

Add on sponsorship for a local school

We have 60 small Scottie dog sculptures available for local primary schools. Not only will the schools get to design and decorate the sculpture, they will also receive a learning resource pack with lots of fun lesson plans and they will get to keep their sculpture after the trail. If you'd like to sponsor a school Scottie we can add this to your package and display your name and logo on the plaque and on the app.



SECURE YOUR SPOT ON THE TRAIL!

As well as sculpture sponsors, we are also looking for a headline sponsor, logistics partner, venue partner and retail partner. We have some incredible bespoke packages available for these opportunities.

If you are interested in sponsorship or hearing more, please contact our Project Manager **Hayley Smith**.

Email: Hayley.Smith@maggies.org
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CONTACT US

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MAGGIE'S
Everyone's home of cancer care



Maggie's, registered charity in Scotland. Registered Charity Number: SC024414.
www.maggies.org