



A  
**NEVERLAND**  
ADVENTURE  
++ ART TRAIL ++

CAMDEN, LONDON  
SUMMER 2027



**BUILD IT.**  
**BEAT IT.**





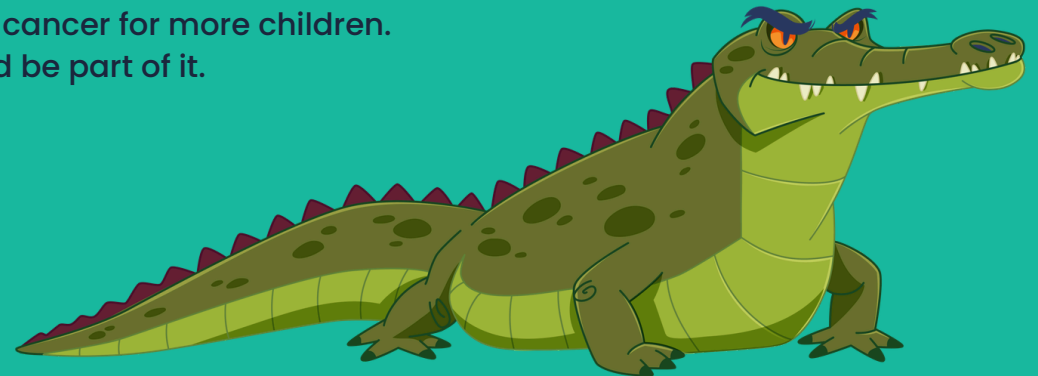
# Welcome

Second to the right, and straight on 'til morning! Your journey begins with A Neverland Adventure: Art Trail, brought to you by Great Ormond Street Hospital Charity (GOSH Charity).

With the help of Peter Pan and an impressive crew of artists, we're setting up a trail of storybook benches in London. Each bench celebrates the wonder of Neverland, where childhood takes flight.

Become a sponsor and activate your brand while helping us build the new, world-leading Children's Cancer Centre at Great Ormond Street Hospital (GOSH). It's a place where kids with the rarest and most complex cancers will be given the best chance possible, a place where childhood can be saved and protected. Because we believe no childhood should be lost to cancer.

Together, we can build it.  
Together, we can help beat cancer for more children.  
Join the trail and be part of it.





# Who we are

**We are GOSH Charity. We stop at nothing to help give seriously ill children the best chance and the best childhood possible.  
For children with rare or complex illnesses everywhere.  
For this generation and all those to come.**

While the NHS funds the day-to-day running of GOSH, it has always depended on charitable support to make it extraordinary.

We depend on supporters like you to help make that happen.

## **How does GOSH Charity support the hospital?**

- Building and Redevelopment
- Research
- Advanced equipment and technology
- Patient, family and staff support

**#1 most loved children's charity\***  
**4th best paediatric hospital in the world\*\***  
**5th most loved charity in the UK\*\*\***



Harry, aged 6

\*Savanta Charity brand report 2024

\*\*Newsweek world's best specialised hospitals 2025

\*\*\*Savanta Charity brand report 2024

# Why are we doing this?

**A Neverland Adventure: Art Trail is taking place to raise money for GOSH Charity's 'Build It. Beat It' campaign to help build a new Children's Cancer Centre at GOSH.**

Revolutionary advances in children's cancer care, research and technology present exciting new possibilities for more effective, kinder treatments and cures for children's cancer.

But, without next generation specialist facilities to develop and deliver these complex treatments, and without advanced new spaces where children can thrive while undergoing care, it won't become a reality.



## **The new Children's Cancer Centre will include:**

**A roof garden, school and indoor and outdoor play spaces**

**State-of-the-art imaging and scanning equipment**



**Improved parent and staff facilities**

**Digitally advanced new inpatient wards**

**New operating theatres**



## Jennah's story

The day after Jennah's fifth birthday in March 2023, she started to become ill. She was diagnosed with medulloblastoma, a fast-growing brain tumour. She was referred to GOSH in October 2023 and had surgery three days later.

See what Jennah's mother, Rubeka, says about plans for the new Children's Cancer Centre.

**"We go all over the hospital for lots of different appointments that Jennah needs, so the idea that everything will be together now is great. If everything was in the same place and familiar to her, it would really help."**



**"We never had dinner as a family the whole time Jennah was at GOSH – it would have been amazing to have a table where we could eat together."**

**"A roof garden or outside space would be amazing too. Jennah and I got such dry skin from being inside all the time."**

**"Jennah missed so many breakfasts, lunches and dinners at GOSH as she didn't want to eat at the time she was given food, and when she was ready to eat, it was cold. To have food available 24 hours – food they like, which is nutritious – would make such a difference to a child's recovery."**



Jennah, aged 7



## A message from Louise Parkes

**GOSH Charity Chief Executive**

'I'm delighted to welcome you to A Neverland Adventure: Art Trail – a wonderful celebration of creativity and community. Together, through GOSH Charity's 'Build It. Beat It.' campaign, we're helping to shape the future of children's healthcare and inspire change that will last for generations. The trail will bring colour, imagination and joy to London's streets, offering partners a unique opportunity to make a visible, lasting difference for seriously ill children.'



# Neverland and GOSH

In 1929, JM Barrie gifted the rights of his wonderful story Peter Pan to GOSH. To this day, proceeds from the sale of every book published, and every performance of the play and pantomime, in the UK help support seriously ill children and their families.

We have built on this amazing legacy through the creation of our new brand – Neverland – which we are using to facilitate amazing events such as A Neverland Adventure: Art Trail to raise funds for GOSH Charity.

**1904**

Peter Pan, or 'The Boy Who Wouldn't Grow Up', premieres at the Duke of York's Theatre in London's West End

**1911**

Peter Pan is published as a book

**1929**

JM Barrie gifts the rights to Peter Pan to GOSH, ensuring every book sale and performance helps seriously ill children

**1988**

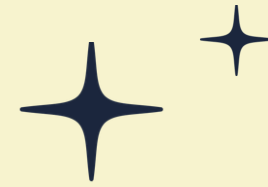
The magic lives on! A special amendment to the Copyright Designs and Patent Act grants GOSH the right to receive royalties from Peter Pan forever, ensuring ongoing support for the hospital.

**2024**

Welcome to Neverland! As Peter Pan remains a childhood favourite worldwide, GOSH builds on its legacy with the launch of a new brand – Neverland.



# How does the Art Trail work?



## 1. Bench design

Book Bench sculptures, featuring Peter Pan in his traditional clothes and colours, will be designed by artists from across the UK, and set up around Camden and the surrounding areas.

Smaller bench sculptures, designed by local schools and youth groups, will also feature along the trail.



## 2. Sponsors

Each sculpture offers a unique sponsorship opportunity – a chance to raise your profile, celebrate creativity, and support GOSH Charity.

Select your artist to have your own brand associated to a truly unique piece of artwork, enjoyed by visitors across the 8-week art trail.



## 3. Auction

At the end of the trail, the sculptures will be auctioned at a premier event which sponsors will be invited to attend.

The money raised from the trail, through sponsorship, events and the final auction, will go towards funding the Children's Cancer Centre.



**Final sketch and design of Peter Pan Book Bench Sculpture**



Images:

- 1.) Morphs' Epic Art Adventure, June-August 2023
- 2.) Newark BookBench Trail, July-September 2024
- 3.) The Cambridge Book Bench Trail, Summer 2023



# Timeline of events



**December 2025 –  
September 2026**

Sponsors, artists and schools are invited to get involved



**Spring  
2026**

Corporate launch Event



**November  
2026**

Preview of sculpture designs for selection by sponsors



**January  
2027**

Sponsor activation workshop – “Making the Art Trail work for you”



**January –  
March 2027**

Book Bench sculptures are designed and created by artists



**July – August 2027**

A Neverland Adventure Art Trail begins! Book Bench sculptures are displayed across London with sponsorship activation opportunities across the trail.



**September  
2027**

Last chance to see Book Bench sculptures all together in London at our farewell event



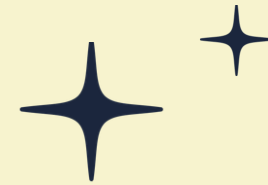
**September  
2027**

Book Bench sculptures are auctioned to raise money for the new Children’s Cancer Centre at GOSH





# Impact



## See the remarkable outcomes achieved through previous Art Trails



**Interact with visitors through mobile app**

**90k+** sculptures unlocked<sup>1</sup>

**Attract visitors to the local area**

more than  
**400k** visitors<sup>2</sup>  
**9%** increase<sup>3</sup> in footfall

**Increase social media presence**

over  
**250k** people reached<sup>4</sup> through social media posts

**Significant economic impact to the local area**

overall economic impact of over  
**£16m**<sup>5</sup>

**Engage young people**

**40+** schools and groups in the Education Programme<sup>6</sup>

**Highlight talent from across the UK**

Over **40** artists had their work<sup>7</sup> showcased across the city



1, 4, 6, 7.) Rocket Reach Leicester, 2, 5.) GoGoSafari, 3.) Waddle of Worcester



# Don't just take our word for it



**Hear what businesses and visitors from previous trails have to say...**

- **87% feel that the trail had a positive impact on their business <sup>1</sup>**
- **80% feel that the trail helped to promote their business in or around the city <sup>2</sup>**
- **96% of trail visitors said it encouraged them to enjoy local areas, with 88% saying it encouraged them to visit places they generally wouldn't <sup>3</sup>**
- **83% of trail visitors went for something to eat <sup>4</sup>**
- **90% of visitors felt that the trail encouraged them to get out more <sup>5</sup>**
- **84% of visitors said the trail enhanced their health and wellbeing <sup>6</sup>**



# Book Bench Sculpture Sponsor

**£10k + VAT**

Sponsoring a Book Bench sculpture allows you to support this initiative in a personal way, with opportunities to market your company alongside the iconic Peter Pan and be part of JM Barrie's incredible legacy at GOSH.

All Sponsors will become a 'Friend of Neverland' and will be featured on the Friends of Neverland webpage, a space that highlights our impactful supporters.

## **Sculpture**

- Sponsorship of one large Book Bench sculpture
- Photo and certificate of your Book Bench sculpture
- Design selection from your preferred artist

## **Brand exposure and marketing**

- Your branding on:
  - Trail map
  - Auction catalogue
- Company logo on the A Neverland Adventure: Art Trail website
- Company logo on the A Neverland Adventure: Art Trail mobile app

## **Media**

- Social media coverage and promotion via A Neverland Adventure: Art Trail accounts
- Media coverage of the Art Trail

## **Events**

- Two invitations to Sponsor Preview event
- Two invitations to event launch
- Two invitations to Sculpture Auction

**There are also opportunities to explore employee fundraising avenues as part of your sponsorship.**

# Official Sponsor

Official Sponsor packages include all the benefits of a Book Bench Sculpture Sponsor, as well as your choice of the following add-ons.

- Industry exclusivity within the official sponsors category (max. 3)
- Dedicated account management support
- Company branding featured on all project information plaques displayed with large sculptures

## **Trail activations**

- One-off activation for your brand on the trail, around your Book Bench sculpture or office location
- Activation will be supported/promoted by the Art Trail mobile app and website

## **App activation**

- Opportunity to offer rewards, promotions and discounts to Art Trail visitors and app users
- Data capture through a competition

## **Event sponsorship**

- Opportunity to speak at your sponsored event
- Branding on event documentation and promotions
- Branding opportunities on the event day
- Promotion across Art Trail app and website

## **Gift-in-kind services**

- Provision of budget-relieving gift-in-kind support of products and services

## **Themed activity sponsorship**

- Throughout the Art Trail, there will be themed events. You can choose to sponsor one or more of these. Examples include:
  - Pride week
  - Sculpture Race

**All prices available on request and in addition to the Sculpture Sponsor package**



# Presenting Partner

As a Presenting Partner, you'll enjoy the benefits of the Book Bench Sponsor package, plus app and trail activation opportunities and wider brand exposure than any other Art Trail sponsor.

## Exclusivity

- One of only three Presenting Partners
- Exclusivity within your sector

## Sculpture

- Priority choice of art design for your Book Bench sculpture

## Trail activation

- One-off activation for your brand on the trail, around your Book Bench sculpture or office location
- Activation will be supported/promoted by the Art Trail mobile app

## App activation

- Promote offers/discounts to Art Trail app users
- Data capture through a competition

## Brand exposure and marketing

- Primary branding in all communications
- Banner ads on the Art Trail website and mobile app

## Media

- Sponsorship announcement press release

## Events

- Speaker opportunities at all Art Trail events
- Branding at all Art Trail events and receptions
- VIP invitations to all official events

All prices available on request and in addition to the Sculpture Sponsor package

# Learning and Community Partner

As a Learning and Community Partner, you'll play a vital role in ensuring the Art Trail reaches every corner of the community.

This partnership supports workshops, school engagement and creative programmes that inspire young people and families with a focus on improving literacy levels. It's a unique opportunity to demonstrate your commitment to education, inclusion and social impact, helping nurture creativity while supporting GOSH Charity's Build it. Beat it. appeal.

## Principal Partner

- You'll be one of two Learning and Community Partners for the Art Trail

## Brand exposure and marketing

- Branding on all learning programme plaques and associated learning resources
- Branding to feature on all trail maps, brochures and school recruitment materials
- Prominent logo position on Art Trail website & app

## Events

- Invitations to Learning Programme launch event and school inspiration sessions
- Speaker opportunity at selected events

## Media

- A bespoke media plan and press release announcing your involvement in the event

## Legacy and impact

- Champion creativity, education and inclusion across London communities

Price available on request





A  
**NEVERLAND**  
ADVENTURE



# Thank you

Get in contact to join us on this awesome  
adventure!

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BEAT IT.**

