



Supporters pack

**This pack contains everything you
need to show your support for
Pride of Yorkshire.**

Headline sponsor

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 prideofyorkshire.org





PRIDE OF YORKSHIRE

Thank you!

By supporting Pride of Yorkshire, you're helping to transform the Emergency Department at Sheffield Children's Hospital.

Celebrating 150 years of Sheffield Children's, Pride of Yorkshire is the UK's BIGGEST sculpture trail - setting 300 life-sized lion, lioness and cub sculpture loose across South Yorkshire.

Featuring South Yorkshire icons, celebrations of heritage and history, musical legends, sporting heroes, breath-taking scenery and so much more, there's something for everyone to enjoy when they take part in the trail. Discover hidden gems and revisit old favourites as you travel across the region to collect all 300 sculptures.

Whether you're a keen lion tamer, or a fantastic fundraiser - there are plenty of ways to get involved in the trail this summer.

Within this pack is everything you need to get started roaring your support for Sheffield Children's, including assets, usage guides, fundraising inspiration and more.

If you have any questions, please don't hesitate to contact the team on:
sculptures@sheffieldchildrens.org

Together, we make the difference.

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Pride of Yorkshire assets

If you'd like to use Pride of Yorkshire and/or Sheffield Children's Hospital Charity assets in your support of the campaign, here are some handy do's and don'ts to follow:



DON'T - Change the colours

DON'T - Stretch or alter the shapes

DON'T - Morph your brand logo into a charity/campaign logo

DON'T - Create and sell your own merchandise using charity/campaign assets



DO - Follow the guidelines and use them on your website or social media

DO - Download the official Pride of Yorkshire text logo by clicking [here](#)

DO - Download the official Pride of Yorkshire lions logo by clicking [here](#)

DO - Use the 'in aid of' Sheffield Children's Hospital Charity logo by clicking [here](#)

The official colour palette for Pride of Yorkshire and Sheffield Children's Hospital Charity can be found below:



Core Yellow
(#ffc72c)



Banana
(#fff7dd)



Bedtime Blue
(#002843)



Core Blue
(#005eb8)



Baby Blue
(#bde4f7)



Raspberry
(#e74d5d)

Unfortunately we are unable to accommodate requests for specific assets to be created, but are happy to review an asset you've made if you're unsure about usage.

If you have any questions, please don't hesitate to contact the team on:

[**sculptures@sheffieldchildrens.org**](mailto:sculptures@sheffieldchildrens.org)

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Fundraising assets

Want to get started fundraising for Pride of Yorkshire? We're here to support you. Fundraising is a great way to bring your workplace, school or community together as you support a great cause, and have fun while doing it!

The below materials are all available to download and print at home, to ensure your fundraising looks the part.

Sponsorship form: Get pledges and donations on the go using this form. Click here to [download](#).

Totaliser: Keep track of your fundraising and see your total climb with this interactive asset. Click here to [download](#).

Bunting: Brighten up any fundraising display with this adorable Pride of Yorkshire bunting. Click here to [download](#).

To request a pack of physical fundraising materials - including collection tins and buckets, roller banners and more - please contact sculptures@sheffieldchildrens.org



Fundraising top tip!

SAY CHEESE! Make sure you take plenty of pictures and tag @prideofyorkshire on Instagram in any posts you do about your fundraising event or activity, and we'll aim to repost it. This is a great way to inspire others and show them the different ways to fundraise.

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Fundraising inspiration

Here are some easy ways to start your fundraising!

Add £1 to the bill

Whether you're offering a product or service, adding an optional £1 onto the bill is a great way to raise money quickly!



Duvet Day raffle

Offer your teams the chance to extend their weekend with a Duvet Day raffle. Everyone pays an amount per entry, and the winner gets a 'do whatever' day!



Get quizzical!

A quiz or bingo is a great way to get people together and raise money! Themed rounds and prizes can really get people into the competitive spirit.



Team challenges

Dare your team to take on a sponsored challenge. Choose the activity, encourage everyone to sponsor and offer to match fund whatever is raised!



Donate the daily brew

Encourage your teams to donate the cost of a coffee (or lunch!) for a day, week or month. It's a small sacrifice with a big heart – and perfect for companies with a culture of café catch-ups.



Football fever

While football didn't make it home this summer, a trophy with your name on it still could! Challenge your team to a game, or even a penalty shootout against the boss.



Create a bespoke product

Do you have a product that can get a lion-themed makeover? Talk to us about collaborating on how products can be used for fundraising.



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Social Media assets

Ready to roar about your support for Pride of Yorkshire? You can find social media graphics, our handles and some top tips for boosting your Pride of Yorkshire social content this summer.

Graphics:

Use these official assets on your social media channels, email signatures and websites to show your support for the campaign:

Websites and e-signatures: Click [here](#) to download a square asset.

LinkedIn and Facebook: Click [here](#) to download a landscape asset.

Instagram and TikTok: Click [here](#) to download a portrait asset.

Find us online:

Tagging us in your posts means we're able to like, comment and repost.

Instagram: [@prideofyorkshiretrail](#)

LinkedIn: [Sheffield Children's Hospital Charity](#).

TikTok: [@pride.of.yorkshire](#)

Facebook: [Pride of Yorkshire](#)

Don't forget to use **#PrideOfYorkshire** in your posts.

Social Media top tips and ideas:

- **Keep it simple** - a few words and a handful of photos is perfect for driving engagement,
- **Show the journey** - if you're taking part in a longer challenge, show people what you're up to and how you're progressing.
- **Say why you're involved** - people love to know why you're fundraising for a cause, share your story and tell people what it means to you.
- **Thank people** - a little shout-out to anyone who donates/helps goes a long way.
- **Have fun!** - Lots of happy faces taking part in an activity is always engaging.

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Key dates

Pride of Yorkshire is well underway, but there's still plenty of events and activities to get excited about!

Dates for your diary:



End of Trail - Sunday 6 September

Your last day to see sculptures on the streets before we begin the process of collecting them. Snap your final selfies and get ready to say goodbye to these mane attractions.



Farewell Event - 2/3/4 October 2026 @ Meadowhall

Head to Meadowhall to this ticketed event where you'll have the chance to see all the sculptures for the final time before they head to their forever homes!



Auction #1 - Sunday 11 October @ Hilton Garden Inn, Doncaster

Don't miss your chance to get your paws on a Pride of Yorkshire sculpture at the first of two auctions. You can register your interest in attending, tell us more about your budget and what you're after by clicking [here](#).



Auction #2 - Sunday 18 October @ Crucible Theatre, Sheffield

Don't miss your chance to get your paws on a Pride of Yorkshire sculpture at the second and final auction. You can register your interest in attending, tell us more about your budget and what you're after by clicking [here](#).



FREE workshops and events - All summer long

We'll be popping up at events and hosting free workshops in our Meadowhall Pop-Up all summer long, for more information visit prideofyorkshire.org/events

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