

**SUFFOLK  
LIBRARIES**

# PAWS-itivity 2023

**Become 1 of only 15  
Main Sponsors**



By donating to Suffolk Libraries you can help us fund crucial additional services that reduce social, digital and rural isolation in our communities. For details visit [www.suffolklibraries.co.uk/donate](http://www.suffolklibraries.co.uk/donate)

HMRC charity number: XT34476



**Suffolk Libraries has launched its largest ever fundraising campaign, PAWS-itivity.**

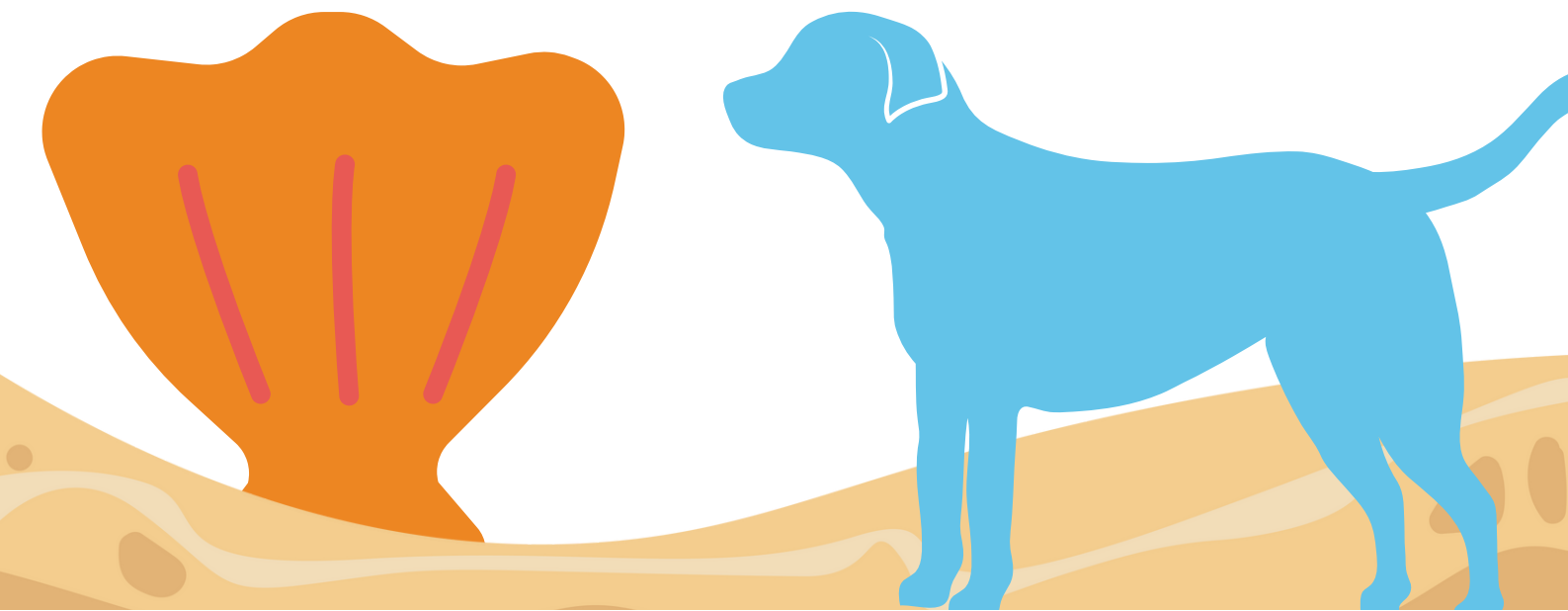
This exciting initiative will raise awareness of Suffolk Libraries as a charity that nurtures and supports:

- **Literacy**
- **The Arts**
- **Mental Health and Wellbeing**
- **The Reduction of Rural, Social and Digital Isolation**

PAWS-itivity will see Labrador dog sculptures exhibited in Suffolk's Libraries through Summer 2023 , all full of fun with their individual designs created by invited, local artists.

PAWS-itivity will launch at the Suffolk Show with all the sculptures on show together in one place.

PAWS-itivity will raise crucial funds for Suffolk Libraries with each sculpture being sold at a high profile evening auction to be held at Trinity Park in October 2023.





**We warmly invite your organisation to become one of our 15 main sponsors, to align your CSR goals with our own and celebrate the 'pawesomeness' of Labrador dogs.**

PAWS-itivity will nurture the wealth of local artistic talent, raise awareness of Suffolk Libraries as a charity and generate crucial funds to help deliver the range of support offered by Suffolk's libraries.



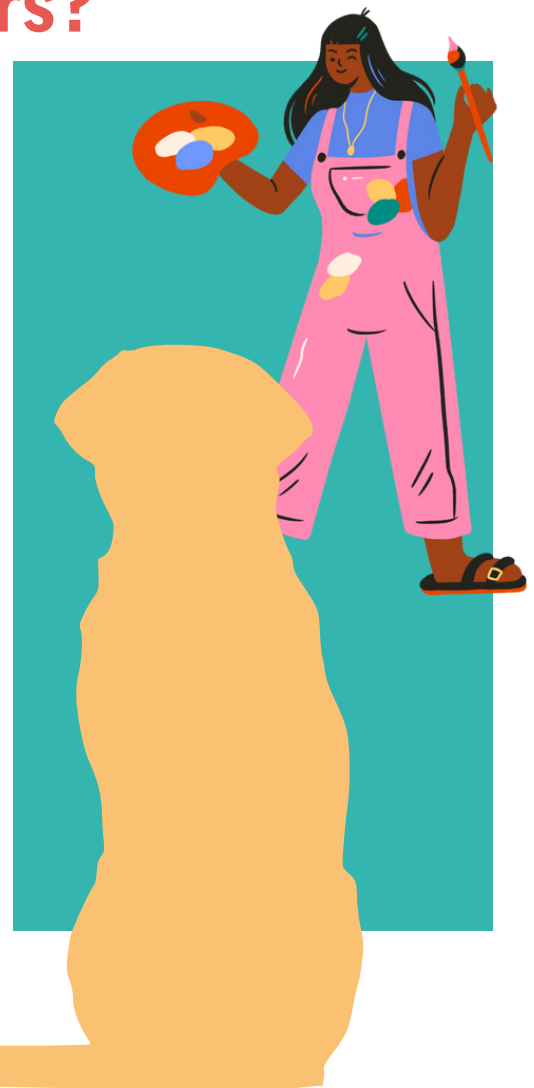
## Why gorgeous Labradors?

Labrador dogs are friendly and dependable, they don't judge us and give us loyalty and companionship whatever our story or background. They are the perfect synergy with Suffolk Libraries.

Dogs are associated with nurturing literacy, as children in our libraries are happy to read to pet therapy dogs whatever their ability.

Dogs are linked to good mental and physical health as they are our loyal companions, reducing isolation and encouraging us to take regular, physical exercise.

The sculptures will be great fun, have endearing characters, be well loved and spread much needed positivity around our communities.





# You will be featured as 1 of just 15 main sponsors

- Your logo will feature on the information next to each dog sculpture that will be displayed at the Suffolk Show and throughout the summer holidays in Suffolk's libraries. A selection of sculptures will also tour events including the Suffolk Show, Suffolk Pride, First Light and the Latitude Festival.
- Your brand will continue to be displayed on a legacy board at Ipswich County Library to be viewed by library users in perpetuity.
- You will benefit from the marketing package offered only to main sponsors that will include a hyperlink to your dedicated PAWS-itivity webpage, your brand featured on all marketing collateral and the reach of the comprehensive social media campaign. Our media partners include Suffolk Magazine, the East Anglian Daily Times and BBC Suffolk.
- You will receive a signed certificate and bespoke presentation plaque for display at your offices.
- You will be invited to the exclusive launch celebration in the late afternoon of the first day of the Suffolk Show at the Suffolk Libraries Marquee.
- You will receive 4 invitations to the celebrity auction at Trinity Park in October 2023.
- You will be part of an initiative that makes everyone smile and oozes PAWS-itivity!

**Main Sponsorships are £5,000\* (Ex Vat)  
with complete exclusivity to your sector**



Thank you to artist Maggi Hambling for allowing us to use her powerful words: "Suffolk Libraries must go on. Without it, civilisation is in danger of disappearing."



"We're delighted to launch this exciting fundraising campaign bringing fun and colour to people across Suffolk whilst also raising much needed funds to support the work of our charity. We hope lots of local businesses, artists and people will want to help us raise 'pounds for hounds' this summer and enjoy our pack of delightfully designed dogs!"

**Bruce Leeke, Chief Executive at Suffolk Libraries.**

**For more information about PAWS-itivity please contact:  
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