
Bears&Bees
Jersey 2027
Sponsorship Pack
WILD IN ART
DURRELL
A Wild in Art event brought to you by
Durrell Wildlife Conservation Trust



Aurora (Bearealis) from Bear Big Adventure Trail

Building a buzz around the island

Communities, like thriving ecosystems, rely on connectivity to prosper!

This island-wide trail will bring together artists, schools, businesses and families through shared spaces, new discoveries and a common purpose.

Together, we can celebrate the connections that sustain nature, strengthen our community and raise vital funds to support Jersey Zoo and Durrell's conservation work across the globe.



The Original Worker Bee, from Bees in the Wild trail

The bears are back!

In 2027, Jersey Zoo will welcome two Asiatic black bears to a new, state-of-the-art enclosure!

To celebrate their arrival and raise vital funds for Durrell's conservation work, we're launching the Bears & Bees trail.

This island-wide sculpture trail will fill our streets, parks and coastlines with a trail that connects us all.

We're looking for people and businesses who can help us share that story as the excitement builds. The bears' arrival will be a major moment for Jersey Zoo, and their story will capture the island's imagination for years to come.

Bears & Bees is a chance to be part of this new chapter from the beginning and help bring our community together around something truly special.





We've been busy bees!

If our conservationists had a counterpart in nature, the bee would be a good place to start.

They are hard-working and determined, travelling where they are needed and making every effort count. They work for something far bigger than themselves, protecting species, restoring habitats and giving wildlife a better chance to thrive. Much of what they do happens quietly, but its impact reaches far beyond the places where they work.

A bee visits one flower, then another, carrying what each needs to flourish. Our conservationists bring that same persistence and sense of purpose to every project. They know that meaningful change takes time, and they keep going.

So when you see a bee sculpture on the trail, or a honey bee buzzing through your garden, think of our dedicated conservationists working with the same determination to help nature and ecosystems thrive across the world.

Sponsor a bee sculpture and help support the conservationists behind our work!

How it works

Sponsorship

Sponsoring a sculpture! There is a range of sponsorship options to fit your budget and suit your marketing and business objectives.

Calling artists

Artists, both well-known and undiscovered, are invited to submit unique designs.

Trail live

Bears & Bees launches in July 2027! Residents and visitors embark on a fabulous new summer adventure.

Farewell event

A special send off for the sculptures! Take your final selfies, and maybe choose one to bid on at the auction!

Auction

The giant bear and bee sculptures will go under the hammer at a celebratory auction to raise vital funds to support Durrell's work around the globe and at Jersey Zoo.





The Stats

662,920
Sculpture unlocks on the trail app with

279,279
rewards unlocked

31
schools engaged

105,104
miles walked
the same as walking to Madagascar and back 9.4 times



56,018
zoo visits during the trail

23
community groups involved

10 million +
views on Jersey Zoo social channels

Get involved

Sponsorship is an incredible way to support Durrell and Jersey Zoo, while aligning your brand with the islands' biggest and most exciting event in 2027.



Here are just a few reasons to get involved:

- Excellent brand exposure in Jersey, the UK and beyond
- Association with a project that will make the whole island smile
- Engaging schools and community, inspiring young people through fun, creative and educational activities linked to the trail, encouraging learning and participation
- Support Durrell's work to save species from extinction
- PR and marketing opportunities
- Staff engagement and team building
- Exclusive business to business networking for over 12 months



There is a range of bespoke partnerships that can be tailored to your needs, and all Bears and Bees sponsors will receive the following:

Benefits of sponsorship:

- Your logo and description on your sponsored sculpture, trail website and app
- The chance to choose from a selection of shortlisted bear or bee designs
- Your logo and company information on the Bears and Bees website
- Social media coverage on the Bears and Bees channels
- Amazing bear and bee tales and engaging content to share
- Your company included on the trail map
- Rights to use the event title, branding and logo for PR and advertising (with approval)
- Your logo in the souvenir auction catalogue
- Exclusive invitations to events, including sponsors workshop, press and VIP preview, farewell event and auction
- Staff engagement opportunities at the zoo, animal experiences and tours
- Dedicated sponsorship support from the Durrell team
- The opportunity to provide rewards on the app

Inspiring people to engage with wildlife has always been at the heart of Durrell's mission. We want everyone who connects with our work, whether at Jersey Zoo or through our conservation projects around the world, to feel they can make a difference for nature.

Our public art trails are a wonderful way to bring that belief to life. Go Wild Gorillas and Tortoise Takeover brought so much joy to Jersey, encouraging people to explore parts of the island they might never have visited, walk new paths, meet new people and create lasting memories. We're excited to bring everyone together again for Bears & Bees in 2027.

This trail comes with a fun twist, as it will feature not one, but two giant sculpture designs, both with a compelling tale about their role in protecting our planet. In true Gerry spirit, we hope this trail will inspire people to discover how all creatures, great and small, are connected, and to support Durrell's work to save species from extinction.

I hope you'll join us. Together, we can create another memorable summer for Jersey while raising vital funds for Durrell's work at Jersey Zoo and around the world.

Rebecca Brewer
CEO, Durrell Wildlife Conservation Trust



Sponsorship levels





Big and Small Sponsor
2x Sculptures

£9k

Sponsor a large bear or bee with the art design of your choice and a small community bear, for schools and community groups to design.

Bear or Bee Sponsor
1x Sculpture

£7.5k

Sponsor an individually designed sculpture in a destination location, and benefit from a wide range of marketing, PR and staff engagement opportunities.

Presenting Partner **2 x Sculptures**	As the headline sponsor, this is a one-off opportunity to be synonymous with the project and benefit from expectational marketing and public relations exposure.	**£40k**
Education Partner	As Education Partner, you'll help thousands of young people across Jersey have access to this inspiring project	**£25k**
Community Partner	A unique chance to support community groups and charities in Jersey to engage with this inclusive project.	**£20k**
Official Supplier **1x Sculpture**	Get involved and be integral to the success of the trail by sharing what you do best and sponsoring a sculpture in return for your products and services, including media, construction, hospitality, transport and property.	**£12k+** **value in kind**
Bears and Bees Sponsor **2x Sculptures**	Become a dual sponsor and support a bear and a bee. You will get two sculptures, two creative canvases, double the PR and marketing reach.	**£15k**



Bee part of something extraordinary

Gerald Durrell understood that every creature, great and small, plays a vital role in the natural world.

That conservation depended on inspiring people and the next generation!

By bringing Jersey together through art, discovery and a shared purpose, this trail carries his vision forward, supporting Jersey Zoo and Durrell's work to save animals from extinction around the world.

Get in touch





trail@durrell.org

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