Summer 2025 will see not one, but FIVE majestic sculptures straight from the African Savanna march their way into Norwich and Norfolk!

This roarsome safari sculpture trail will not only be bringing communities together but each sculpture represents the strength, resilience and hope of the young people from care that Break supports.

By taking the trek to discover these magnificent beasts, trail-goers will not only be able to enjoy the amazing artwork on display but, just as we do at Break, they'll also be journeying alongside our young people, empowering them to embrace their own unique path.

Are you ready to go on a safari?

Art unleashed

Meet our BIG 5!

A pride of lions!
A crash of rhinos!
A band of gorillas!
A tower of giraffes!
A herd of elephants!

Which one will you be going wild about?
We are delighted to be able to bring another sculpture trail to Norwich and Norfolk – and this time with an exciting new twist! This will be the fifth trail that we’ve delivered here and it’s wonderful to see just how loved they are by residents and visitors alike.

I’m looking forward to seeing the reaction to our magnificent tribe. Not only do they bring some spectacular artwork to our streets, they also have an important job to do – to help us raise the vital funds we need to make sure we can continue to make life better for children and young people who have faced incredibly difficult life challenges.

Many care experienced young people across the UK don’t get the right support or don’t get it for as long as they really need to make a lasting difference. This leaves them feeling alone, excluded and not doing as well as we would want.

At Break we believe that no young person should walk alone. That’s why we take that journey with them until they feel ready to take their own path – and our lifelong offer means that we’re always there for them.

As you look through this brochure you’ll see a number of reasons you should be part of GoGoSafari. It’s the fantastic businesses and individuals who come forward that help us make them a reality, and by coming together as a community we can provide the stable foundation the young people in our region need.

Rachel Cowdry
CEO, Break

Break makes life better for children and young people on the edge of care, in care and leaving care. Working across East Anglia, we firmly believe that every child, no matter their start in life, deserves a bright future.

Through our wide range of services including fostering, residential homes, family support, mentoring and leaving care service, we provide opportunities to enable young people who have faced difficult life challenges to thrive.

We walk alongside them every step of the way as they journey towards independence – and the support doesn’t stop there. A lifelong offer means we are there for as long as we’re needed.

“When I first came to Break at 15, I didn’t trust myself to leave the house on my own. But now I’m feeling more comfortable to do this by myself now. Break has helped me so much and I’ve really felt like I’m part of a big family.”

“It can be difficult to trust, but having someone there who wanted to make sure I was okay, helped me to understand there are people who care.”

Registered charity number 286650
We are thrilled to be returning to Norwich and teaming up with Break once again to create an exciting new art trail for the city.

Wild in Art has a long history in Norwich and the city has a special place in our hearts - indeed, it was the host city for one of our very first art trails in 2008! Since then, Wild in Art and Break have collaborated on 7 trails and we are proud that their legacy, through funds raised at auction, has helped Break to support disadvantaged young people across the region.

We hope you will support this new art trail which promises to be a captivating project which will make everyone smile. There are a range of sponsorship opportunities available, so please join us and together we can stage an unforgettable event.

Norwich BID is very proud to be sponsoring the latest GoGo trail, as it clearly aligns with our goals on connection, inclusivity and place. This successful event and established brand not only benefits the local economy and tourism, but also contributes to the improvement of the community and well-being of the city. We are excited to participate in this initiative for 2025.

As a charitable organisation, we recognise the significance of the GoGo trails and their positive social impact on the entire region. The trails align perfectly with our charitable objectives, and the 2025 safari themes provide a unique opportunity to further promote our mission - allowing us to actively contribute to inspiring and engaging the public in matters pertaining to the living world and the environment.

We are thrilled to partner with Break on the GoGoSafari 2025 trail, fostering a shared commitment to making a positive difference within our community and providing a platform to promote, contribute, and support conservation programmes both in the UK and internationally.

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Chantry Place has been supporting Break’s sculpture trails for many years as they give locals and visitors alike an incredible day out across our city and county as they discover the amazing art on offer. The quality of artwork is always exceptional, and they continue to generate smiles. Not only do they increase our footfall but ultimately, they help Break raise the vital funds needed to continue their fantastic work for young people from care, and we’re delighted to be part of GoGoSafari.
GoGoSafari follows on from the roaring success of GoGoDiscover which saw 55 T.rex and 24 Steppe Mammoths stomp onto the streets and shores of Norwich and Norfolk.

Here’s just some of the t.riffic stats from the GoGoDiscover trail:

- On average visitors spent **20 hours** over 4 or 5 days exploring the trail
- GoGoDiscover had an estimated economic impact of more than **£25 million**
- 70% of visitors also went shopping on the days they visited the trail
- 51% visited attractions they hadn’t been to before
- 10% stayed overnight as part of their trail experience.

GoGoSafari is set to deliver some significant economic, social and cultural benefits:

- Attract over 350,000 residents and visitors across the 10 weeks
- Raise more than **£300,000 for Break**
- Showcase local and regional artists
- Promote health and wellbeing and help get people active
- Generate over **one million** interactions via the GoGoSafari mobile app
- Engage with more than 12,000 school children and young people through the Learning and Community Programme
- Boost civic pride
- Encourage visitors and residents to visit places they may not have been before
- Increase footfall and dwell time resulting in positive economic impact
- Raise awareness in education and conservation.
Here’s a few reasons why you should take a walk on the wild side!

- It’s a fantastic way to promote your business in a really positive, creative, and unique way.
- Lots of PR opportunities to help you enhance your brand awareness.
- You’ll be able to increase your own social media engagement through the GoGoTrail platforms which currently have over 29,000 followers.
- Venues have the opportunity to increase visitor footfall and spend.
- Our exclusive trail events are great for networking giving you the chance to meet and engage with other businesses.
- It’s a great way to build team morale and engage with staff.
- With the trail supporting a much-loved local charity, your business will be delivering towards your CSR and ESG objectives.
- You’ll be a key part of a long-lasting, feel-good event that everyone will be going wild about!

Sponsorship Packages

**Sculpture Sponsorship Package**

- **£6,500**

  - Early bird offer of £6,000 if signed up before 1st July 2024
  - Benefits include:
    - Your own uniquely designed and decorated sculpture in a high-profile trail location
    - Your brand on the trail website, map, and on your sculpture’s plaque and app page
    - A wide range of PR and marketing opportunities
    - Increased visibility for your brand via media and our social media
    - Opportunity to take part in the mobile app reward scheme
    - Invitations to all GoGoSafari events
    - Account Manager support.
    - A discount is available on multiple sculpture sponsorships - further information on application.

**Corporate & Community Package**

- **£7,500**

  - Early bird offer of £7,000 if signed up before 1st July 2024
  - Sponsorship will include a Learning and Community Programme package for you to donate to a school or community group of your choice, as well as the benefits in the Sculpture Sponsorship Package.
  - Your chosen school or community group will decorate their very own ‘Mini G’ giraffe which will take its place on the trail alongside the large sculptures.

**Charity Partnership Package**

A limited number of bespoke sponsor packages are available for businesses who would like to partner with Break to reach an agreed fundraising target.

*Please get in touch for more information.*
Please get in touch with us to discuss how you can sign up today.

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