

# A Bearly Big Trail

## SPONSORSHIP OPPORTUNITY

CELEBRATING 20 YEARS IN THE DARLING DOWNS



BROUGHT TO YOU BY:



# FOR MORE THAN TWO DECADES, LIFELIGHT HAS BEEN THERE FOR THE DARLING DOWNS.

Day and night, our Toowoomba-based aeromedical crews respond across farms, highways, small towns and regional communities, often when distance is the greatest challenge and time matters most.

From serious accidents and sudden illness to urgent transfers between hospitals, our doctors, pilots and aircrew work together to bring critical care directly to patients, wherever they are.

20 years ago, the LifeFlight Darling Downs service began with the support of local people and business leaders, operating from a modest hangar and a shared belief that regional Queensland deserved access to the same critical care as major cities.

Today, our modern aeromedical base continues that legacy as a 24/7 service, still made possible by community support.



**EVERY 59 MINUTES A PATIENT  
IS HELPED BY LIFELIGHT**



**COMMUNITIES FIRST  
ORGANISATION**



**IN 2025 960 PEOPLE WERE HELPED BY  
LIFELIGHT IN THE DARLING DOWNS**



**IN 2025 1,200+ HOURS FLOWN BY  
LIFELIGHT IN THE DARLING DOWNS**



**90,000+ PEOPLE HELPED ACROSS  
QUEENSLAND SINCE 1979**



**24/7 OPERATIONS**

# BUILDING RESILIENT COMMUNITIES AND INSPIRING THE NEXT GENERATION

In regional Queensland, help can be further away.

The minutes immediately after an accident or medical emergency are critical. Knowing what to do, and having the confidence to act, can dramatically improve survival and recovery outcomes.

First Minutes Matter is LifeFlight's free community trauma training program, equipping everyday people with simple, practical skills to respond in those vital early moments. Funds raised through A Beary Big Trail will help expand this training across the Darling Downs and support the LifeFlight Clive Berghofer Visitor Experience and Education Centre.

The centre will be a dedicated community and education hub - a place where locals, families and school groups can step behind the scenes of an aeromedical service, experience interactive exhibits, and learn how anyone can help save a life.

It will also inspire the next generation to explore pathways in aviation, healthcare, engineering and emergency services, helping ensure LifeFlight's lifesaving legacy continues for decades to come.



## REAL IMPACT IN OUR COMMUNITY

**Zach Nightingale**  
Motorcycle incident, Toowoomba

Zach Nightingale's life changed in an instant.

Zach, a Toowoomba local, was surrounded by his community when it mattered most.

Before emergency services could arrive, the first moments of care came from the people around him - ordinary members of the community doing what they could to help, using the same lifesaving skills taught through our First Minutes Matter program.

Soon after, the LifeFlight crew arrived, bringing advanced medical care directly to the scene and transporting Zach to hospital for specialist treatment.

Today, Zach's story is a powerful reminder that survival often begins before professionals arrive.

# THE BEARS ARE COMING

In 2027, Toowoomba will host one of the region's largest public art experiences, A Beary Big Trail.

For 6-8 weeks, a trail of 20 individually designed LifeFlight Bears will appear across streets, parks, retail precincts and businesses, creating a free, city-wide attraction for locals and visitors to explore.

Visitors will follow the trail, businesses will host sculptures, schools will participate and the community will connect with LifeFlight's story as we celebrate 20 years of lifesaving service across the Darling Downs.

The bear has long been a familiar symbol of comfort, hope and generosity. Over two decades, more than two million bears

have been adopted by Australians through community fundraising, helping LifeFlight to save more lives and respond across the region.

In 2027, the bear moves beyond a teddy to become a shared community experience with public artwork that brings people into the city, supports local businesses and connects the community with a lifesaving service.



A Beary Big Trail is delivered in partnership with Wild in Art, the internationally recognised producers of large-scale public art trails.

Wild in Art events have engaged millions of people worldwide, supported artists and schools, and raised significant funds for charitable causes - creating cultural experiences that leave a lasting legacy in the communities they visit.

For more information, visit [wildinart.co.uk](http://wildinart.co.uk)

# FESTIVAL TIMELINE

## PLANNING & CREATION

### May – September 2026

Artist selection begins, bear production commences, sponsors are onboarded, community and council partnerships are confirmed, and the marketing rollout launches.



## COMMUNITY ENGAGEMENT

### October 2026 – February 2027

The public campaign launches alongside school engagement and education packs, supported by community awareness activities and timed to celebrate 20 years of LifeFlight in the Darling Downs, on 15 December 2026.



## THE TRAIL EXPERIENCE

### March – April 2027

Sculptures are installed across Toowoomba, opening a free public trail supported by events, activations and school visits, with peak participation driven through the interactive trail app.



## CELEBRATION & FUNDRAISING FINALE

### May – June 2027

The trail concludes with farewell weekend events, a final public viewing at the hangar, and a live auction of the sculptures.



## LEGACY & IMPACT

### Post-Trail

Following the trail, impact reporting and sponsor recognition are delivered, new supporters are nurtured, community education expands, and long-term legacy installations are established.



# FESTIVAL PARTNERS ARE THE PRINCIPAL SUPPORTERS OF A BEARY BIG TRAIL

Across the 12-month campaign, Festival Partners are embedded in the story - from early community engagement and media promotion to the public trail and Auction finale. Partners receive broad brand exposure, meaningful community connection and the opportunity to be part of a landmark regional celebration marking 20 years of LifeFlight across the Darling Downs.

## FESTIVAL PARTNER INCLUSIONS

### Recognition as 1 of 3 exclusive category partners of A Beary Big Trail

Dedicated Festival Partner logo lock-up integrated across festival branding, marketing collateral and communications throughout the 12-month campaign

High-profile brand exposure across campaign marketing and media

Option to activate a branded milestone reward within the interactive trail app

VIP access and Invitations to all festival events including trail launches, activations & community events, farewell weekend exhibition and auction night

Structured partner employee engagement opportunities, including staff volunteering and participation in festival activations, school workshops and community events

Recognised as a LifeFlight partner in 26/27 Annual Report

## COMMUNITY PARTNER

The Community Partner directly supports the Mini Bear program where schools and community groups create their own mini sculptures and participate in the exhibition.



- ✓ Recognition as the Official Community Partner
- ✓ Association with the open Mini Bear Expression of Interest process, inviting schools and community groups across the Darling Downs to participate in the program (up to 50 groups)
- ✓ Recognition as the enabling partner of the Mini Bear program, covering sculpture and program costs to allow schools and community groups to participate in the public exhibition
- ✓ Brand integration across the Mini Bear education program, including school workshops, learning materials and program communications
- ✓ Direct engagement with participating schools and community groups, including recognition and invitations to unveilings and community activations
- ✓ Opportunity to host the official Mini Bear exhibition at your premises as a public display and community engagement activation during the 6-8 week trail

## CREATIVE PARTNER

The Creative Partner supports the artists and the creative journey from concept to public unveiling, aligning your organisation with creativity, cultural investment and regional artistic talent.

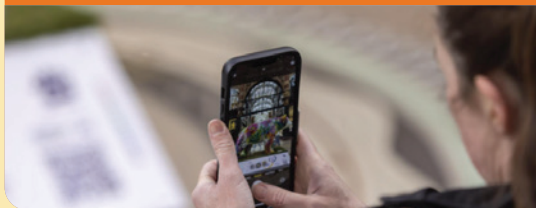


- ✓ Recognition as the Official Creative Partner
- ✓ Association with the artist Expression of Interest program, engaging local, First Nations, international, emerging & renowned artists
- ✓ Recognition as the enabling partner of the artist program, supporting artists from concept to completion through funded commissions, materials and equipment
- ✓ Recognition within artist selection announcements and program communications
- ✓ Direct engagement with participating artists throughout the creation process, including unveilings and storytelling opportunities
- ✓ Opportunity to host the Artist Meet & Greet event, where selected artists are introduced to their corporate sculpture sponsors



## TOURISM PARTNER

The Tourism Partner supports A Beary Big Trail as a city-wide activation that showcases Toowoomba and the Darling Downs as a vibrant destination, encouraging visitation, exploration and community pride.



- ✓ Recognition as the Official Tourism Partner
- ✓ Association with the festival trail as a destination-led initiative encouraging visitation to Toowoomba and surrounding regions
- ✓ Recognition as the enabling partner of the visitor experience, funding the digital trail app that powers visitor engagement and data insights across the festival
- ✓ Visible integration across physical trail wayfinding, visitor information points and on-site festival communications throughout the 6-8 week trail
- ✓ Access to detailed app reporting and analytics, including footfall, visitor behavior, local business engagement and economic impact insights across the region
- ✓ Opportunity to host place-based activations and visitor experiences at key trail locations and visitor precincts during the trail

# SPONSOR A BEAR

Across the 6-8 week public trail in 2027, Toowoomba will transform into a city-wide art experience as 20 LifeFlight Bears appear in streets, parks, retail precincts and community spaces. Thousands of residents, families and visitors will follow the trail, exploring the city and engaging with the story of LifeFlight as we celebrate 20 years of lifesaving service across the Darling Downs.

This is your opportunity to sponsor a bear.

Your organisation will be paired with a professionally designed LifeFlight sculpture, with sponsors selecting their preferred artwork from artist concept submissions. The sculpture will be installed in a prominent public location for the full 6-8 week trail, placing your brand at the centre of a major community attraction and providing a unique platform to host clients, engage staff and demonstrate meaningful commitment to the region and the community LifeFlight serves.

## BEAR SPONSOR INCLUSIONS

- ✓ Naming association with a large public LifeFlight sculpture in a prominent community location for the full trail
- ✓ Corporate branding and organisation profile featured on the sculpture plaque
- ✓ Inclusion across the official trail map, website, interactive app and festival promotional materials
- ✓ Invitation to the Artist Meet & Greet design selection event and engagement with the artist during creation and unveiling
- ✓ Recognition as an official Bear Sponsor of A Beary Big Trail across festival branding and communications
- ✓ High-profile brand exposure through campaign marketing and media coverage
- ✓ Option to activate your bear reward within the interactive trail app
- ✓ VIP access and invitations to festival events, including launches, activations, community events, the farewell exhibition and auction night
- ✓ Structured employee engagement opportunities, including staff volunteering and participation in festival activations, school workshops and community activities



# A Beary Big Trail

## GET IN TOUCH

Help us celebrate 20 years of LifeFlight in the Darling Downs and create a legacy of community care for the future.

### **LifeFlight Foundation**

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