



TEDDY BEAR HUNT 2024

An opportunity to become involved in a large Community Event

Following on from the Goat Trail in 2021, Autism Guernsey and the GSPCA organised the Puffin Parade in 2023, an extremely successful venture raising over £100,000 shared between the two charities.

However due to the logistics and huge amount of work it takes to put together a large animal parade, Autism Guernsey has decided to downsize to a Teddy Bear Hunt in 2024 before organising a larger event for 2025.

60 large Teddy Bears (37cm high when sitting) made by Channel Islands Toys will each be wearing a coloured jumper in either Navy Blue, Dark Green or Red and will display the sponsor's name and logo on the front, embroidered in a colour of the sponsor's choice. The sponsor can also choose the colour of the Bear's jumper.

In March 2024 the Bears will go on display in office, retail, café, hairdresser and restaurant ground floor windows around the island. The aim is for individuals and families to hunt for the Bears around the island using either a map, available from the Bus Terminus or online, or an App. A written quiz competition will also be available. Both the App and Quiz competitions will have prizes for the winners of the competitions.

We are seeking individuals or organisations to sponsor a Bear at a cost of £350 each. The sponsors will be able to keep their own Bear once the Bear Hunt has finished in September.

The intention is to involve as much of the community as possible.

What's in it for the sponsor?

The Bears will wear jumpers displaying the sponsor's logo and/or name. The sponsor will have a choice of 3 colours for their Bear's jumper and can choose any colour embroidery for the logo and wording. The sponsor may also name their own Bear and choose where the Bear is to be displayed, as long as it is accessible to view at all times.

The map, showing the rough locations of all the Bears, will include the names of the sponsors. The map will be available to locals and visitors alike. This map will also be put on our Website and Facebook pages, and sponsors can then share it on their own social media sites.

There will also be an App competition where participants have to find the Bears and take a selfie with them to gain points, together with a written quiz which will go on sale at venues around the Island such as hotels, cafes, entertainment centres etc.



By 'adopting' one of the Bears, your company name and logo will be presented in a totally different way. Positioned in locations all over the island, the Bears will attract lots of attention. From experience we know from the Goat Trail and Puffin Parade that visitors and locals of all ages enjoyed finding all the statues and that footfall increased in those locations where the statues were placed.

This will be a community project with high impact. The Bears will be on display for many months and will inevitably attract considerable media interest.

Should you require any further information, or if you would like to reserve a Bear, please contact Mandy Rowlinson at Autism Guernsey on 232879 or office@autismguernsey.org.gg