

THE
QUAICH
PROJECT



CORPORATE MEMBERSHIP



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BECOMING A SUPPORTER

The Quaich Project at West Princes Street Gardens represents the next chapter in the story of one of Scotland's most iconic city-centre locations. Our vision is to reimagine this place as a 'space for all' – bringing together the latest thinking in architectural, landscape and environmental design to create a joyful space that celebrates modernity and history, vibrancy and tranquillity, practicality and artistry.

Like the traditional Scottish sharing cup from which it takes its name, The Quaich Project aims to bring our community together in new ways

to celebrate Edinburgh's status as one of the world's most innovative, welcoming and thriving capitals – generating new connections between individuals and businesses across the city.

To be successful, we will need the active support and financial investment from a wide array of partners: businesses, philanthropists, charitable grant making bodies and all those with a vested interest in improving this vital green space in the heart of Edinburgh.



DELIVERING YOUR CSR OBJECTIVES VIA OUR KEY THEMES

As a Corporate Supporter you will be investing in the success of The Quaich Project and its benefits for your staff, their families and the wider community.

A SPACE FOR COMMUNITY



ACCESSIBILITY
OUTREACH
EDUCATION

By offering improved access and a wide range of tailored facilities, all members of our community will be able to enjoy the gardens. From improved amenities such as extended children's adventure playparks and new public toilets to seamlessly integrated seating areas and engaging pathways and connections - every element of the design has been considered to offer maximum accessibility and benefit for all.

A SPACE FOR NATURE



BIODIVERSITY
ENVIRONMENTAL RESPONSIBILITY
MENTAL HEALTH & WELLBEING

The Quaich Project is committed to respecting the biodiversity of the gardens and to enhancing the health and wellbeing of all its visitors. Our gardens act as the lungs of the city - helping to provide a calm place to retreat to and a canvas of greenery to enjoy. Our vision is to create a place of tranquillity that local employees can enjoy amidst the pressures of increasingly stressful work schedules and a bustling city centre.

A SPACE FOR REFLECTION



HERITAGE
ARCHITECTURE

The Quaich Project is dedicated to retaining the gardens' cultural and historical significance. West Princes Street Gardens sits within one of Scotland's five UNESCO World Heritage sites and our project will reflect Edinburgh's proud history and heritage.

A SPACE FOR CELEBRATION



ARTS
HOSPITALITY

Throughout the year, West Princes Street Gardens will play host to a vast array of events large and small - from international artists performances to local choirs and dance recitals - our world class facilities and architectural design will enhance the quality of every performance and provide exceptional corporate hospitality opportunities in the heart of Edinburgh's city centre.

KEY FACTS

The Quaich Project is a **£25m** fundraising campaign to create a space for all in the heart of Edinburgh: West Princes Street Gardens.

The project is already well underway. The newly restored Ross Fountain and Victorian Cottage, two of Edinburgh's most well-recognised landmarks, are both part of The Quaich Project.

West Princes Street Gardens will always remain in public ownership and will be free to access.

125 submissions from across the world were put forward in an international design competition to reimagine the gardens. Seven shortlisted concepts were put on display at the City Art Centre for five weeks for public feedback before a final winner was selected.

All membership funds raised during The Quaich Project will be directly invested in **improving and enhancing facilities and green space** for all those who visit West Princes Street Gardens.

The new designs for the gardens will see an increase in the overall green space to facilitate the new designs for the gardens.

At least **80%**

of project costs will be secured through charitable donations and corporate support.

The Quaich Project is managed and delivered by The Ross Development Trust, in partnership with the City of Edinburgh Council. The Ross Development Trust is a Scottish Charitable Incorporated Organisation, run as an entirely not-for-profit entity.

UNIQUE SPACES & FAMOUS FACES

Alongside the improved green spaces and facilities that can be enjoyed by our community The Quaich Project is able to offer your business unique opportunities to explore the history and hidden secrets of West Princes Street Gardens.

THE COTTAGE

The Gardener's Cottage is an iconic building within the tranquil settings of the gardens and is not available for hire. Our Corporate Supporters have the much-sought-after opportunity to host and attend intimate Victorian themed dinners in our spectacular dining room, a captivating and memorable space to entertain clients and partners.

QUAICH BEARERS

Our Quaich Bearers are globally recognised Scots and act as ambassadors for The Quaich Project on an international stage. Corporate Supporters will have a unique opportunity to network with our Quaich Bearers at numerous events throughout the project.



BECOME A CORPORATE MEMBER OF THE QUAICH

Becoming a Corporate Member of The Quaich Project will help us to forge the way forward with our future vision, while reinforcing your company's commitment to enhancing the quality of life for your employees, clients and their families. The Quaich Project will provide your employees with world-class amenities that are designed to:

- Improve health & wellbeing
- Encourage getting away from the desk and outdoors during the workday
- Provide tranquil, relaxing spaces on the doorstep of your workplace
- Offer opportunities for families to meet, play and explore together during the working week
- Give back to the local community
- Leave a legacy for future generations

You can involve employees and contacts in your support of The Quaich Project by taking advantage of the many benefits becoming a member has to offer.



CORPORATE MEMBER				
PEWTER £5,000	SILVER £10,000	GOLDEN £15,000	PLATINUM £25,000	GLOBAL £35,000

THE QUAICH PROJECT EXPERIENCES

Invitation for staff and families to attend activities in the gardens	✿	✿	✿	✿	✿
Pop-up stations in the gardens for a nominated charity partner	✿	✿	✿	✿	✿
Private tour of the gardens for up to 25 employees		✿	✿	✿	✿
Opportunity to schedule a 1hr "Update from the Quaich" presentation with our senior team			✿	✿	✿
Opportunity to schedule a 1hr "Secrets of the Quaich" presentation, with the lead architect			✿	✿	
Opportunity for two representatives to become honorary members of our individual giving programme					✿

RECOGNITION

Logo recognition on The Quaich Project website	✿	✿	✿	✿	✿
Name recognition in Annual Report	✿	✿	✿	✿	✿
Logo recognition in one annual newsletter to all subscribers		✿	✿	✿	✿

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Logo recognition on site hoardings during build phase			✿	✿	✿
Opportunity to engage directly with our global network and take your brand to overseas audiences					✿

SPECIAL EVENTS

Entry into our "Meet the Bearers" annual celebrity challenge	✿	✿	✿	✿	✿
Invitations to the Summer Garden Party, regular drinks receptions and networking events	✿	✿	✿	✿	✿
Tickets to major events taking place at the Ross Theatre*		✿	✿	✿	✿
Invitations to Edinburgh Festival Fireworks including pre-performance cocktails in the Cottage			✿	✿	✿
Access to the Victorian Cottage to host an intimate dinner for six guests				✿	✿
Attendance at international Quaich Project events, with an opportunity to engage with key global contacts.					✿

*Select events only, Terms and Conditions of event organisers apply.

SPONSORSHIP OPPORTUNITIES

With over four million annual visitors to Edinburgh, there is a wealth of opportunity to raise brand profile among both local and global audiences.

Throughout the project, we will be delivering a whole host of community engagement events, private fundraising dinners and networking opportunities, in addition to smaller-scale renovation works that are available for capital sponsorship.

Our sponsorship packages are tailored with your marketing, budget and business goals in mind. Each will be delivered by a dedicated account manager who will assist with monitoring and evaluation before, during and after the sponsorship's activation.



GET IN TOUCH

To discuss any aspects of Corporate Support
in more detail, please contact:

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WWW.THEQUAICHPROJECT.ORG

The Quaich Project is managed by The Ross Development Trust, a Scottish Charitable Incorporated Organisation registered as a Charity in Scotland No.SC046873 whose registered office is 32 Hailes Avenue, Edinburgh EH13 0LZ.

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