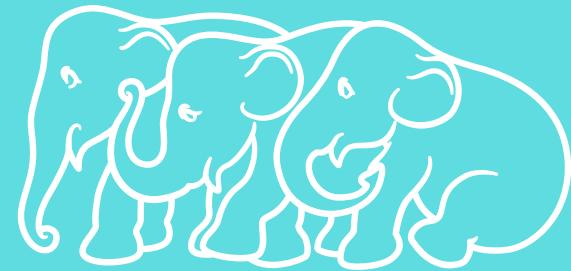




Kiku
by Chris Chun
UK National Tour 2014



ELEPHANT PARADE®



IN AID OF
ELEPHANT
CONSERVATION

A WORLDWIDE SUCCESS

Millions of people have visited Elephant Parade® exhibitions. More than 1,550 artists have participated world-wide and more than 1,800 unique elephant sculptures have been created. Just a few of the artists and supporters include: The British Royal Family, Sir Richard Branson and daughter Dr. Holly Branson, Tommy Hilfiger, Goldie Hawn, Sir Michael Palin, Diane Von Furstenberg, Katy Perry, Bryan Adams, Sarah, Duchess of York, Paul Smith, Cesar Milan, Sacha Jafri, Alexandra Nechita, Mackenzie Thorpe, Marc Quinn, Phil Collins, Richard Symonds, Prof. Gordon Murray, Joanna Lumley, Peter Beard, Khloe' Kardashian, Chris Chun, Lily Tomlin, Li Bing Bing, Olivia, Wyland...

Since the first exhibition in Rotterdam, millions of dollars have been raised for elephant conservation projects. The top price for an original elephant sculpture, created by Jack Vettriano, sold for \$185,000 at the London Elephant Parade auction.

Over 200 companies have participated in and lent their support to Elephant Parades including: Ferrari, Aston Martin, Mercedes-Benz, BMW, Lincoln Motor Company; Wells Fargo Private Bank; Hello Kitty, Disney Theatrical, King Features/Hearst; Singapore Zoo; Air France; Vanity Fair; RitzCarlton, St. Regis and Anantara Resorts.



Ayutthaya Gold
by Parichart Injaima
Chiang Mai 2016

2011
HEERLEN - THE NETHERLANDS
COPENHAGEN - DENMARK
MILAN - ITALY
SINGAPORE

2018
SHANGHAI - CHINA
INDIA
SCHIPHOL - THE NETHERLANDS
RIO DE JANEIRO - BRASIL



2013
TRIER - GERMANY
LUXEMBOURG - LUXEMBOURG
DANA POINT - U.S.A.

2012
ELEPHANT PARADE
HOUSE OPENS IN
CHIANG MAI



2007
FIRST CONTRIBUTIONS
FOR THE PURPOSE OF
CONSERVATION OF
ASIAN ELEPHANTS

2014
UK NATIONAL TOUR
HONG KONG - CHINA



2015
CALAIS - FRANCE
SUZHOU - CHINA
FLORIDA - U.S.A.
BANGKOK - THAILAND



2020
SWISS TOUR - SWITZERLAND
MONS - BELGIUM
OOTMARSUM - THE NETHERLANDS



2016
TAIPEI - TAIWAN
CHIANG MAI - THAILAND

2017
LAREN - THE NETHERLANDS
SAO PAULO - BRASIL



2019
BRASILIA - BRASIL
BRUSSELS - BELGIUM
DUBAI - UNITED ARAB EMIRATES
ALKMAAR - THE NETHERLANDS
NANTES - FRANCE

HIGHEST PRICE!

'THE SINGING BUTLER' by artist Jack Vettriano raised a record \$ 215,400 at the Elephant Parade London auction in 2010.



MISSION STATEMENT ELEPHANT PARADE

Using a unique combination of Art, Business & Conservation, Elephant Parade aims to raise awareness & support for elephant issues on a worldwide basis in a fun, informative, inspiring & memorable way.

A ART - When on display, Elephant Parade sculptures never go unnoticed by the public and media. Created by artists and celebrities, each Elephant Parade sculpture is a unique and engaging work of art.

B BUSINESS - Elephant Parade is a social enterprise. Elephant Parade donates 20% of its annual net profits to elephant welfare and conservation projects worldwide. In addition, Elephant Parade contributes a minimum of €50,000 per year to NGO Elephant Family.

C CONSERVATION - Elephant Parade provides an ongoing source of income for elephant welfare and conservation making it possible to give elephants a fighting chance in the battle for space, dignity and survival. Elephant Parades worldwide raise public awareness of important environmental issues and supports projects and elephant welfare organizations.



Maa Lii
by Chris Chun
Dana Point 2013



ELEPHANT PARADE

BENEFITS

Every Elephant Parade exhibition has multiple benefits for the venue and the host Parade Partner, expanding the host's marketing. Public placement of beautiful, artfully painted elephant sculptures:

- Attracts more public/visitors to the venue.
- Gains regional attention, wider marketing footprint.
- Generates more publicity (offline & online).
- Social media boosts through unique multiple visitor generated selfie spots.
- Creates smiles.
- Creates enduring community goodwill and sponsor appreciation.
- Presents a unique experience for visitors.
- Perfect marketing tool expanding reach.
- Strengthens the relationship with retailers, inspires consumers.
- Creates environmental awareness for multiple issues.

ELEPHANT PARADE

VENUE CONCEPTS

Besides in public space and parks, Elephant Parade has exhibited - with great success - in venues, such as:

- shopping malls
- amusements parks
- museums
- airports
- train stations
- zoos
- hotels
- restaurants
- shops





Disco Disco
by Santi Takaew
Bangkok 2015

HOTEL & SHOPPING MALL, BANGKOK 2015

Thailand's Anantara Hotels, Resorts & Spas cooperated with Elephant Parade to create the world's largest art exhibition hosted by a luxury shopping center.

"As a company we are always looking for like-minded partners who share our true passion in saving the Asian elephant. Elephant Parade has long been known for its elephant conservation efforts in Thailand."

- William E. Heinecke, Chairman & CEO van Minor International

UNIQUE VENUES

LAREN, THE NETHERLANDS 2017

Celebrating Elephants Parade's 10th Anniversary, the Netherland's National Circus Museum and Concert Hall, Singer Laren, hosted Elephant Parade presenting a traveling herd of existing elephant sculptures.

SCHIPHOL AIRPORT, THE NETHERLANDS 2018

Amsterdam Airport Schiphol inspired and entertained its visitors with a touring herd selected from Elephant Parade's decorated elephant sculptures.

In 2018, 68.5 million travelers passed through the airport, a perfect and entertaining setting for an exhibition. In addition to the exhibition, kiosks provided information on the sculptures, more information on elephant welfare and for fund raising through sales of elephant replicas.



Elephantastic Flight - Holland
by Esther Springer
Schiphol 2018



The Butterfly Effect
by Jane Veveris Callan
UK National Tour 2014

LET'S PAINT A BRIGHTER FUTURE!

Elephant Parade® is a social enterprise, is the world's largest art exhibition of decorated elephant sculptures. Created by international artists and celebrities, each elephant sculpture is a unique art creation.

The life-size baby elephant sculptures are exhibited in international cities and in special locations to raise awareness and funds for the most important beneficiary of Elephant Parade; NGO Elephant Family.

Professional Elephant Parade Studio artists in Thailand create Limited Edition hand-painted replicas of the elephants that are exhibited. 20% of Elephant Parade net profits are donated to elephant welfare and conservation projects.

BE PART OF IT!

LET'S SAVE ELEPHANTS!

Asian elephants are an endangered species and desperately need our help. Human-elephant conflict, loss of natural habitat, poaching and capture are the greatest issues threatening elephants.

In just the recent three generations, 50% of the Asian elephant population has been lost. It is now estimated there are less than 50,000 wild elephants left throughout Asia.

Known as 'the gardeners of the earth', plants and animals depend on elephants for their own lives. As elephants disappear, many other species would too.

The elephant will become extinct if we do not help. Elephant Parade is committed to raising funds to make a difference and to help save elephants.





HOW IT ALL BEGAN

The first Elephant Parade exhibition was held in Rotterdam, The Netherlands in 2007. Friends of the Asian Elephant Hospital in Lampang, Thailand was the first organization to receive contributions generated by Elephant Parade and the hospital continues to receive funds from Elephant Parade annually.

Elephant Parade was founded by Netherlands businessmen father and son Marc and Mike Spits in 2006. While Marc was visiting the Friends of the Asian Elephant Hospital, workers brought in a baby elephant that had stepped on a landmine. The leg was severely damaged. This tragic experience inspired Marc and Mike to create Elephant Parade and 'adopted' the severely injured "Mosha".

Mosha is the first baby elephant to receive a prosthetic leg which needs annual adjustments to support her growth. Mosha, now over 15-years old, with the help of Elephant Parade resides permanently at the hospital and will continue to need help as she continues to mature to old age, 50-60 years. Elephant Parade was created to help Mosha and that support brought attention to the need for elephant welfare worldwide. Mosha means 'Star' in Thai.

ELEPHANT PARADE

EXHIBITION OF ELEPHANT TRAVELING HERD SCULPTURES

The Elephant Parade traveling herd is a selection of existing elephant sculptures designed and decorated by both established and new international artists. These elephants are ready to be rented for an Elephant Parade event.

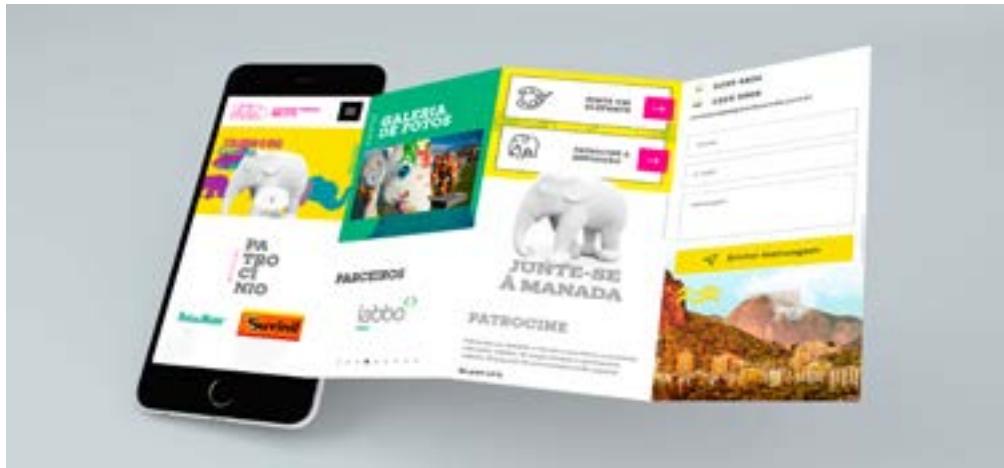
For select limited venues, an “Elephant Parade Event” is an exhibition of a traveling herd of at least 15 unique elephant sculptures. An Elephant Parade Event has great flexibility and shorter planning time.

An official Elephant Parade consists of a minimum of 25 elephant sculptures, existing and newly created, for venues and sponsors seeking the greatest impact.

Fifty, one-hundred and more elephant sculptures can be created for the Elephant Parade. A planning time of at least one year is recommended to maximize the benefits for the Parade Partner and impact on elephant welfare.



Sweet Sky is a Stargazer, she will take me home
by Coco Electra
Taiwan 2016



ELEPHANT PARADE EVENT

PR & MARKETING ASSISTANCE

Marketing and communication are the key to the success of an event. Social media is an excellent opportunity. Elephant Parade can support and announce marketing activities through its media channels.

In preparation of the PR process, Elephant Parade has marketing material available including corporate design/branding, logos, pictures and video. These materials will be provided to the Parade Partner on agreement.

The Parade Partner is responsible for the layout, design and production of all local media and communication posts to promote the local event. For consistency and optimum results, all marketing communications must be approved by Elephant Parade before publication.

BE PART OF IT.



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