

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 Millan, 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, Celine Dion...

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; Ritz Carlton, St. Regis and Anantara Resorts.



2010
LONDON
OVER 300
ELEPHANTS ON
DISPLAY

2011
SINGAPORE
COPENHAGEN
MILAN
HEERLEN

2013
DANA POINT
LUXEMBOURG
TRIER



2014
UK NATIONAL TOUR
HONG KONG

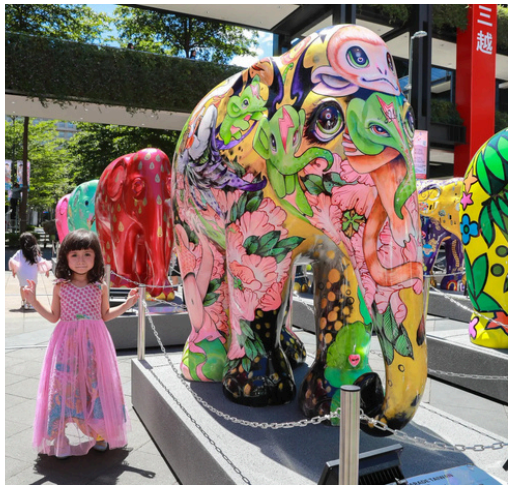
2015
CALAIS
SUZHOU
FLORIPA
BANGKOK

2016
TAIPEI
CHIANG MAI



2017
LAREN
SAN PAULO

2018
SHANGHAI
INDIA
SCHIPHOL
RIO DE JANEIRO



2019
DUBAI
BRASILIA
BRUSSELS
ALKMAAR
NANTES

2020
SWISS TOUR
MONS
OOTMARSUM

2021
DANA POINT
SWITZERLAND

2022
LAS VEGAS
AMSTERDAM
BRISTOL

2023
SANTA MONICA
PHUKET
LUXEMBOURG

2024
BURBANK
BANGKOK
HILVERSUM

2026
LONDON
DANA POINT
MONS

YOUR CITY NEXT!

MISSION STATEMENT ELEPHANT PARADE

Using a unique combination of Art, Business & Conservation, Elephant Parade aims to raise awareness & support for elephant welfare 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 dedicated to supporting elephant welfare and conservation. Through its global initiatives, Elephant Parade has contributed over 2 million € and supports London-based NGO Elephant Family in its mission to protect elephants.

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.





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).
- Boosts social media 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 relationships with retailers and inspires consumers.
- Creates environmental awareness for multiple issues.
- Supports local businesses and brands.
- Energizes destinations and creates a “must-see” mentality.

VENUE CONCEPTS

BRING THE JOY OF ART TO UNEXPECTED PLACES

Beyond parks and public spaces, Elephant Parade has delighted audiences in a variety of venues worldwide. Our colorful, artist-designed elephant sculptures transform everyday environments into memorable art experiences that attract visitors, encourage exploration, and inspire social sharing.

Suggested venues include:

- Shopping malls and retail centers
- Amusement and theme parks
- Museums and cultural institutions
- Airports and train stations
- Zoos and wildlife attractions
- Hotels and resorts
- Restaurants and shops
- Schools and corporate campuses

Elephant Parade offers a flexible way to enhance visitor experiences, celebrate creativity, and raise awareness for elephant conservation.





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 worldwide net profits are donated to elephant welfare and conservation projects.

BE PART OF IT!

DANA POINT, 2013

FIRST U.S. DESTINATION

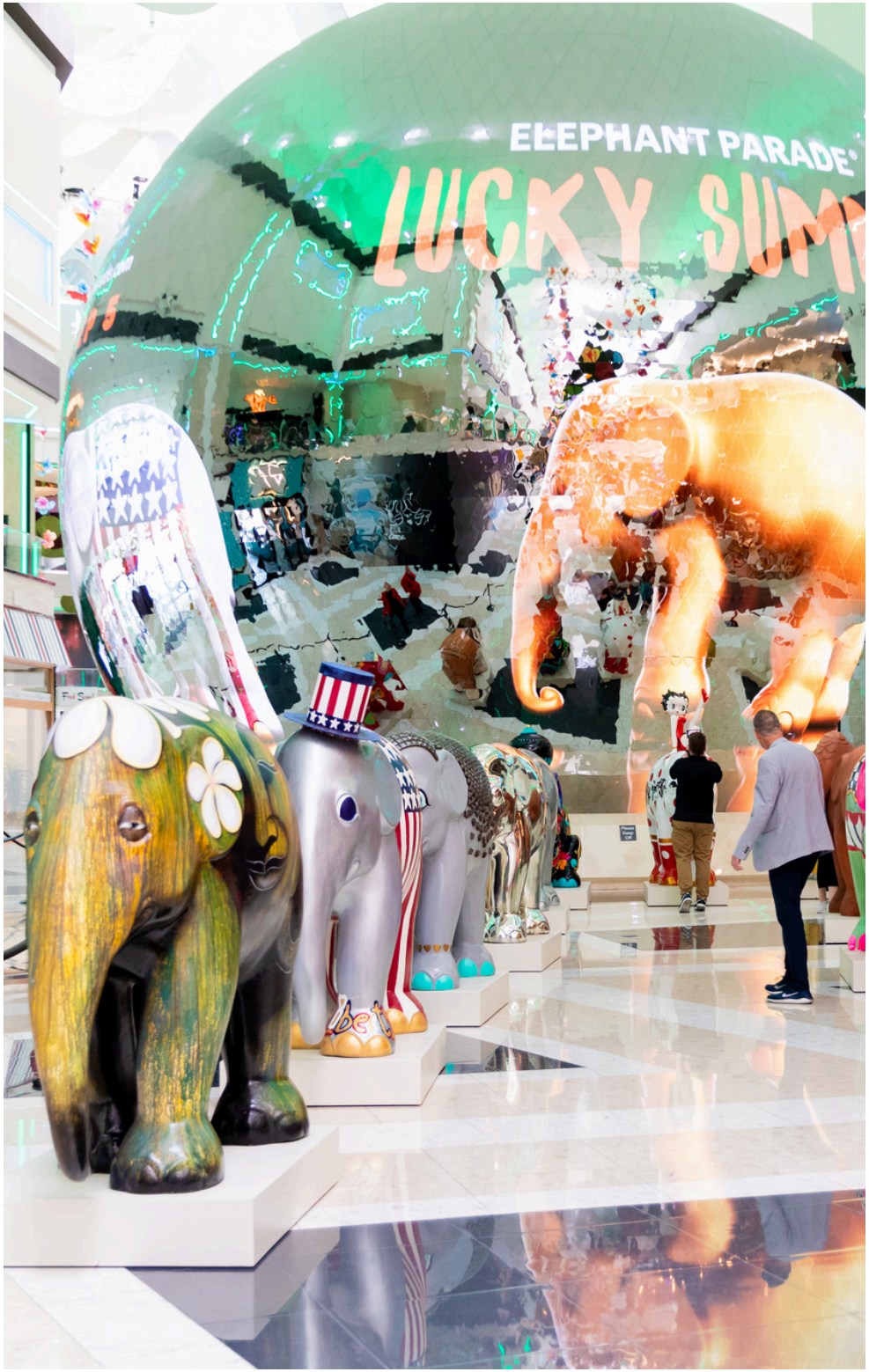
Dana Point holds a special place in Elephant Parade history as the first U.S. destination to host the internationally acclaimed exhibition in 2013.

Against the backdrop of Southern California's stunning coastline, a vibrant herd of hand-painted elephant sculptures transformed Dana Point Harbor, local beaches, parks, and resort properties into an extraordinary open-air art experience.

Dana Point's success demonstrates that a city doesn't have to be large to make a lasting impact. By embracing creativity and community partnerships, this coastal destination showed how a public art exhibition can attract visitors, encourage exploration of local businesses, generate positive media attention, and strengthen a city's cultural identity.

Elephant Parade illustrates how even smaller destinations can create an internationally inspired experience that delivers meaningful benefits for tourism, local businesses, and conservation.





RESORTS WORLD LAS VEGAS, 2022

In 2022, Elephant Parade made its Las Vegas debut at Resorts World Las Vegas, bringing together art, entertainment, and elephant conservation in one extraordinary public art exhibition. Featuring 26 life-size baby elephant sculptures, the parade showcased imaginative designs created by renowned artists, celebrities, and iconic brands, including Celine Dion, Katy Perry, the Las Vegas Raiders, and the Vegas Golden Knights.

IMPACT

Elephant Parade brought a vibrant celebration of art, creativity, and conservation to Las Vegas, transforming the resort into an immersive public art experience.

Blending art, entertainment, and meaningful engagement, the exhibition created memorable moments for guests while raising awareness of the importance of protecting Asian elephants and supporting elephant welfare and conservation initiatives worldwide.

UNIQUE VENUES BURBANK, 2024

In summer 2024, Elephant Parade brought a herd of 25 vibrant, hand-painted elephant sculptures to Burbank, California, celebrating the city's unique blend of art, entertainment, and community.

A-LIST ARTISTS

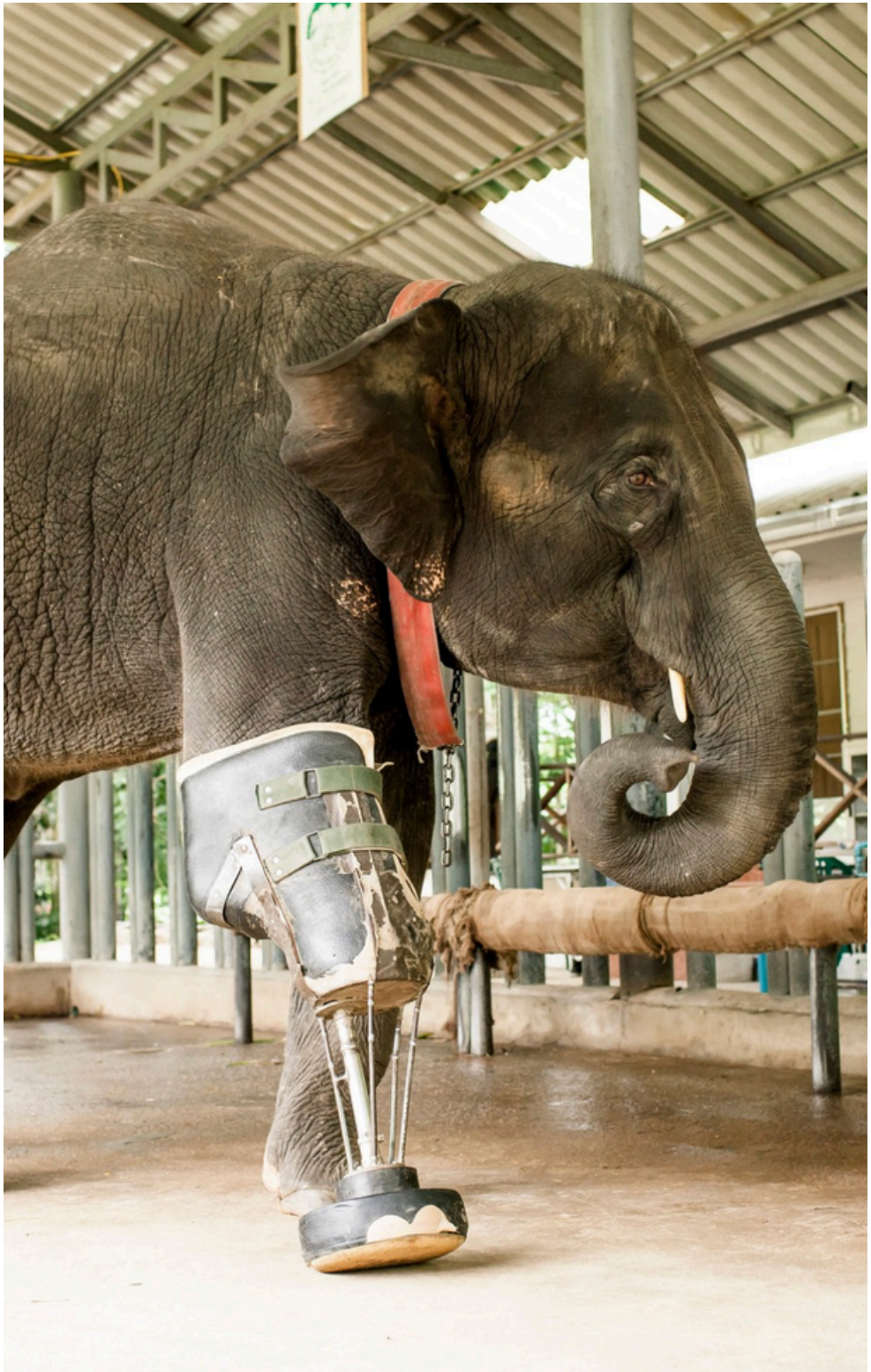
Presented in partnership with Visit Burbank, the two-month public art exhibition featured designs by acclaimed artists and celebrities, including Katy Perry, Khloé Kardashian, Lily Tomlin, and Cesar Millan.

MAJOR DESTINATIONS

The elephants appeared at prominent destinations throughout the city, including Warner Bros. Studio Tour Hollywood, Downtown Burbank's AMC Walkway, Burbank Town Center, IKEA, and local hotels and businesses.

The exhibition attracted widespread attention, encouraged visitors to explore Burbank, and brought Elephant Parade's global mission of elephant conservation to the heart of the entertainment capital.





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 20-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.

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.





ELEPHANT PARADE EVENT

PR & MARKETING ASSISTANCE

Marketing, communication , and social media are the keys to the success. Elephant Parade supports and announces marketing activities through its media channels.

In preparation for the PR process, Elephant Parade has marketing materials available including corporate design/branding, logos, pictures and videos. 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. Suggested media includes maps, social media content, and printed materials to promote the event. For consistency and optimum results, all marketing communications will be approved by Elephant Parade before publication.

Case studies from previous Parades will be provided upon request.

ELEPHANT PARADE

EXHIBITION OF 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 displayed 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 exhibition. Optimal planning times may vary depending on venue to maximize the benefits for the Parade Partner and impact on elephant welfare. Additionally, marketing opportunities can begin months before and after an exhibition...creating maximum media value and impressions!



BE PART OF IT.

FOR FURTHER INFORMATION ON HOW ELEPHANT PARADE BENEFITS YOUR CITY, CONTACT US!

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IN AID OF
ELEPHANT
CONSERVATION

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