

HANNAH
SHERGOLD

the 2025
fundraising
campaign



the portrait

In addition to a brand new collection for 2025, two Tusk ambassadors will join forces. Hannah Shergold will create a unique portrait of Rolling Stones legend Ronnie Wood, Tusk's longest-serving ambassador. The finished painting will be auctioned at the Preview event of Hannah's solo London exhibition, with 100% of the proceeds being donated to Tusk.

As a classically-trained artist in his own right, Ronnie Wood's involvement in this project is a significant endorsement both for Hannah's artistry and her contribution to Tusk. The collaboration will appeal to a broad audience, including those outside of conservation circles, and will boost the profile of the Preview event and wider exhibition. With such high-profile buy-in, the event is expected to attract editorial content in the national press and encourage likeminded companies and individuals to rub shoulders with Tusk's ambassadors, patrons, trustees and donors at this exclusive showcase.



Tusk 

the collection

In her biggest event since 2022 (a year in which she raised over £100,000 for Tusk) this campaign sees Hannah Shergold's brand new collection of work showcased at a five day solo exhibition at Mall Galleries.

Alongside her portrait of Ronnie Wood, Hannah's unique artworks will feature African and British wildlife as well as domestic animals and portraiture. Each year her creativity brings a new take on the natural world. Each painting is truly unique, offering discerning clients and investors a one-off item that can never be replicated.

The value of Hannah's art has risen consistently since she established her business. Prices for large works in 2017 averaged just £1500, but her 2025 collection will range from £10,000 to £50,000.



the preview

Tuesday 30th September 2025

1830 - 2130 hrs

Hannah's exclusive preview event will see 350 guests descend on one of London's most prestigious art venues. With musical entertainment and champagne flowing, the stage is set for the main fundraising event - the live auction of Hannah's portrait of Rolling Stones legend Ronnie Wood.

Wood himself has confirmed his attendance and will arrive at the venue for a pre-launch viewing of the artwork. Platinum sponsors will have the opportunity to join this exclusive viewing and meet the man himself prior to the doors opening to guests.

the exhibition

30th September - 4th October 2025

The gallery will be open to the public for 5 days and will host a broad range of visitors during that time, including Mall Galleries members, local Londoners, corporate visitors and international tourists.

The exhibition is perfectly timed in the run up to Frieze Art Fair, London, and is deconflicted from all national and school holidays. Opening hours will be adjusted to accommodate after-work guests.

the sponsors

Hannah now invites sponsorship for the Preview event on the evening of 30th September 2025.

Corporate and individual sponsors will have the opportunity to display their name or brand throughout the live exhibition and auction, across all printed media and catalogues, as well as on all digital content prior to, during, and after the exhibition. Platinum and Gold sponsors will feature in a national

press campaign that will target luxury magazine titles and national papers, demonstrating a focus on corporate, social responsibility with a positive impact on environmental, societal and governmental practices.

Sponsors will be able to host their own guests and clients at the main Preview event, and Platinum sponsors will have the opportunity to invite a small number of guests to attend the private, pre-launch viewing with Ronnie Wood, Hannah Shergold and Tusk Trust.

Prospective sponsors should share a set of values that aligns with those of both Hannah Shergold Limited and Tusk Trust. Sponsors should strive to foster a collaborative approach for the benefit of the fundraising project - proactively sharing news and updates with their physical and digital networks and emphasising the sustainable and ethical approach to conservation.

Sponsorship package availability will be strictly limited to ensure each sponsor sees the maximum exposure, attention and benefit. Packages will be allocated to suitable sponsors on a first-come, first-served basis.





the packages

PLATINUM

£15,000 + VAT

- Up to 10 special guest invitations to the private, pre-launch press event with Hannah Shergold, Ronnie Wood and other Tusk guests.
- Up to 75 guest tickets to the main Preview event.
- Use of the curated exhibition space on either the Friday or Saturday evening.*
- Branding across all event signage, the catalogue, website and social media.
- Optional company introduction speech at the main Preview event.
- Studio visit for up to 6 guests at Hannah's Winchester studio.

GOLD

£10,000 + VAT

- Branding on the entrance and stage signage, catalogue and across social media.
- Up to 50 guest tickets to the main Preview event.
- Studio visit for up to 6 guests at Hannah's Winchester studio.

SILVER

£5,000 + VAT

- Branding on the entrance and stage signage, catalogue and across social media.
- Up to 20 guest tickets to the main Preview event.

BRONZE

£2,000 + VAT

- Branding in the catalogue and across social media.
- Up to 10 guest tickets to the main Preview event.

*Sponsor to provide staff and catering.



the artist

A Cambridge veterinary student and zoology graduate, an established bronze sculptor, an Army Officer and helicopter pilot, Hannah Shergold is now one of the UK's most successful self-representing artists. A life-less-ordinary, with each chapter playing a crucial role in the development of a unique artistic style and philanthropic business model.

Based in Winchester, Hannah's company has now raised over £350,000 for charity since 2018, and has donated over £220,000 of these funds to Tusk. She was made an ambassador to the charity in 2020, joining Ronnie Wood, John Cleese (who owns two of Hannah's paintings), Deborah Meaden and Bear Grylls in a prestigious patron/ambassador lineup.

Despite being entirely self-taught, Hannah's original artworks now command prices in the tens of thousands, with international demand from the US, Canada, Australia and Singapore. She

has featured on Sky Arts "Portrait Artist of the Year", in the Financial Times "How To Spend It", Mayfair Times, Luxury London magazine, and was listed as one of the top 10 "Women to Watch in the Arts" by AboutTime magazine.

Hannah's service in the Armed Forces included a year at the Royal Military Academy Sandhurst, a ground tour of Afghanistan and flying tours as a Lynx helicopter pilot in Germany, Canada and Africa. She began painting as a mindfulness hobby whilst on medical evacuation duties in Kenya, where she saw first-hand the impact of human-wildlife conflict, flying casualties with life-threatening injuries for hospital treatment in Nairobi.

Hannah's career has now come full circle, combining her veterinary anatomy, a strategic mindset and an artistic flair in a way that truly gives back to society and the natural world.

the charity

Tusk



"Africa is on the front line of conservation - nature in Africa is an essential global resource. Its savannas, rainforests, deserts and oceans are home to 25% of the planet's remaining biodiversity, and Tusk's mission is to protect this by accelerating the impact of African-driven conservation."

Sir David Attenborough.

For more than three decades, Tusk has supported innovative conservation action in Africa. Under the Royal Patronage of HRH The Prince of Wales, the charity has raised and invested over £100m into conservation and community livelihood programmes spanning the continent. Tusk works for a future in which people and wildlife can thrive, and where those who safeguard Africa's natural heritage are valued and celebrated.

Tusk now invests in over 50 local partner organisations in more than 20 countries.

It increases vital protection for over 70 million hectares of land and more than 40 threatened species, from iconic, savanna-wandering elephant and wild dog to the elusive, forest-dwelling mountain gorilla. The charity nurtures collaboration, raises the profile of African leaders, and reinforces community conservation as the blueprint for how humans and wildlife can thrive together.

"We must invest in the natural world around us and understand the value it has for us all, both now and in the future. It is only through a collaborative approach, under the guidance of indigenous and local communities, that we foster lasting and meaningful change."

HRH The Prince of Wales



A large, empty art gallery space with a polished wooden floor, white walls, and a black ceiling with track lighting. A metal railing is visible in the foreground. The space is bright and open, with a black wall visible in the background.

the year. Solo exhibitors are required to pass a strict application process prior to acceptance. With it's own following of art collectors, local HNW visitors and high tourist footfall, Mall Galleries is able to broadcast the Preview event and 5-day exhibition to an even wider audience.



the summary

Hannah Shergold's 2025 fundraising campaign offers sponsors an opportunity to align with one of the world's leading African conservation charities, demonstrating solid corporate social responsibility with a clear focus on environmental and conservation goals.

The Preview event will immerse a sponsor's clients and guests in the buzz of a unique art exhibition and the excitement of a live auction, where all attendees can participate in raising vital funds for this iconic conservation charity.

The collaboration between Hannah Shergold and Ronnie Wood is totally unique, and Wood's presence has historically drawn wide press attention and competitive donations. The prime central London location is spectacular yet convenient, allowing sponsors to rub shoulders with key names in conservation, high-level corporate donors, art investors, as well as senior military and high/ultra-high net worth guests.

Platinum sponsors will have exclusive access to the pre-launch press event taking place immediately before the main Preview, where they will meet Ronnie Wood himself alongside Tusk's Founder, CEO, board members, patrons and ambassadors.

Sponsorship availability is limited, and will be decided based on there being shared values with the Tusk mission. But it all starts with a conversation. To enquire, please email or call using the details below.

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