



THE BIG MALARKEY FESTIVAL

2019

PARTNERSHIP OPPORTUNITIES

The Big Malarkey Festival is a new literature festival for children, produced by Hull Libraries. In the past two years over 13000 children and their families have enjoyed the festival.

“Excellent family day, met lots of amazing authors and performers, so inspirational and really happy to see a cross section of the community here and happy” / Parent, at the family weekend

We're making plans for 2019/2020 and looking for support from local businesses...



THE BIG MALARKEY FESTIVAL

The first festival took place in East Park in June 2017 and provided a week-long celebration of children's literature with:

- * *Author and illustrator* talks with big names such as Julian Clary, Jeremy Strong, Akala and Lydia Monks
- * *Hands-on workshops* in writing, animation, illustration and craft
- * *Storytelling, theatre and puppetry* performances
- * *Live music* and a parade

WHAT DID WE ACHIEVE?



149 events, including 18 authors and an exciting programme of local, regional and international artists



A marked increase in Hull Libraries social media platforms including:



230,000 Facebook page/post views



80,000 tweet views over the festival week



4900 visitors to the festival website, over 2500 brochure downloads



7000 people came to the festival, including 2250 children from schools across Hull



98% of respondents to feedback forms said they would come again



61% of audiences were from Hull, 33% from the East Riding and 6% from further afield



Increased membership of Hull Library Service – 20 new members over the course of the festival

OUR PLANS FOR 2019



The 2019 festival will run from 26 - 30th June. Marquees on site will include:

- A big top for large scale events, Makerspace (Hull Libraries digital lab), craft, drawing, writing, poetry and performance marquees, and a tent for under fives
- James Reckitt Hull Childrens' Book Award - now in its 12th year. This event is the exciting culmination of an annual 6 month reading programme across city schools that helps raise confidence and enjoyment of reading
- Schools programme for 2000 children, from nursery to Yr 9
- A family weekend with an exciting array of events and workshops. Confirmed authors include Nick Sharratt, M.G. Leonard and Andy Mulligan

WHY IS A CHILDREN'S LITERATURE FESTIVAL IMPORTANT FOR HULL AND FOR HULL BUSINESSES?

- ★ In 2016, **39% of children** in Hull left primary school *unable to read* to the expected level. Low literacy levels hold children back, meaning they are unlikely to achieve their intellectual, creative and economic potential. This will impact on the success of our city and region.
- ★ The CBI Education & Skills Survey 2016 reported widespread dissatisfaction with skills of school leavers, with **50% of employers dissatisfied with communication skills and analysis ability**, and **32% dissatisfied with literacy and use of English**.
- ★ We want to make sure that Hull children and school leavers are the best they can be. The Big Malarkey Festival and Hull Libraries reinforce a culture of good literacy, curious minds, emotional resilience and positive attitudes to learning – and lights the fuse of children's imagination.
- ★ By investing in The Big Malarkey, your business will be investing in the development of an imaginative, well-informed, empathetic and socially aware young person, with the skills and aptitude to make the most of their lives.

WHAT CAN WE OFFER?

- ★ An association with a fresh new brand, focussed on improving children's development & life chances
- ★ Increased profile for your company, through:
 - Placement of your logo on print and media
 - On site branding for your company
 - Dedicated press releases & editorial copy
 - Presence at a high-profile festival media launch
 - Hull Libraries social media campaigns



WHAT ARE WE LOOKING FOR?

Two successful festivals have shown that there is an appetite for a festival which celebrates children's books and stories, encourages reading for pleasure and helps develop skills for the future in our young people. We are looking to develop *collaborative partnerships* with local businesses to help sustain the festival into the future, maintaining the *quality* and growing the *reach* of the festival as we go forward:

- *Cash sponsorship*, in return for a range of benefits
- *In kind support*, to supply some of our essential materials or elements such as print, in return for benefits

HOW MUCH ARE WE LOOKING FOR?

For 2019, we have a target of

£6000

to raise from business partnerships

To achieve this, we've developed a range of packages to suit all budgets and interests

PACKAGES RANGE FROM:
£150 - £4000

SPONSORSHIP PACKAGES



SPONSORSHIP OPPORTUNITIES	FESTIVAL SUPPORTER	EVENT SPONSOR	SITE SPONSOR	PRINT SPONSOR	MARQUEE SPONSOR
<i>Your support goes towards:</i>	<i>General support for the festival</i>	<i>Associated with individual event in the programme</i>	<i>Supporting the dressing of the site with bespoke decoration, created by local artists</i>	<i>Print of 10K festival programme, 5K bookmarks and festival daily info sheets</i>	<i>Identified with a particular tent and the programme offered within it</i>
Value (excl. VAT)	£1000	£1500	£2500	£3500	£4000
Logo on Sponsor's page in festival programme	★	★	★	★	★
Presence on additional page in brochure		Logo on event page	Logo on intro page	Half page advert	Half page advert
Logo on Scrim	★	★	★	★	★
Press release on all sponsors & invite to media launch April 2019	★	★	★	★	★
Dedicated press release		Logo on event PR	★	★	★
Logo on all press releases			★	★	★
Logo on sponsors website page	★	★	★	★	★
Presence inside marquee		Pop up - event tent			Pop up - Marquee

Advertise in our festival brochure //

ADVERTISING

The brochure is A6, full colour - 10,000 copies circulated to cultural and retail venues in Hull and East Riding, TIC's and Libraries

½ PAGE //
£150 + VAT

FULL PAGE //
£250 + VAT

INTERESTED AND WANT TO KNOW MORE?

We'd love to hear from you...

Please contact Ellen Bianchini - Festival Director

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