

BE PART OF

THE BIG MALARKEY FESTIVAL

HULL LIBRARIES' CHILDREN'S FESTIVAL

SPONSORSHIP

Calling all Hull businesses...
Help us to inspire children and
families through reading and
the arts!

Help us invest in our city's children!





WHY A CHILDREN'S FESTIVAL?

Hull Libraries' school and family festival was launched in 2017 as a celebration of everything the Library offers to children and young people in the City.

With a fun, quirky yet mind-stretching school and family programme of over 100 events, the festival has engendered fantastic feedback from children, teachers and parents alike.

The festival offers a great opportunity to support children with their development, learning and self-confidence.

CAN YOU HELP US TO INSPIRE CHILDREN?

The Big Malarkey Festival will be back from 15 - 21 June 2026!

The Festival is all about developing:

- ★ Skills
- ★ Confidence
- ★ Creativity
- ★ Innovation

...whilst having fun!

Research by the Literacy Trust in September 2023 has revealed that children's reading enjoyment is at its lowest level in almost two decades, however evidence shows that reading for pleasure, and access to books and other reading materials are key factors in children's educational attainment, health and wellbeing and future life opportunities.

Help us to help children to discover a passion for reading by making a donation to the Big Malarkey Festival or becoming a festival sponsor.

“

I loved everything about it. This is an amazing experience, I'm coming next year!

”

A happy parent / 2023




WRITERS

ARTISTS

MUSICIANS

POETS

PERFORMERS

SPONSORSHIP OPPORTUNITIES	FRIENDS OF THE FESTIVAL	FESTIVAL SUPPORTER	EVENT SPONSOR	FESTIVAL PATRON
Benefits:	Charitable Donation *	General support for the festival	Support for a specific event	Please contact us to discuss sponsoring: • A speaker • An artist • A workshop • A marquee at The Big Malarkey Festival 
Value (+ VAT)	£5+	£1000	£2500	
Name of business / individual listed on a plaque on our Friends Wall at The Big Malarkey Festival		★	★	
Logo on sponsor's page in the brochure, links to company on festival website		★	★	
Included on press release on sponsorship			★	
Complimentary family tickets to the festival		★ 4 family tickets for Sat or Sun	★ 8 family tickets for Sat or Sun	

* Pay it Forward and buy a ticket for a child or family in need. We will work with HEY Children's University to ensure that donated tickets reach the Hull families who need them most.

ADVERTISE IN OUR FESTIVAL BROCHURE //

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

½ PAGE //
£500

FULL PAGE //
£1000

HULL LIBRARIES
...everything, and the books...

THE BIG MALARKY FESTIVAL

INTERESTED + WANT TO KNOW MORE?

Please contact:

Claire Thompson // Festival Producer

Claire.Thompson@hcandl.co.uk

07714 597 331



“Fundamentally, reading in the early years particularly makes an enormous difference – not just to educational attainment, but to resilience and to happiness.”
Frank Cottrell-Boyce

