

JUNE 2022

THE BIG MALARKEY FESTIVAL

HULL LIBRARIES' CHILDREN'S FESTIVAL

SPONSORSHIP

Calling all Hull businesses...
Here's a great opportunity for you
to help us to help our children get
back on track!

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 for businesses to help children get back on track with their learning and self-confidence.

CAN YOU HELP US TO HELP CHILDREN GET BACK ON TRACK?

The Big Malarkey Festival will be back from 20 – 26 June 2022 – welcoming children and families back to a safe space.

The Festival is all about developing:

- ★ Skills
- ★ Creativity
- ★ Innovation
- ★ ...whilst having fun!

More than ever, families and schools need extra support. Studies show that children's mental health has been badly impacted by lockdown, with increased anxiety, loneliness and worries about their education and their future

Help us to help them recover, by making a donation to The Big Malarkey Festival or becoming a festival sponsor.

“ *It was fantastic! Please continue to run this event every year!* ”

A happy parent / 2019

**OVER FOUR YEARS WE
HAVE DELIVERED MAGICAL
EXPERIENCES TO:**

- ★ 20,000+ people
- ★ 100+ events for schools, from nursery to Year 9
- ★ 300+ events for families

WRITERS

ARTISTS

MUSICIANS

POETS

PERFORMERS

SPONSORSHIP OPPORTUNITIES	FRIEND OF THE FESTIVAL	FESTIVAL SUPPORTER	EVENT PARTNER
<i>Benefits:</i>	<i>Charitable donation</i>	<i>General support for the festival</i>	<i>Support for a specific event in the festival</i>
Value (+ VAT)	£150	£250	£500
Name of business / individual listed on Friends page in the brochure and website	★	★	
Logo on sponsor's page in the brochure, links to company on festival website		★	★
Logo on scrim and on event page in the brochure			★
Included on press release on sponsorship, invited to media launch			★

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 //
£150 + VAT

FULL PAGE //
£250 + VAT

HULL LIBRARIES

...everything, and the books...

THE BIG MALARKEY FESTIVAL

INTERESTED + WANT TO KNOW MORE?

Please contact:

Michelle Alford - Library Services Director

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I would definitely come again...
...it gets your brain bubbling!

Year 6 pupil / 2019



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