

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 18 – 23 June 2024!

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 child / 2023



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</i>	<p>Please contact us to discuss sponsoring:</p> <ul style="list-style-type: none"> • a speaker • an artist • a workshop • a marquee <p>at The Big Malarkey Festival.</p>
Value (+ VAT)	£10 - £150	£500	Contact us	
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		★	★	
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:

Claire Thompson // Festival Producer

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

Year 6 pupil / 2019



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ARTS COUNCIL ENGLAND

