



Children's Book Award Sponsorship



Federation of Children's Book Groups
Charity no. 268289





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The only national book award voted for solely by children

'There is no other prize more significant in the world of children's books'

Michael Morpurgo, Winner 2011, 2004, 2000

'Special beyond words' Rick Yancey, Winner 2014

'Precious and unique...a special coming together of children and authors'

Elizabeth Laird, Winner 1992

'(Winning) meant all the world to me' Jacqueline Wilson, Winner, 1996. 1993

Only the Children's Book Award involves children and young people directly throughout the entire voting process, putting the children at the heart of the Award and the Winners' Ceremony

www.fcbg.org.uk

Bringing children and books together

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- **The Children's Book Award is unique:** it has a child-centred focus, celebrating the books that children themselves love reading and their votes matter.
- **It receives the highest number of votes** of any national children's book award in the UK, with nearly 150,000 votes cast each year. Only the children's votes count.
- The focus of the Children's Book Award is solely on **reading for pleasure**, providing children with the excitement and satisfaction that comes with becoming truly engrossed in reading.
- **Participating in the award empowers children**, helping them to develop their critical skills and their confidence.



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- The Children's Book Award **extends the knowledge and confidence of teachers, parents and carers**, showing them ways of bringing new books to their children.
- **The award has a strong community focus**, fostering a love of reading in deprived areas and, through the annual donation of over 12,000 books, sharing reading opportunities in hospitals, women's refuges, hospices etc.
- **The Children's Book Award is highly respected**, encouraging accessibility to a diverse range of books.
- **Sponsoring the award brings media recognition**: the Overall Winners have featured regularly on the BBC and in the national print and social media. The award is often the first to recognise the rising stars in children's books.



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The Award in numbers

Each year:

- Over 1,100 books are read
- 114 children's publishing imprints support the award
- Over 150,000 votes are cast by children reading, reviewing and rating the books
- Over 12,000 books are donated
- Nearly 250 schools are involved, reaching over 130,000 pupils



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How does it work?

Between January and December 12 Federation of Children's Book Groups Testing Groups read and rate every book from A (Brilliant) to E (Rubbish)

The Top 50 books are selected to include the Top Ten in 3 categories:

Younger Children (Picture: 4 titles)

Younger Readers (6 – 11: 3 titles)

Older Readers (10 – 18: 3 titles)

Any child in the UK can vote to choose the Category and Overall Winners, through the Federation of Children's Book Groups and online

The Top Ten are ranked within their own category and the Overall Winner is selected through an algorithm



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The Award Ceremony focuses on the children who have voted:

The children meet the Top Ten authors and illustrators

Each group presents portfolios of written work and pictures created by the children about each book

The children present the Category Winner bookmark prizes

The children present the silver trophy to the Overall Winner





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Evidence of impact

Dundee

A major contribution to reading in one of the areas of lowest attainment and deprivation in Scotland, producing 9,000 scores and improving literacy skills.

West Wales

Attending the Award Ceremony in London fostered trust and improved relationships between the travelling community and their local school.

A child designated on the Autistic Spectrum held transformational discussions with younger pupils on his favourite books.

A cripplingly shy child with a stammer presented the winner's trophy to Patrick Ness with Michael Morpurgo in front of an audience of 850, transforming his verbal confidence and confounding teachers' expectations.



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Evidence of impact

Reading

Donates books to those schools with lower Ofsted ratings on book provision and works to foster community links using the award.

Lincolnshire

Uses the award to widen local schools' knowledge of children's books in an area with very few local libraries or bookshops.

Plymouth

Provides children with an opportunity to travel and meet authors, becoming excited, enthusiastic and eager to share their experiences and encourage others to read as a consequence. Boys who were rather reluctant readers have demonstrated a transformation in their reading habits.

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Why sponsor the Children's Book Award?

- The award supports reading for pleasure, which has been shown to improve social and educational outcomes, self-confidence and empathy and develops a greater understanding of others and other cultures
- It helps children to develop critical thinking through rating and reviewing. Their votes make a difference and they gain confidence in presenting and meeting authors at the Award ceremony and other related events.
- It provides media exposure and brand exposure on TV and in print and social media.
- There is significant scope for the development of outreach activities during the Top Ten testing phase and increased provision of books for testing, with sales uplift throughout the Top Ten and Award process.