



# Sponsor opportunities for the Children's Book Award



The Children's Book Award, owned and organised by the charity, the Federation of Children's Book Groups, is the only national children's award voted for entirely by children, empowering them to make their voices heard. The award is recognised for spotting the children's classics of the future.

Sponsoring the award provides:

**Direct contact with over 100 secondary schools, 150 primary schools, 150 librarians, and up to 132,000 children during the voting process**

**Direct contact with all the children's and YA publishers in the UK**

**Direct links from our web site and social media platforms to schools, librarians and families interested in books and reading**

Any child in the UK can vote online for their favourite in the Top Ten. In 2017 150,000 votes were cast, of which 40,000 were for the Top Ten shortlist.

The award enjoys widespread media coverage, with the Overall Winner being interviewed on BBC Breakfast television. The Winner is also reported in the Guardian, Telegraph and through The Bookseller and other industry media platforms.

The award is highly regarded by children's and YA publishers and within the bookseller industry.

The award has a major social media presence when the Top Ten shortlist is announced in February and when the Winners are chosen in June. The Federation Twitter account has over 5,500 followers, nearly 1,200 Facebook likes and over 500 blog subscribers. There were 12,000 unique visitors to the web site during the Award campaign in June.

The Federation produces a Top 50 Pick of the Year leaflet of the children's favourites which is distributed to schools, libraries, families and child-focused events throughout the country.

## **Opportunities to sponsor the Award**

Sponsoring the award raises brand awareness in schools, libraries and families. There are three sponsorship offers.

### **Headline Sponsorship**

For our Headline Sponsor we offer:

- Company logo on all our award publicity material, which is handed out across the charity and at children's events and festivals
- A sponsor page on our web site promoted through Twitter and Facebook
- A blog post from our sponsor connected to the Award and promoted through Twitter and Facebook
- Information on the organisation at the Award Ceremony and to our on-line voters, and in our national press releases through our professional PR agency

[www.fcbg.org.uk](http://www.fcbg.org.uk)  
[www.childrensbookaward.org.uk](http://www.childrensbookaward.org.uk)  
Federation of Children's Book Groups  
Charity no. 268289  
@CBACoordinator



- Two places at the Award Ceremony (one adult and one child) and the opportunity to meet the Top Ten authors and Overall Winner

## **Sponsorship of the Overall Winner**

The Overall Winner (s) receives a magnificent silver and oak trophy designed by Royal Silversmith, Graham Stewart, for one year and an engraved silver acorn to keep. Past Winners include J.K. Rowling, Michael Morpurgo, Jacqueline Wilson, Malorie Blackman and Roald Dahl.

For the sponsorship of the Overall Winner we offer:

- Company logo on all our award publicity material, which is handed out across the charity and at children's events and festivals
- Link from our web site and via our social media outlets
- A sponsor page on our web site promoted through Twitter and Facebook
- Information on the organisation in our national press releases through our professional PR agency
- Information on your organisation at our Award Ceremony and to our online voters

## **Category Sponsorship**

There are three age Categories:

- Younger Children (Picture Books) aged 2 – 6
- Younger Readers aged 6 – 10
- Older Readers aged 10 – 16

Each Category Winner receives a prize and a handmade portfolio of children's work.

For the sponsorship of each Category we offer:

- Company logo on all our award publicity material, which is handed out across the charity and at children's events and festivals
- Link from our web site and via our social media outlets
- Information on the organisation in our national press releases through our professional PR agency

If you are interested in supporting the only children's book award that empowers the children and gives them a voice and supporting a charity that puts the children at the heart of everything they do, contact the national Children's Book Award Coordinator via [contact@childrensbookaward.org.uk](mailto:contact@childrensbookaward.org.uk) or call 0300 102 1559.