



Manchester
Children's
Book Festival



Manchester
Metropolitan
University

Partnership Opportunities

Help create an inspirational legacy for
the children of Manchester

- Celebrating books
- Inspiring creativity
- Fuelling ambition

23 June – 5 July 2017

www.mcbf.org.uk

MCBF - The story so far...

• Impact

MCBF has an impressive following: Children, parents and school groups from the Northwest, nationally and **107 countries** have joined in the festival fun.

• Pupil impact

MCBF's Schools' Programme reaches children at primary and secondary schools across Manchester. Since 2010 we've worked with 8500 pupils at over 130 schools.

• Teacher impact

We have supported almost 700 teachers with continuing professional development aimed at improving literacy in schools.

• Visitor magnet

MCBF has attracted over 30,000 parents, children and educators to events staged at Manchester Metropolitan University and across the city.

• **Generating interest and building audiences:** MCBF is promoted to all Greater Manchester schools and at partner venues across the city.

• Media reach

MCBF attracts lots of multi-channel publicity. In 2016 MCBF generated a media reach of over **2.9million** made up of broadsheet and magazine coverage, radio, TV and digital coverage.

• Digital reach

MCBF's lively web presence in 2016 attracted over **77,000 unique views** www.mcbf.co.uk

• Social media reach

MCBF enjoys a great following on Twitter (@MCBFestival) and Facebook

Our delivery partners have included:

HOME, IWM North, The Lowry, Manchester Art Gallery, Manchester City Council, Manchester Libraries, One Education Music, Manchester Museum, National Football Museum, Ordsall Hall, People's History, Museum, Portico Library, Royal Exchange Theatre, Royal Northern College of Music, Whitworth Art Gallery, and Z-Arts.

Authors that have taken part include:

David Almond, Cathy Cassidy, Gillian Clarke, Steve Cole, James Dawson, Imtiaz Dharker, Dame Carol Ann Duffy, Curtis Jobling, Liz Kessler, Michael Morpurgo, Philip Pulman, Michael Rosen, Alex Wheatle, Michael de Souza, Jacqueline Wilson and Jeanette Winterson.

Supporters have included:

Co-op, Veolia, Neville Johnson, Sir Robert McAlpine, British Council, Playfactore, Bolton School, Browne Jacobson, Waterstones, intu Trafford Centre, Stockport Grammar, LoveReading4Kids and Eversheds.

Manchester Children's Book Festival

Nurturing imaginations, helping children flourish

Since 2010 Manchester Children's Book Festival has welcomed some of the world's leading children's writers, poets, vloggers and illustrators to Manchester to share their expertise with our lively audience of children, families and teachers.

We are passionate about embedding a love of reading and writing that will stay with children throughout their lives. We aim to give children from all backgrounds the chance to meet and be inspired by their favourite authors. Celebrating books, feeding the imagination and encouraging children to believe in themselves is central to our mission.

Each year we pack the MCBF programme with events and activities designed to capture the imagination and open children up to all kinds of new possibilities. We stage author events and creative activities centred around story-telling, story-making, reading, writing, performing and illustrating.

Devised by Poet Laureate Professor Dame Carol Ann Duffy, Creative Director of the Manchester Writing School at Manchester Metropolitan University, the festival is run by her team here at the University. We share a passion to make the Festival available to as many children as possible who would not ordinarily access literary events or cultural venues. Dame Carol Ann Duffy's input secures the Festival's reputation as a high-profile event and helps attract a growing following of parents, children and schools.

"Manchester Children's Book Festival is a recognition that children, if caught early through love of reading and, indeed, writing, will carry that through their whole lives. Here are books, here are real, living authors and that can change children's lives, particularly as we manage to reach more under-privileged areas where there might not be books at home. It's a lifetime value."

Poet Laureate Professor Dame Carol Ann Duffy OBE CBE
Festival Creative Director

Different cultures - As Manchester is one of the UK's most multicultural cities our festival programme reflects that. Each year we host the national final of *Mother Tongue Other Tongue*, a multilingual poetry competition that celebrates cultural diversity and the many languages spoken in schools in the UK and which is officially endorsed by Malala Yousafzai, youngest Nobel Peace Prize winner and education activist.

Impact in schools - Our schools events feed into the very heart of the festival and offer a great way to embed a love of literature. Our Schools' Outreach team works with schools across the city, offering pupils of all ages access to some of today's most exciting, entertaining writers.

Sarah Kay Thompson, Year 6 Teacher, Plymouth Grove Primary School:

"I loved every second of our MCBF adventure... I just want to say a huge thank you for everything you have done for us. The children adored the festival launch and haven't stopped talking about it since. Thanks so much for all of your support and the inspirational opportunities you have given our children."

We want to make sure that MCBF continues to grow and serve the children of Manchester. We aim to impart a love of reading and raise aspirations in as many of Manchester's children as possible and we need your help to do this.

Partnership opportunities

We are ambitious in what we want to achieve for the children of our city and we need to find equally ambitious partners to bring our ideas to life. We want to work with partners to deliver shared objectives, not just logos in brochures. With your help we can create an inspirational legacy for the children of Manchester.

We are offering a range of opportunities for businesses to come together as a collective force for good and help us make the biggest impact yet on the children of Manchester. With your help we can inspire even more children from the city's most disadvantaged areas.

Why partner with MCBF?

- Support the delivery of a programme that drives engagement and participation, focuses on support of children and young people and brings together Manchester's diverse communities while also supporting the marketing of Manchester as a centre of creativity and a great place for families to live, work, study and visit.
- Associate your business with year-long creative arts and cultural activity in schools
- Generate brand awareness within the city and further afield
- Add value for your stakeholders, customers and clients
- Create new content to reach diverse cultural audiences
- Be positioned as helping deliver MCBF17 and its legacy
- The licence to use MCBF17 branding
- Inclusion in MCBF17 marketing collateral and presence on MCBF website highlighting your profile and involvement
- Help inspire more children from the most disadvantaged areas of the city while extending your profile with a captive new audience of parents, teachers and children regionally, nationally and internationally
- Whether you want to strengthen existing ties or build new links, we have opportunities that will work for you while making a real difference for the region's children.
- Opportunities to suit all budgets outlined overleaf



Opportunities include:

Title partner package

A brilliant opportunity to connect with Manchester's parents, teachers and children as Headline Sponsor of the Northwest's biggest literary event for children, to include:

- Feature in MCBF signage and credits in the run up to and during the festival;
- Feature in MCBF marketing, on and offline and at our partner venues
- Introduce the headline author event
- Enjoy a high profile presence at MCBF's Family Fun Day
- Feature in the MCBF e-newsletter subscribed to by over 4,500 teachers
- Feature on Manchester Met's news-page accessed by the media internationally as well as by 38,000 students and university staff

Sponsorship of the MCBF Family Fun Day

This lively celebration of creativity attracts the highest footfall of the entire Festival.

Sponsorship of the Festival's Schools' Programme

Working with schools across Greater Manchester, MCBF's Education Projects see us taking authors out to whole school audiences.

Digital advertising

All festival events and activities are featured on www.mcbf.org.uk Advertising here provides a cost-effective way of connecting with the whole MCBF audience.

Rates: **£175 +VAT per month during May, June and July.**

Alternatively book the whole three month period for **£375+VAT.**

NB: Advertisers are also featured on our 'Sponsors & Partners' web page with their logo and a link to their website.

Family Fun Day stalls

A limited number of stalls are available at the hugely popular Festival's Family Fun Day held at Manchester Metropolitan University. Stalls range from **£175 - £250+VAT.**



For more information on partnership opportunities please contact:

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@MCBFestival

www.mcbf.org.uk

Creative Director: Professor Dame Carol Ann Duffy

Festival Director: Kaye Tew

Festival Patrons: Curtis Jobling and Alex Wheatle

A snapshot of our fantastic feedback from children, parents, teachers and participating authors:

MCBF isn't like other festivals, where the focus is often on the authors as literary stars. MCBF starts with the young people and puts them at the centre of everything. It's much more rooted in the local community.

Alex Wheatle

MCBF Patron and winner of *The Guardian* children's fiction prize 2016

It was Boom-Boom-Boombastic, very fantastic!

Michael De Souza

Author and creator of *Rastamouse*

MCBF just gets better each year the children have had the opportunity to meet leading authors, attend workshops and enjoy book readings. As the children have grown the Festival has adapted to meet the needs of teenagers too. Young Adult Fiction authors have participated in discussion groups in a safe setting to work through young people's issues. This has been invaluable... it is the highlight of our year.

Jani Abs-Brown

Parent

Fantastic day, my girls loved it. There was so much to do and each and every stall was fabulous with the children, we will be visiting again next year!

Katy Walmsley

Parent

A truly great festival for everyone... we are blessed to live in a great city that values children.

Ciara Mangan

Parent

My children really enjoyed making hovercrafts in the science room, the staff were great with them. It's brilliant that events like this exist, you can visit a great place & do so many activities for free! Wonderful day all round! Well done Manchester Children's Book Festival.

Patrick Mannion

Parent

Today's been brilliant. I love Rastamouse so much!

Jo

Age 5

This has been amazing!

Amadou

Age 8

I loved the parade with the authors and Rastamouse and my mum did too!

Jack

Age 6