



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

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