

Information for sponsors



Children's Laureate Joseph Coelho at Meet the Author event for schools in 2023 in Derby Theatre

Bringing Books to Life for people of all ages and backgrounds through events, activities and community projects, inspiring them to enjoy, value and appreciate the pleasure and power of books and reading to explore their own creativity.

A message from our Festival Director

Since 2015 Derby Book Festival has brought people together to share their love of books and to inspire a new generation of readers to appreciate the joy and solace that books and reading bring to our lives.

Each year we hold two Festivals: over nine days in late May and over three days in mid November. Our ambitious Festival is hosted in partner venues. It aims to have a diverse, accessible and high-quality programme of book-related events and activities for all ages and interests – all aimed to inspire, educate and entertain.

To date we are proud to have welcomed a broad range of authors to the city, including **Poet Laureates**: Simon Armitage and Dame Carol Ann Duffy; **broadcasters and journalists** Alastair Campbell, Melvyn Bragg, James Naughtie, Matthew Parris; **politicians** Rachel Reeves, Alan Johnson, David Lammy; **authors** Tracy Chevalier, Sebastian Faulks, Matt Haig ... to name but a few.

Our ever-growing **community programme** engages with some of the most disadvantaged people in the city, including our Shared Reading project supporting health and wellbeing. We have a thriving schools' programme, including the Derby Children's Picture Book Award, which celebrates diversity, our Children's Book Appeals and writing competitions. Each year we develop new initiatives to enable people to achieve their creative potential.

We believe we can offer you a great opportunity to support, and participate in, the success of Derby Book Festival. I hope this package of information helps to inspire you to become involved – **I look forward to hearing from you!**

Siân
Siân Hoyle,
Derby Book Festival Director



Why Derby Book Festival Matters



Your sponsorship helps us to bring activities to thousands of Derby residents every year

2 annual Book Festivals engaging with **8,000** ticket buyers - putting your brand in front of a culture-loving, community focused audience

90 world-class authors, poets, broadcasters & performers come to Derby each year

12,000+ young people and teachers reached each year at **95%** of Derby primary schools and **50%** of secondary schools in our exciting children & schools programme.

6,500 children from **63 (out of 72)** Derby City schools took part in Derby Children's Picture Book Award

11,000 books donated to Derby Children's Book Appeal and distributed to **122** schools & organisations

1,500 poetry postcards were sent to older people on dementia and mental health wards by Shared Reading volunteers

Currently **230 participants and 42 volunteers** engaged across **15** Shared Reading community groups

In 2025, **562 entries** for our 50-word Flash Fiction writing competition including entries from all ages and HMP Foston Hall and Sudbury



Make an Impact: Why Your Support Matters

What sponsoring us offers you:

- Visibility, increased brand reputation and recognition at the Festivals and events
- A way to reach new audiences via our in-person events, social media platforms and eshots
- Your company logo in 8,000 copies of the Summer Festival programme (launched eight weeks before Festival)
- Your logo and website link on a dedicated Sponsors page on Derby Book Festival's website: www.derbybookfestival.co.uk/sponsors
- Complimentary tickets to the events you sponsor, name check at the events and opportunity to display banners/promotional materials
- Social media, eshots and dedicated press release about your sponsored events/projects
- Invitations for you and staff members to our annual VIP events.



Sponsorship opportunities

In 2026, we are able to offer a range of sponsorship opportunities for both Festival events and projects. The following is an indication of some of these but we would welcome the opportunity to discuss all of our events and community projects:

Paperback Package: £500

Benefits:

Your company logo in our Festival programme, social media mention, two tickets to one event

- A Festival event at either Summer or Autumn Edition

Hardcover Package: £1000

Benefits:

Your company logo on up to three events, website presence with link to your site, 4–6 tickets to your sponsored events, mention in press releases, rolling slide with logo at each sponsored event

- Up to three author events or high profile Festival event.

Examples include:

- Afternoon Tea author event
- World Book Day Celebration for children and families
- Meet the Author (secondary schools)
- Bookworms children and families event with Down to Earth Derby
- Derby Reads - launch event for Summer Festival

First Edition Package: £2000+

Benefits:

Exclusive event sponsorship, logo on all marketing materials, mention in press releases, social media tags, VIP invites, company feature on marketing channels.

Examples include:

- Headline event at Summer or Autumn Edition with ‘big name’ author
- Children’s Book Appeal – two each year to coincide with Festivals
- 50-word Flash Fiction Writing competition – held in January with winning stories printed on Festival bookmarks

Collector’s Edition Package: £5000+

Benefits:

Your company logo on the front cover of our Festival programme, priority access to authors, feature in all press and media coverage, bespoke marketing opportunities.

Examples include:

- Autumn Edition – overall sponsor
- Shared Reading community project supporting health and wellbeing
- National Year of Reading 2026 – national campaign which we plan to be involved with
- Flash Fiction Writing competition – held in January with winning stories printed on Festival bookmarks

Testimonials That Speak For Themselves

Don't just take our word for it, here are some of the comments and feedback we've had from Festival goers and community project participants

Shared Reading - participants:

Shared Reading has made a 100% difference in my life. The volunteers who run it are super people - so knowledgeable, empathetic and fun too. I've learnt so much, been introduced to literature I would never have read and really bonded with the group. (Artcore)

I nearly didn't come today as I don't feel too good. But I'm really glad I did because I feel much better now. (Leylands Extra Care)

Shared Reading - volunteers:

Shared Reading has a real sense of purpose for me! It has led to some incredible group conversations in a safe, welcoming and trusted environment. It's wonderful to see people grow in confidence over time.



Derby School teachers:

(Free tickets for schools to Lauren Child and Jacqueline Wilson's events)

This is another fantastic opportunity- you guys at the Book Festival are amazing! It's brilliant how much it's developed over the past few years.

Festival Sponsors:

The Cosy Foundation sponsors Derby Book Festival because we believe in inspiring young minds, nurturing curiosity, and supporting vibrant learning communities. By partnering with Derby Book Festival, we can help create joyful experiences that spark imagination, broaden horizons, and bring families and educators together – reflecting Cosy's commitment to enriching childhood through meaningful, creative opportunities.

Festival authors:

As you can imagine, I go to lots of book festivals, and some are more charming and warmer than others. Derby is definitely now up there amongst my favourites. I'd just like to say how fantastically well organised Derby Book Festival is - it seemed to run like clockwork and everyone I met in connection with the event was SO friendly and supportive. It's a team (and festival) to be proud of.

Festival goers:

Thank you for all the work you do to make this Festival such a success. So important for our city.



Case Studies

Derby Children's Picture Book Award

Each year, the Derby Children's Picture Book Award provides us with a fabulous opportunity to share new quality picture books which genuinely reflect the true diversity of our growing school community.

Our children adore reading and our teachers and support staff love to read aloud to them, welcoming the opportunity to extend their knowledge and understanding of children's literature.

Our children loved the Meet the Author event at Normanton Library. The author, Naomi Jones delighted them with her reading, and learning to draw Superhero, Trixie with the illustrator, Rebecca Ashdown was a real treat for everyone. This is a magical memory of their final year at our school. Now, these star-struck children have an original illustration by Rebecca Ashdown in our book corner and a newly signed copy of *Thunderboots* is cherished by the children and is proudly shared with visitors to our classroom! Last year, the children were mightily engaged in the voting process and they were amazed to see how many schools participated in the Award.



St Chads Nursery and Infant School

Flash Fiction Writing Competition

Since 2015, our annual 50-word Flash Fiction Writing Competition has offered everyone a chance to be a writer and let their creative juices flow! Our Trustees choose a different theme and we receive about 500 entries across three age categories: 11s and under, 12 – 17s and 18s and over, plus categories for women at HMP Foston Hall and men at HMP Sudbury.

The winning stories are then shared with University of Derby Creative Communications students for a separate competition to illustrate the stories, which are then printed on Festival bookmarks.

We have had some great stories about the inspiration this has given to local writers: Casey Langton was the winner of our 18+ category and subsequently enrolled on the MA in Creative Writing course at the University of Derby and became a Festival volunteer. Habiba Rana was a runner up in 2018 and joined us as a judge for the competition in 2024 and is still writing.



Children's Book Appeal

In 2024 we launched our first Children's Book Appeal, an idea that originated with our partners Marketing Derby. We ask people to donate previously loved, gently used books which we can pass on to other children to enjoy.

Since then we have run five Appeals with a total of 11,000 books being donated by Derby residents. We work closely with local businesses to collect the books in work places including Rolls-Royce, Cosy, Derbion, Wathalls, Moorways Sports Centre, Morley Hayes and many Marketing Derby bondholders.

Our wonderful volunteers sort the books into age groups and we then invite schools to apply for books, which they then distribute to children in their schools or add them to their school libraries for all children to enjoy.

The project is never ending: we are constantly looking for new ways to use the books and are currently exploring projects with the YMCA, nurseries and local food banks.



Derby Kid's Camp

In summer 2025 we donated over 100 books to Derby Kids' Camp, which were shared in daily camp activities, quiet time and during our night time stories.

Children eagerly explored new stories, developed their reading skills, and discovered a love for books - many for the first time. Volunteers observed increased engagement, improved confidence in reading aloud, and greater enthusiasm for learning among the children. Their main use was as bedtime stories. After a busy day at camp, children settle into their beds in the tent, ready to go to sleep, listening together to a quality story as they drift off to sleep. This fosters a sense of community and belonging, especially for children who may be away from home for the first time. It also ensures that every child, regardless of their background or reading ability, has access to the magic of storytelling. For many, this is a cherished moment of the day—an opportunity to relax, use their imagination, and end the evening on a positive note.

Bedtime stories nurture emotional well-being, build trust between children and volunteers, and create lasting memories. This simple act of sharing stories has become a cornerstone of the camp experience, helping children feel valued, cared for, and inspired as they drift off to sleep.

Overall, the donated books have helped create a more inclusive, stimulating, and joyful environment at Derby Kids' Camp. We have expanded our existing range of books, allowing children to remain engaged with up-to-date reading genres. We are deeply grateful for this support, which has made a lasting difference in the lives of our campers.



Opportunities to support our Community projects

In addition to our Event sponsorship at our Festivals, we also have a number of (ever-growing) projects and activities which we hope local businesses will be keen to be involved with. These include:

- **50-word Flash Fiction Writing Competition/Festival Bookmarks** for three age categories plus HMP Foston Hall and HMP Sudbury
- **Shared Reading** project supporting health and wellbeing
- **Children's Book Appeal** giving donated books a new home with children and schools
- **Authors in Libraries** offering opportunities to local writers
- **Book and Craft Market** supporting local artists, publishers and writers
- **World Book Day** for children and families
- **Writing Workshops** supporting local writers



Become a Sponsor today!

Thank you for taking the time to consider sponsoring Derby Book Festival's events and projects. We look forward to hearing from you.

To take advantage of the sponsorship opportunities listed in this brochure, please contact us:

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