



**Sponsorship, Partnership &
Advertising Opportunities**

The UK's most prestigious and best-loved children's book awards.



The
Carnegies



The UK's longest running reading for pleasure initiative

At the Carnegies, we believe that a single book has the power to ignite a lifelong passion for reading. The Carnegie Medals have dedicated over 80 years to finding and celebrating outstanding writing and illustration for children and are proud to continue lighting the way for young readers to find their next life-changing read. The interactive campaign engages with 1000s of children each year, providing branded awards packs to 1000s of schools and libraries, and retailer packs sent to bookshops across the UK and beyond.

Engagement

1000s of Children!

Brand exposure in

1000s of Schools!

1000s of Libraries!

100s of Bookshops!



A Historic Collection of Previous Winners

The UK's longest running children's book awards, with a body of winners and advocates that includes the nation's most celebrated children's authors and illustrators. Previously called the Carnegie Medal and the Kate Greenaway Medal.

“To champion librarians to inspire and empower the next generation to create a better world through books and reading.”

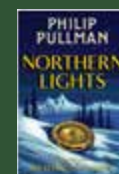
- AWARD MISSION

Medal for Writing



1956

C.S. LEWIS
The Chronicles of Narnia - The Last Battle



1995

PHILIP PULLMAN
Northern Lights



2001

TERRY PRATCHETT
The Amazing Maurice and his Educated Rodents



2010

NEIL GAIMAN
The Graveyard Book



2019

ELIZABETH ACEVEDO
The Poet X



2022

KATYA BALEN
October, October

1936

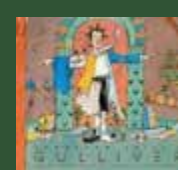
QUENTIN BLAKE
Mister Magnolia

1980



CHRIS RIDDELL
Jonathan Swifts 'Gulliver'

2004



JACKIE MORRIS
The Lost Words

2019



SYDNEY SMITH
Small in the City

2021



2026

Medal for Illustration

The Campaign Overview

Sustained 5 month long campaign, with 3 main events and a wide retail campaign in bookstores culminating in a June Awards ceremony at the Cambridge Theatre hosting 1000+ guests including shortlisted authors, their publishers, press, and a select group of shadowing scheme students.

**Nominations
Announcement**
November

Longlist Launch
February

Shortlist Launch
March

Main Event
June



“One of the world
leading reading for
pleasure schemes”

3 Distinct Awards

The Medal for Writing

Awarded for an outstanding written work for children and young people.

The Medal for Illustration

Awarded for an outstanding illustrated book for children and young people.

The Shadowers' Choice

Children taking part in the scheme vote for their favourite books to win the Shadowers' Choice Awards.



The Shadowing Scheme

In March to June each year, CLIP provide teaching notes and resources on each shortlisted title alongside free publicity materials via the shadowing packs that go out to 1000s of participating schools and libraries.

Campaign Reach

2,100

Reading groups last year

550k

Website page views

1.2M

Website interactions

6.6m

Award hashtag impressions across 3
key announcement dates



The Carnegies: An Award-Winning Awards Programme



CILIP were proud to announce that the 2024 Carnegie Awards won Best Development of an Existing Awards Event at the prestigious 2025 Awards Awards, part of the Conference & Events Awards.

This accolade celebrates the bold reinvention of the UK's longest-running and best-loved book awards for children and young people.



“A vibrant, youth-powered reinvention. Massively scaled, emotionally resonant, and culturally important.”

Awards Judges

Youth-Led Celebration

The 2024 ceremony, held at London's Cambridge Theatre – home of the Royal Shakespeare Company's multi-award-winning *Matilda The Musical* – marked a major evolution in the Carnegies' history. The event was transformed into a dynamic, youth-led celebration of reading for pleasure - with over 1000 attendees.

Positive press and extensive reach

The Medals enjoy saturated coverage across our national broadcast and print presses, including exclusive interviews on BBC Front Row, and feature pieces in The Guardian focused on the 2024 winners.

The Carnegies are delighted to have the UK's leading Children's Newspaper, First News, as the Awards Official Media Partner.

So, what are the numbers?

380 Approximate pieces of news coverage including print, online and broadcast interviews, features and news stories (approx. 34% increase from 2023)

8 National broadcast interviews, including BBC Radio 4 – Front Row

10 National interviews – The Guardian, The Telegraph, The Times & The Independent

5 International pieces – The Washington Post book newsletter, The Economic Times (India) & India Times

16 Specialist press stories including LoveReading4Kids, Just Imagine, ReadingZone & Literacy Hive

25 Book trade stories and interviews – The Bookseller, BookBrunch & Publishing Perspectives

1000 guests attended the star-studded ceremony at The Cambridge Theatre, home of Matilda The Musical, including shadowing groups, schools, authors, librarians and press – up dramatically from 250 the previous year.

150+

pieces of positive press content

FirstNews

**UK's #1 Children's Newspaper, 2.6 million readership
7,500 subscribing schools**

Annual support includes:

- 6 pieces of national coverage with our official media partner
- Headline articles covering the shortlisted entries and again for the winner
- Interviews and on the Books page with several authors and draw-a-longs with illustrators in the run-up to the awards show
- A Carnegies competition, quarter-page, with book bundles as prizes.
- Posts across social media platforms for longlist, shortlist and winners' announcement

...Socially Speaking

“Presenting the Carnegie Medals was a dream come true. There were very moving speeches about the importance of books and the impact they can have on children.”

KONNIE HUQ



An extensive year-round social campaign, supported by a dedicated interactive website portal for participating schools, libraries and children.



7.5 Million

Organic impressions for Yoto Carnegies 2024

27,000

@CarnegieMedals Twitter Followers

29,500+

CILIP Twitter Followers

3000+

Newsletter database of shadowing group leaders (school teachers, school librarians)

Partnerships

Fantastic group of long-standing and fully engaged sponsors and partners, with a focus on joint initiatives promoting inclusivity and diversity in books for children.

Yoto, our previous headline partners, are stepping down as naming rights partners after three fantastic years to focus on other endeavors. They will remain as supporting partners, such is their ongoing dedication to supporting children's engagement in reading and storytelling, and so this paves the way for a new headline partner to pick up the mantle and grow the prize.

Media Partner



First News is the UK's number one children's newspaper, with a readership of over 2.6 million, including 7,500 subscribing schools.

Sponsors



JOSEPH COELHO

Host



A captive and engaged audience

PRIMARY AUDIENCE



SECONDARY AUDIENCE





Audiences of various ages enjoying Carnegie Awards Ceremony

Brand activations

The awards have a wide range of brand activations to help reach your target audience.



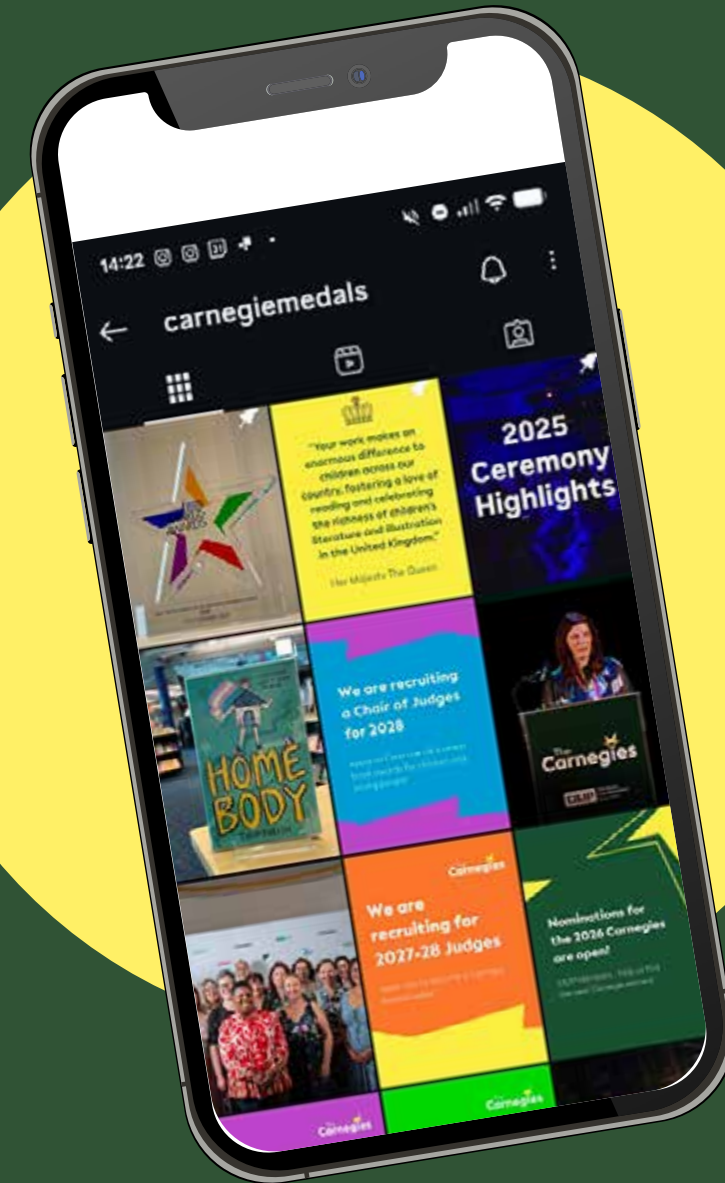
Website

There were 550k page views on the awards website during the 2024 awards period. Advert and company logo spaces are available. There is also limited space for content to be included on the shadowing resources page, which is utilised by 1000s of book groups and schools.



Newsletter

Regular newsletters are sent to more than 2,000 book groups and schools around the UK. Newsletter features and pieces are available for brands.



Social Media

There were 7.5million impressions for the Carnegies 2024 - the awards offer social mentions for sponsors and partners across Twitter, Facebook and Instagram.

Brand activations

The awards have a wide range of brand activations to help reach your target audience.



Branding at Events

Sponsor logos are displayed on boards and screens at the awards ceremony and events. Partner products can also be displayed at events. Sponsor guests are invited to the awards ceremony.



Bespoke Partnerships

Work with us to deliver your own dedicated activations, tailored to your marketing goals.



Shadowing Packs

Point of sale packs are sent to 1000s of schools and book groups - partners are able to provide inserts for inclusion. Sponsor logos are also included on the point of sale materials.

Sponsorship Tiers

Packages include:

Tier 1

PLATINUM SPONSORSHIP

£20,000+

All Gold & Silver package rights and benefits

Hard copy sponsor promotional leaflet or activation included in publicity packs sent to approx 2000+ schools and libraries, reaching over 100,000 children.

Hard copy sponsor promotional materia inserted within UK-wide high street point of sale campaign

Dedicated landing page on the Awards website hosting relevant materials/links provided by the sponsor

A solus newsletter sent to 3000+ recipients at a time of the sponsor's choosing between March and June, with content provided by the sponsor

Double-page feature in CILIP's Pen&inc. magazine (audience includes librarians, teachers and booksellers) with the topic to be agreed in advance with Pen&Inc's editor.

Need something specific to your product or brand? Platinum sponsorship status comes with the opportunity to plan a bespoke tailored activation in partnership with the prize.

Tier 2

GOLD SPONSORSHIP

£15,000+

All Silver package rights and benefits

Hard copy insert provided by sponsor included in publicity packs sent to approx 2000+ schools and libraries

Opportunity to include relevant materials from the sponsor on the Carnegies 'Downloadable Materials' page for shadowing groups

Opportunity to include relevant sponsor content in up to 3 Carnegies newsletters

Sponsor booth at the awards post-ceremony reception

Opportunity to run a giveaway/competition with the prize of two tickets to the winners ceremony in June to be provided by CILIP.

Tier 3

SILVER SPONSORSHIP

£10,000+

Logo printed on hardcopy publicity materials sent to approx 2000+ schools and libraries participating in the Shadowing Scheme and hosted on the awards website for download

Sponsorship recognition during the awards ceremony in June – held in London and livestreamed to c.1500 shadowing groups.

Brand exposure as one of Awards partners within retail point of sales materials, the schools shadowing scheme and at all Awards Events.

Opportunity to provide goodie bags and/or handouts to attendees at the awards ceremony

Social media promotion with partnered content promoting agreed-upon promotional messaging.

*Smaller digital advertising packages are also available on request



Let's get in touch...

MACKENZIE WARNER | Carnegie Awards Manager
Mackenzie.Warner@cilip.org.uk

LUKE GILES | Managing Director
luke@agile-ideas.com