

The yoto
Carnegies



Sponsorship and partnerships

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

The UK's longest running reading for pleasure initiative

At the Yoto Carnegies, we believe that a single book has the power to ignite a lifelong passion for reading. The Yoto 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.

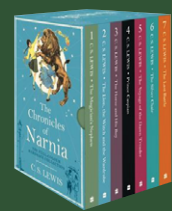
“The Medals carry weight, not only because of the rigorous way the award is judged but also because of its history.”

- JACKIE MORRIS

MEDAL FOR WRITING

1936

2023



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

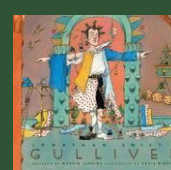
KATYA BALEN
October, October

QUENTIN BLAKE
Mister Magnolia



1980

CHRIS RIDDELL
Jonathan Swifts 'Gulliver'



2004

JACKIE MORRIS
The Lost Words



2019

SYDNEY SMITH
Small in the City



2021

MEDAL FOR ILLUSTRATION (FORMERLY KATE GREENAWAY MEDAL)

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 Barbican Centre hosting 250+ guests including shortlisted authors, their publishers, press, and a select group of shadowing scheme students.



“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 - ages 8+



THE MEDAL FOR ILLUSTRATION

Awarded for an outstanding illustrated book for children and young people - ages 5+



THE SHADOWERS' CHOICE

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

NOMINATIONS ANNOUNCEMENT

November

LOGLIST LAUNCH

February

SHORTLIST LAUNCH

March

MAIN EVENT

June

The Shadowing Scheme

In March to June each year, CILIP 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

2,037

Reading groups last year

550k

Website page views

7.5m

Award hashtag impressions across 3 key announcement dates



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 2020 winners. The Yoto Carnegies were delighted to announce a media partnership with award-winning children's news provider First News for 2023. First News is the UK's number one children's newspaper, with a readership of over 2.6 million, including 7,500 subscribing schools.

The logo for First News, with 'First' in red and 'News' in blue, set against a black background.

100%
of all media coverage
was supportive

SO WHAT ARE THE NUMBERS?

2

National broadcast interviews, including BBC Radio 4 – Front Row

4

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

10

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

17

Specialist press stories including Teach Reading, The Reading Zone & The School Library Association

94

Regional print, online & broadcast pieces

25

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

...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 2022

23,000

@CarnegieMedals Twitter Followers

29,000+

CILIP Twitter Followers

2,980

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.

HEADLINE SPONSOR



Yoto is the audio platform that kids control. Their audio players let kids safely explore their favourite stories, music and more without a screen.

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



A captive and engaged audience

PRIMARY AUDIENCE



SECONDARY AUDIENCE



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 2022 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 Yoto Carnegies 2022 - 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, with the option of a company representative presenting an award.



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.

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Let's get in
touch...

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