

SPONSORSHIP OPPORTUNITY

An evidence-based campaign that seeks to improve children and young people's access to better life chances, literacy and attainment

“Every school-age child deserves to benefit from a Great School Library”



Our mission

To position great school libraries as part of the successful provision of formal education

**Great
School
Libraries**

1

PHASE ONE ACHIEVEMENTS 2018 – 2021

- A vital and timely research into the state of school library provision for school age children in England, Wales and Northern Ireland.
- A Foyle Foundation funded survey highlighting the inequality of access to school libraries and insecure employment for school librarians.
- Support from across the education sector as well as high profile ambassadors including Cressida Cowell, Chris Riddell and Jackie Morris.

2

PHASE TWO PLANS 2021–

- Demonstrating impact of a great school library through a strong evidence-base.
- Engaging with Heads, Teachers and Governors and raising awareness with decision makers on the impact and value of school library staff to generate better opportunities, conditions and pay.
- Empowering school library staff to articulate and evidence their impact on attainment, wellbeing and value-added for children and young people.

75

case studies on how libraries contribute to teaching and learning in school to date.



“The Great School Libraries campaign provided essential and unique information on the state of school libraries, and highlighted their vital importance particularly for the most disadvantaged children. It was a catalyst for action including the launch of The Waterstone’s Children’s Laureate Life-changing Libraries campaign.

There is an urgent need for new information and a continued push for the importance of school libraries in closing the gap between disadvantaged children and their peers.”

Diana Gerald, CEO, BookTrust

Sponsorship

A unique opportunity to engage with the only two organisations working with school libraries in the UK

**Great
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Potential audience
engagement



4,165
subscribers
on the SLA,
SLG and GSL
mailing lists

26,000+
Twitter
followers
across GSL,
SLA and SLG

13,000+
unique visitors
to the GSL
website

157,773
new users to
the SLA
website since
2019

Opportunities

01

Brand association and profile (£3K - £5K)

- Presence on SLA, SLG and GSL website, digital newsletters and social channels

02

Enhanced brand association and profile (£8K - £12K)

- Presence on SLA, SLG and GSL website, digital newsletters, and social channels
- Free tickets and Exhibition spots at key sector events including SLA's annual Weekend Course and SLG's all-day webinars
- Speaking slots at GSL events
- Engagement moments with Authors and Publishers on Twitter

03

Enhanced brand association, profile and engagement (£15K - £20K)

- Presence on SLA, SLG and GSL website, newsletters, and social channels
- Free tickets and exhibition spots at key sector events, including SLA annual Weekend Course and SLG all-day webinars or SLG National Conference (bi-annual)
- Speaking slots at GSL events
- Engagement moments with authors and publishers on Twitter
- Free advertising space in CILIP magazine, SLA and SLG journals
- Invitation to the All Parties Parliamentary Group meetings and sector body consultation meetings

Media highlights

THE BOOKSELLER

AT THE HEART OF PUBLISHING SINCE 1858



Belfast Telegraph

itv NEWS



The INDEPENDENT

The collage features several news articles related to school libraries. At the top, a BBC News article titled "Inequality in school library access is a 'social mobility time bomb', says Cressida Cowell" is shown, featuring a photo of Cressida Cowell. Below it, a Newsround article titled "School libraries: One in eight schools 'doesn't have one'" is displayed, featuring a photo of children reading in a library. At the bottom, another Newsround article titled "One in eight schools has no library" is visible, along with a snippet of an article from The Bookseller titled "Rosen calls for libraries compulsory". The collage is set against a background of a library with bookshelves and a person holding a book.

Social media support

Great School Libraries

Great School Libraries campaign channels



Photo credit: David Bebber

Let's have access to libraries for all.

"It is impossible for children to become readers and experience the joy of it if their families can't afford books, or they don't have access to either a public library or a school library."

Cressida Cowell

Waterstones Children's Laureate



Quote from: Letter from a Laureate: Cressida Cowell on www.booktrust.org.uk



Great School Libraries

"Every child should have access to a well-stocked library."

#entitlement

Mary Myatt

Education adviser, writer and speaker



Great School Libraries

"Libraries in schools are the physical and metaphorical hub at the heart of the learning community." When used to optimum effect, they are integral to the school, its teachers, its students and wider network. Apart from offering physical and digital learning spaces, they bring with them expertise that enhances the learning preparation with teaching staff as well as developing student capacity to learn and discern in the age of data and communication."

Liz Free

Founding Director, the International Leadership Academy (ILA)



Great School Libraries

"So much of education hinges on reading and a love of books begins by finding the right storybook, graphic novel, or fact-filled book for you. A well maintained school library is vital for offering a wide selection to take young readers on journeys of discovery within their own thoughts and **a skilled school librarian is an essential tour guide.**"

Martin Burrett

Teacher, Editor, Author
UKEdChat.com



Campaign engagement

47%
open rate on
newsletter

13,512
unique visitors
to the
website

1,218
mailing list
subscribers

5,400+
Twitter
followers

2,468,000
Twitter
impressions

Our partners

Great
School
Libraries



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Libraries**

What next?

Get in touch with the
Campaign Chairs,
Caroline Roche and
Alison Tarrant

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