



SPONSORSHIP PROPOSAL

EARLY YEARS BOOK BAGS


Guille-Allès
Public Library

OVERVIEW

The Library works in partnership with the States Health Visiting Team to give a free bag of books to every child in the Bailiwick at their 8-month, 2-year, and 3-year health checks.

The bags also contain rhyming sheets as well as information and advice on early literacy for parents.

Key Benefits:

1. Display your logo on the book bags, which reach every family on the island.
2. Receive extensive exposure in the local media and in all Library communications, including our email newsletter (10,000+ subscribers).

£12,000/year

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IMPACT

In Guernsey the average birth rate is 600/year. All of these children receive a book bag at each of their three health checks before starting school.

Building literacy and encouraging reading in the early years is crucially important: it develops language skills, sparks imagination and creativity, and boosts cognitive development. In other words, reading is good for you! It's also vitally important to children's futures. Research shows that:

- Children who engage with books and nursery rhymes during their first '1001 Critical Days' (from conception to age 2) have consistently better outcomes than those that don't.
- Reading for pleasure is the single most important indicator of a child's future success – more important than their family background. Children who read for pleasure have a better sense of wellbeing, have better self-esteem, and achieve greater levels of attainment in all subjects – they simply do better in life.

Sadly, many children don't have access to books at home. These book bags encourage families to read with their little ones and to use the Library, which is free and open to all.



YOU CAN HELP

We need a sponsor to help us continue the book bag project and improve the resources we provide, including upgrading the types of bags used based on feedback from the health visitors who distribute them.

- ★ **8-month book bag - £4,000/year**
Each unit includes a cotton tote bag, two board books, and an information leaflet. Your logo will be displayed on the front of each bag.
- ★ **2-year book bag - £4,000/year**
Each unit includes a school style book bag, two paperback picture books, a pack of wax crayons, and an information leaflet. Your logo will be displayed on the front of each bag.
- ★ **3 year book bag - £4,000/year**
Each unit includes a school style book bag, two paperback picture books, a pack of wax crayons, and an information leaflet. Your logo will be included on the front of each bag.

Sponsor all three bags and have your logo displayed on each, plus recognition in all key comms including our email newsletter (10,000+ subscribers) and annual media release.

£12,000/year



ABOUT US

The Guille-Allès Library has been at the heart of life in Guernsey for more than 140 years. Founded by lifelong friends Thomas Guille and Frederick Allès in 1882, their original vision was for the Library to become a hub for culture, learning, and community – and today our goal remains the same.

Through our vast collection of books, films, music, digital resources and other media, as well as events and services for adults and children, we enrich lives and boost wellbeing across the community, with equality of access for all.



Cornelia James

Chief Librarian

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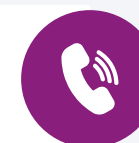


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