

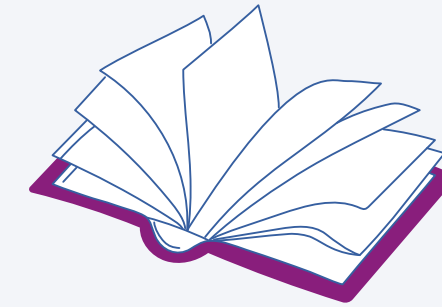


SPONSORSHIP PROPOSAL

SUMMER READING CHALLENGE

Guille-Allès 
Public Library

OVERVIEW



Every year the Library joins a national initiative encouraging children to keep reading during the summer holidays. Almost 2,000 local children take part each year.

We're looking for a sponsor to help us deliver the 2026 Summer Reading Challenge, so that more children can enjoy all the benefits of reading for pleasure.

Key Benefits:

1. Display your branding in a prominent area of the Library and on all in-house literature promoting the Challenge.
2. Enjoy high-profile exposure in the local media and in all Library communications, including our email newsletter (12,000+ subscribers).

£4,500



IMPACT

The Summer Reading Challenge is a vital and much-loved initiative that supports children's literacy and inspires a love of reading.

The challenge is to read six books over the holidays, encouraging children to have fun reading for pleasure and providing an enjoyable way to avoid the 'summer slide' in literacy skills.

The UK's biggest free reading event for children, the Challenge was founded in 1999 by national charity the Reading Agency. In Guernsey it's always extremely popular – 2025 saw almost 2,000 children take part.

Research shows that reading for pleasure is a key predictor of a child's future success. Children who read for pleasure have a better sense of wellbeing, maintain better self-esteem, and achieve greater levels of attainment in all subjects – they simply do better in life.



YOU CAN HELP

We need a sponsor to help us deliver the Summer Reading Challenge in 2026.

Your support will cover the cost of competition materials and promotional literature, ensuring that as many children as possible can take part.

In return, you'll have the opportunity to display your branding in a high-footfall area of the Library and on all our in-house Challenge literature; and you'll receive recognition in all our comms including our email newsletter (12,000+ subscribers) and media release.

Further opportunities that align with your sponsorship priorities are available upon request.

£4,500



ABOUT US

For almost 150 years, the Guille-Allès Library has been a hub for culture, learning, and community in Guernsey.

Founded by lifelong friends Thomas Guille and Frederick Allès, their vision was to create a Library for everyone - and today our goal remains the same.

By providing free access to books, ideas, and trustworthy information, the Library enriches lives, champions reading, and supports wellbeing across the community, with equal access for all.



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