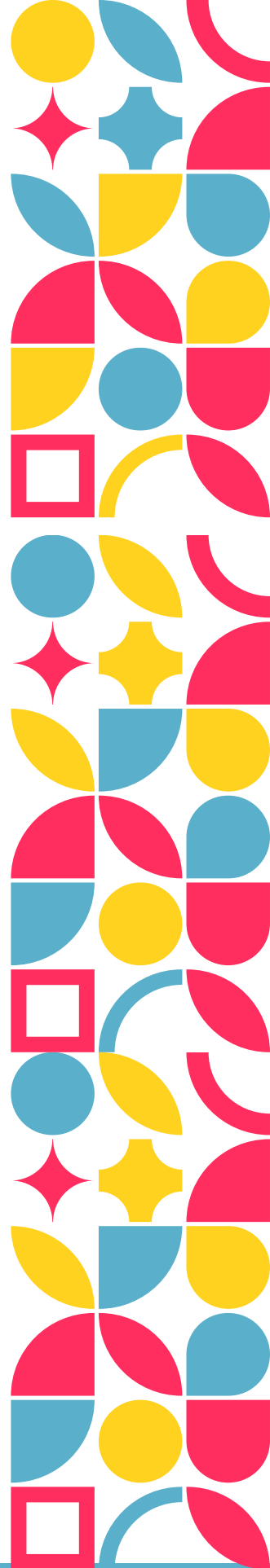




# Isle of Wight Poet Laureate Programme 2026–2028

## Sponsorship Opportunities

Celebrating culture, creativity, and community through poetry



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# Why Your Support Matters

Dear Supporter,

The Isle of Wight has always been a place of creativity and resilience, from the poetry of Tennyson to the thriving arts scene we see today. Yet alongside this heritage, our island faces real challenges in education.

Last year, secondary school pupils here achieved lower GCSE results than the national average, and around one in four local children grows up in a low-income household, compared to about one in five across England. Too many young people begin life at a disadvantage, and literacy is one of the keys to changing that story.

Across the UK, we are also seeing a worrying decline in reading for pleasure. Only one in three children now say they enjoy reading, the lowest figure in twenty years, and fewer than one in five read every day. We know this matters: children who enjoy reading do better in school, grow in confidence, and are more likely to thrive in adult life.

This is why the Isle of Wight Poet Laureate programme matters. Poetry can spark imagination and help children find their voices. It builds confidence, encourages creativity, and makes reading and writing something to enjoy, not something to fear. By bringing poetry into schools, libraries, and community spaces, we want to give every child on the island the chance to discover the power of words.

With your support, we can make this vision a reality. As a local employer, your organisation has a unique opportunity to give back to the community you are part of—supporting young people, raising aspirations, and helping the Isle of Wight to thrive. Together we can inspire the next generation of island voices and ensure that every child has the chance to flourish.

Warm regards,  
Lottie Begg  
Programme Lead



## Overview

Lemon Jelly Press CIC propose the establishment of a Poet Laureate role for the Isle of Wight: a public-facing, inclusive position that champions poetry, fosters a sense of place, celebrates local voices, and brings the transformative power of creative expression to schools, community groups, and public events across the island.

This role will offer a cultural focal point for the Isle of Wight; commissioning poems that capture the essence of the island's identity, supporting creative education, and promoting wellbeing through storytelling and language. It will embed poetry in the rhythms of island life, responding to events, heritage, people, and place.

This proposal is grounded in the belief, championed by organisations such as The Poetry Society, that poetry is a vital and accessible art form with the power to reflect, connect, and transform communities. Poetry gives people a voice, encourages self-expression, and helps individuals of all ages and backgrounds to make sense of the world around them. The Poetry Society notes that poetry thrives when it is rooted in place and experience—when it responds to local lives, landscapes, and histories. By establishing a Poet Laureate embedded in the Isle of Wight's civic and cultural life, we are proposing a place-based creative role that reflects the island's unique identity while reaching out to those who may not otherwise engage with the arts.

A Poet Laureate can serve not only as a cultural ambassador, but as a creative conduit for dialogue, inclusion, and transformation, particularly when working with underrepresented or marginalised groups across the island. Through words, shared meaning, and creative celebration, this role has the power to foster pride, visibility, and connection for all residents of the Isle of Wight.



# About the Poet Laureate Programme

## Writing Our Island

The Isle of Wight Poet Laureate will serve a two-year term as a cultural ambassador for the Island. Their role is to celebrate our community through poetry, making words part of everyday life in schools, libraries, workplaces, and public spaces.

## Celebrating Local Life

The Laureate will write poems to mark significant island occasions, from festivals and heritage days to school celebrations. Just as importantly, their poetry will reflect the things that shape our shared identity—our food and farming traditions, travel connections, landscapes, and local businesses. This creates opportunities for poetry to highlight the sectors that keep our Island thriving, and even celebrate individual employers who play a key role in island life.

## Inspiring the Next Generation

Alongside writing, the Poet Laureate will deliver workshops in schools and libraries, encouraging children and adults alike to find their own voices. They will publish new work throughout their term, contribute to an anthology showcasing island voices, and appear at live events that bring communities together.

## Pride and Participation

At its heart, the Poet Laureate programme is about pride in place. It allows people to see their own lives reflected in poetry—whether that is a ferry journey, a bustling high street, a local café, or the work of a much-loved business. It is also about participation: giving everyone on the Island a chance to connect with poetry, and giving sponsors a unique role in shaping that story.



# Impact & Reach

## Reaching Communities

The Poet Laureate programme will touch every part of the Island. From schools and libraries to festivals and local events, poetry will be shared in places where people live, learn, and work. Over the two-year term, we expect more than 4,000 residents and visitors to take part directly through workshops, performances, and publications.

## Inspiring Young People

Our Poet Laureate will reach across the Isle of Wight, sharing poetry in every mainstream school, SEN school, home-education community, and more. Altogether, that's potential contact with over 13,000 children, ensuring poetry touches every corner of island life.

## A Cultural Voice for the Island

The Laureate will raise the profile of the Isle of Wight as a place of culture and creativity. Poems will highlight our unique identity—from ferries and coastlines to local food, history, and businesses—offering fresh ways to celebrate the Island's story.

## Visibility for Sponsors

Through press coverage, social media, workshops, and printed anthologies, sponsors will gain positive exposure to schools, families, and the wider community. Your business will be recognised as a supporter of literacy, creativity, and community pride, with opportunities to see your contribution celebrated publicly.



# Sponsorship Opportunities

The Isle of Wight Poet Laureate programme is built on partnership. By sponsoring us, your business will be directly supporting literacy, creativity, and community pride across the Island. In return, we offer meaningful recognition and opportunities to celebrate your role as a cultural champion.

## Headline Sponsor – £4,000

- Prominent recognition as “Presented by [Business Name]” on all events, publicity, and publications.
- Logo featured on banners, press releases, website, and the published anthology.
- A bespoke commissioned poem celebrating your business, illustrated by a local artist.
- A dedicated press release to share the poem and your support, promoted through our channels and local media.
- Feature interview or article about your organisation in programme publicity.
- Six VIP invitations to Poet Laureate events.

## Gold Sponsor – £2,500

- Logo on select events, website, and anthology.
- Named supporter in press releases and promotional materials.
- A bespoke poem written about your sector (e.g. tourism, food, transport), performed at an event and shared online.
- Four VIP invitations to Poet Laureate events.
- Optional staff poetry workshop for your team.

## Community Sponsor – £500

- Logo featured on our website and social media.
- Recognition in the community anthology.
- Inclusion in a community thank-you poem
- Two invitations to a Poet Laureate event.



# Why Partner With Us?

Supporting the Isle of Wight Poet Laureate programme is more than a charitable gesture. It's an investment in your community, your workforce, and your reputation.

## **At a Glance – Sponsor Benefits**

- ✓ Positive PR and brand visibility
- ✓ Strong CSR impact in education and wellbeing
- ✓ Staff and customer engagement opportunities
- ✓ A lasting community legacy

## **Positive Local PR**

You'll be recognised as a business that invests in culture and education, gaining visibility across the Island and beyond.

## **Corporate Social Responsibility (CSR)**

Sponsoring the Poet Laureate demonstrates your commitment to tackling real local challenges, from low educational attainment to social inequality.

## **Staff and Customer Engagement**

Sponsors have the chance to involve their employees and customers directly, with invitations to special events and even the option of bespoke poetry workshops.

## **Lasting Legacy**

By investing in children's literacy and community pride today, you are helping to raise the aspirations of a generation and strengthening the cultural life of the Island for years to come.





# How Your Sponsorship Helps

Every pound of sponsorship goes directly into making poetry and creativity accessible across the Isle of Wight. Your support ensures the Poet Laureate programme is not just symbolic, but practical, impactful, and far-reaching.

## What Your Sponsorship Funds

- School and Community Workshops

Free creative writing and poetry sessions delivered in all mainstream schools, SEN schools, and with the home-education community, reaching over 13,000 children across the Island.

- The Poet Laureate Honorarium

Supporting the Laureate with a fair fee for their time, enabling them to dedicate energy and expertise to the community.

- Publishing and Distribution

Creation of a professionally designed anthology of island voices, distributed free to schools, libraries, and community spaces.

- Events and Performances

Public celebrations, readings, and appearances that bring poetry into everyday spaces and connect with audiences of all ages.

- Access and Inclusion

Removing barriers so that children and adults from disadvantaged backgrounds can participate fully, with resources, materials, and travel support provided where needed.

## The Difference You Make

By sponsoring the Poet Laureate programme, you are helping to raise literacy levels, build confidence in self-expression, and strengthen community pride across the Island. Children will gain new opportunities to discover the joy of words, while adults will see their stories and workplaces celebrated in poetry. Your support also ensures the Isle of Wight is recognised nationally as a place of creativity and culture. Together, we can create opportunities that inspire people of all ages and leave a legacy for years to come.

## Join Us

The Isle of Wight has always been a place where creativity flourishes. Through the Poet Laureate programme, we have the chance to make poetry a living, breathing part of our community—something that inspires our communities, celebrates local life, and brings people together across the Island.

We cannot do this alone. With your support, we can give poetry a home in every classroom, library, and public space, and ensure that the voices of the Isle of Wight are celebrated locally and nationally.

As a sponsor, you will be recognised not only as a supporter of the arts, but as a partner in shaping a brighter future for our Island.

Join us in writing the next chapter of the Isle of Wight's creative story.

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Thank you for considering this opportunity—we look forward to working with you.

