

DESIGN A NATIONAL BOOK TOKEN COMPETITION 2025

Time for children to get creative and **DESIGN A NATIONAL BOOK TOKEN** for the World Book Day annual competition! National Book Tokens are inviting children of all ages to share their creativity – and their love for books and reading – by designing their own fabulous gift cards.

Six winning entrants will bag HUNDREDS of pounds worth of National Book Tokens for their schools and themselves – find out more below!

PRIZES

ONE OVERALL WINNER (chosen from the first prize winners in each category) will receive a £10 National Book Tokens gift card in their design for every child in their class, and the opportunity for their class to visit a real bookshop, virtually or in person, to spend their National Book Tokens.

FIRST PRIZE in each age range wins:

£350 National Book Tokens for the school

£100 National Book Tokens for the pupil

SECOND PRIZE in each age range wins:

£200 National Book Tokens for the school

£50 National Book Tokens for the pupil

HOW TO ENTER

To enter, children should **design a National Book Tokens gift card on the theme of Read Your Way**. Here are some tips to bear in mind:

- What does 'read your way' mean to you – and how can you explain this in pictures or designs?
- What would make someone want to buy your gift card as a gift for someone else?
- Look at real-life examples of gift cards in supermarkets and other shops – what do they have in common? Which ones do you like best and why?

A panel of judges will select a winner and runner-up in each of three age categories: up to 8 years, 9-12 years and 13-16 years.

All entries should be produced on A4 paper using the template. **All ideas must be original and not include any copyrighted designs.** Please ensure you provide the child's name and age, and your contact details, on the second page of the form.

Children have been provided with a template for their entries.

Please bring your completed entries into school by Friday 14th March

