



# Sponsorship BJAM AWARDS 2020



- [www.powellandbarnsgroup.com](http://www.powellandbarnsgroup.com) ● #bjam2020
- [eventsteam@powellandbarnsmedia.com](mailto:eventsteam@powellandbarnsmedia.com)

# Introducing

The Black British Journalism And Media Awards (BJAM Awards) The Black Tie dinner and awards gala.

The founder and CEO of the BJAM AWARDS, Marceline Powell, isn't just organising an awards night; she is committed to promoting change, inclusion and cultural diversity. Much of that change is about what organisations of all sizes are doing to engage culturally diverse Black British audiences and create content that reflects the society in which we live.

The event is dedicated to highlighting Black British talent, drive and success, alongside mainstream inclusion, diversity and representation. The BJAM Awards recognises the strength and opportunities created by a diverse and representative media.



Founder  
Marceline Powell  
BJAM 2020  
The Powell and Barns Group



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Thank you for taking the time to read the BJAM sponsorship invitation.

We offer bespoke sponsorship packages tailored to the needs of your company where possible. We work with you to create a package to maximise your visibility and ROI.

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# BJAM 2020

Our BJAM Awards sponsors are very much our partners too and a key focus for all our communications as well As our glamorous awards night!

The BJAM awards aren't just about recognising big media companies for their ethnic diversity and inclusion practices. It is about recognising change, diversity and inclusion in ALL organisations big or small and creating a platform where we can share, learn, inspire and encourage the development of a new generation of diverse media professionals.



## Headline Sponsors

We would be delighted if you would join us in delivering the 2020 BJAM Awards by taking one of the sponsorship opportunities available and at the same time showcasing your brand to our niche audience plus reach over 300 media industry professionals at the Black Tie Awards Dinner. March 2020

## Categories & Awards

Boasting a wide range of categories, open to individuals, mainstream and community organisations of all sizes. Sponsoring a category is a great way to have a strong presence and enjoy great benefits!



## After Party & Tables

Partner with us for our first sit down gala dinner with a black tie dress code. Attendees to the awards include a range of individuals and organisations from leading global brands, and individuals from across a variety of media sectors.



## What We Offer

Targeted Engagement.

Approximately 10% of the UK population is made up of ethnic communities, they collectively generate £300 billion for the UK economy.

African and Caribbean owned businesses generate an incredible £10billion. This purchasing power is set to grow given that Britain is rapidly changing with more ethnic groups and a growing African population.

Most second and third generation ethnic minorities are upwardly mobile with a high standard of education and disposable income. Ethnic communities are an extremely important factor in the UK economy.

Data: CREME Research.



## Media Matters

A growing population

The BAME population in the UK has grown to 6.4 million with nearly half, 42.3% living in London and the second largest proportion of the population in the West Midlands (12 per cent).

A study by Interfocus, predicted that Black and South Asians are set to outnumber the white population in half of all London boroughs and the cities of Birmingham and Leicester.

'Ethnic media' is under-represented in mainstream research, and audiences understated by industry measurement platforms such as RAJAR. • Ethnic media is rapidly evolving and the digital market place has led to more targeted online platforms. Research confirms that not only are ethnic minorities hardworking and inspirational, they are also economically powerful.

## Partners

We have a strong, sustainable and consistent team of partners, from our photographers to our judges, and we only work with partner companies that share our values. This approach will undoubtedly make the awards stronger year on year.

### Sponsorship & Sales



### Direct Marketing Sponsorships & Table Sales

### BBi Network



Media Network  
Journalists, Media  
Professionals  
Private Network

### Targeted Media



### Advertising & PR London / National Digital Media

### Urban Kapital Magazine



Entertainment  
Media &  
Entertainment

# URBAN KAPITAL

## LONDON. MIDLANDS. NORTH

THE UK'S ONLY MULTI CULTURAL MAGAZINE  
NEWS. CURRENT AFFAIRS. LIFESTYLE. ENTERTAINMENT. BUSINESS



Marceline Powell

# Key Event Highlights



## Judging

When it comes to judging, we don't purely rely on the maths of online scoring. Our panel of judges has a significant amount of experience in all areas of media, and are passionate about diversity and inclusion and we match that experience to the best category, to ensure each entry gets the most thorough evaluation possible.

Date: January 2020



## Nominations

Boasting a wide range of categories, open to individuals, teams and organisations of all sizes, the entry process is simple and straightforward and also enables all entries to receive feedback on their entry, available after the winners' ceremony, totally free of charge.

Opens: October 2019

#BJAMAWARDS2019

BJAMAWARDS2019

## Ceremony

The BJAM awards aren't just about recognising big media companies for their diversity and inclusion practices. It is about recognising change, diversity and inclusion in ALL organisations big or small and creating a platform where we can network, share, learn, inspire and encourage the development of a new generation of diverse media professionals.

Date: March 2020

Location: London, UK



## VIP Party

We want to provide a memorable experience each year. The Bjam Awards is also packed with entertainment, celebrity and special VIP guests. The After party is an opportunity to network and mingle in style.

Date: Marh=ch 2020

Location: Post event (Hotel packages available)



# Benefits for Sponsors

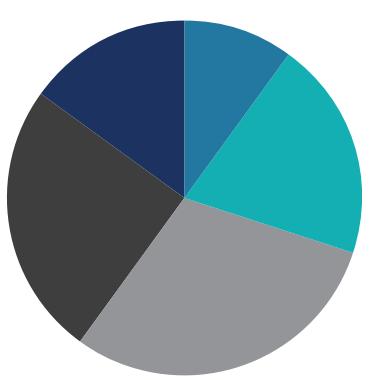
Sponsors are Partners. We understand the role of sponsors, helping us to celebrate the Award winners as well as needing a 'Win' themselves.

We carefully align sponsors with categories and our team will work with yours to find the best awareness and positioning for your brand. In whatever way you choose to work with BJAM you will have full commitment from us.

## Statistics of Our Reach

We directly target & reach over 140,000

Source: Partners & Networks



Direct Mail and social posts to social membership  
Word of mouth / other Website, partner  
Websites and event listings  
Media / Social Networks & Partners  
Digital & Social Media Campaigns

### BAME Targeting

Pre-event e-newsletter mailing headlining your involvement sent to our own unique database of over 2,000 key senior professionals, our press list, and other direct PR related opportunities through our company The Powell and Barns Group

### Industry Networking

Integration of sponsors into all activities pre and during the event, ensuring you meet all the key individuals; offering personal introductions where requested and possible.

### Targeted Messaging

Your own feature piece within the digital magazine, on the website and social platforms, highlighting the message that you want to associate With the BJAM Awards.

### Effective Coverage

Our media partners ensure extensive pre- and post-event coverage. Our mission is to build a successful Awards and deliver a bigger, more impactful, inclusive and fully sustainable Awards event every year.

### Digital Assets & Links

Branding on the website including a logo on the event page linked to a sponsor page with dedicated profile to highlight your commitment to diversity and inclusion, your campaigns or any other social impact stories.

### Targeted Engagement

Sharing of your content through social networks, plus additional mentions of your strategies. Invitation to attend any pre-event meets and VIP after party for all sponsors and partners to meet, engage and network

By sponsoring us, we will provide your company with:



Industry Access

Event Day

Branding on screen presentations and in the category section of the programme + branded VT

Present the award to the winner of your category with a name check welcome to stage

Two tickets to the event including pre-dinner drinks reception and a three course meal with wine + Post event VIP Cocktail Party

Company branding will remain on the website and on all marketing materials associated with that year's winners until promotions begin for the following year



Brand Exposure



HEADLINE

All packages offer targeted engagement with professionals, business owners, media, influencers and the general public. Whether you sponsor the bar and after party, a table or award, or become the headline sponsor, you will see a measurable ROI.

All sponsors will have significant opportunities for event branding and high-profile marketing and PR in advance, during and post event.

The headline sponsor will be featured in all media promotions, event literature, on all AV, tables, photo / red carpet area and present a special award.

# Categories

Open to mainstream media companies and journalists, writers, reporters, developers, producers and mainstream platforms who represent diversity and / or highlight issues affecting Black communities, business, social & political issues, race relations and human rights.



Journalism - Acknowledges the contributions of Black British Journalists & Mainstream Media



TV - Highlights programs, documentaries and Celebrities across the UK Media Landscape



Radio - Highlights mainstream and grassroots radio stations, shows & presenters



Print & Online - Acknowledges publications, news sites, blogs and video across digital platforms



Marketing & PR - Acknowledges those working toward more inclusive representation



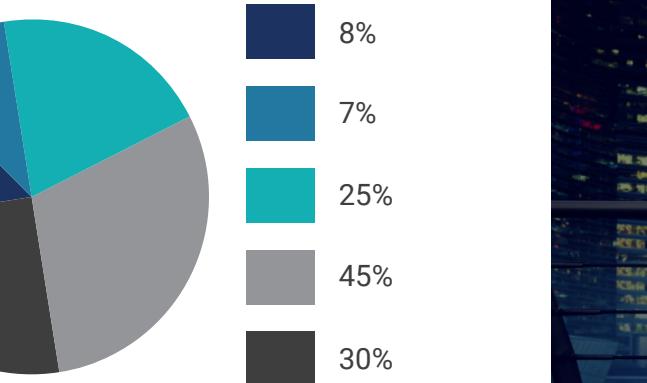
Live Productions & Events - Highlights the best stage productions and cultural events



Special Awards - Acknowledging those people and companies setting trends and championing change

## Cultural Segmentation

Attendees and Audience Engagement



NAVY BLUE = Non Media Related  
 MID BLUE = Other BAME industry Professionals  
 AQUA = Other BAME Audiences / Professionals  
 GREY = Black Professionals / Creatives / Public  
 BLACK = Mainstream Professionals / industry

Your Sponsorship is Essential to us.

- + AUDIENCE**
- + ASSETS**
- + ENGAGEMENT**
- + BENEFITS**

The Bjam event is open to Media professionals, TV, Radio, Newspapers, Digital Platforms, Bloggers, Writers, Event Producers, Advertising & PR, Business owners, Academics, General public

Talk to us about creating a bespoke sponsorship package for your company. Assets include: Main event, VIP Cocktail After Party, Fully stocked bar (main event), Categories, Awards, Tables, Entertainment.

The event provides the opportunity to engage directly with culturally diverse communities alongside decision makers and leaders, program makers and high profile guests.

In addition to promoting your cultural diversity and inclusion strategy and successes, partners also benefit from high level exposure, targeted communications and engagement and brand placement to 'hard to reach' audiences.

# Sponsorship Menu

	Table & Award Sponsor £2,500	Category Sponsor £5,000	Headline Sponsor £10,000
Pre-event e-newsletter mailing headlining your involvement sent to our own unique database of over 2,000 key senior professionals, our press list, and other direct PR related opportunities through our company.	●	●	●
Branding on websites including logo on the event page slider linked to a sponsor page with dedicated profile page	●	●	●
Sharing of your content across social media platforms, targeted advertising to specified audiences, inclusion in media advertising on and offline	●	●	●
Integration of sponsors into all activities pre and during the event, ensuring you meet all the key individuals; offering personal introductions where requested and possible.		●	
Branding on rolling screen presentations and in the category section of the programme	●	●	
Present the award to the winner of your category with a name check welcome to stage. Company branding will remain on the website and on all marketing materials associated with that year's winners. 2 x Tickets to event and VIP after party	●	●	
Four tickets to the event including pre-dinner drinks reception and a three course meal with wine (seating will be personally selected and matched with organisations with whom you may have synergy. 4 Tickets to event and VIP after party		●	

# Placement

## 1. Targeted email campaigns

Pre-event e-newsletter mailing headlining your involvement sent to our own unique database of over 2,000 key senior professionals, our press list, and other direct PR related opportunities through our company.

## 2. Magazine Features

Your own feature piece within the regular e-magazine highlighting the message that you want to associate With the BJAM Awards.

## 3. Website branding & Profile

Branding on the website including a logo on the event page slider linked to a sponsor page with dedicated profile to highlight your diversity and inclusion policies, reports or campaigns.

## 4. Post event highlights

Company branding will remain on the website and on all marketing materials associated with that year's winners until promotions for the following year commence.

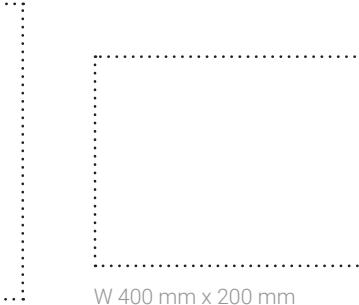
## EXAMPLE IMAGES



Accommodation Pack



W 600 mm x 400 mm



W 400 mm x 200 mm

## OUR HEARTFELT THANK YOU FOR YOUR CONSIDERATION



We have a unique approach to our sponsors and partners; ensuring they maximise their opportunities and become active participants in the awards programme in return for supporting the BJAM Awards.

If you are interested in sponsoring the awards and would like to discuss a bespoke package with us, please contact us and we'll be happy to help.

### Contact Person

#### Marceline Powell

Director

T: 0203 774 1262 / 07473 694983  
[info@powellandbarnsmedia.com](mailto:info@powellandbarnsmedia.com)

#### Michael Melado

Sponsorship

Phone: 01922 211 268 / 07383 824362  
[eventteam@powellandbarnsmedia.com](mailto:eventsteam@powellandbarnsmedia.com)

All enquiries and bookings are managed directly by the organisers or our associate partner. Please allow up to 24 hours for email responses and call backs.

## Sponsor Expression of Interest Form

Please kindly fill in the following details and email it to [eventsteam@powellandbarnsmedia.com](mailto:eventsteam@powellandbarnsmedia.com)

Company : \_\_\_\_\_

Name : \_\_\_\_\_

Address : \_\_\_\_\_

Contact Person : \_\_\_\_\_

Title : \_\_\_\_\_ Department : \_\_\_\_\_

Phone Number : (mobile) \_\_\_\_\_ (office) \_\_\_\_\_

Fax Number : \_\_\_\_\_

Our company would like to provide the following sponsorship : (Please tick as appropriate)

Headline sponsorship - GBP £2,500

Category sponsorship - GBP £5,000

Principle sponsorship - GBP £10,000

Sponsorship of £ \_\_\_\_\_ for a specific asset : \_\_\_\_\_

Discount & Promotion option

Details about the discount provide : \_\_\_\_\_

Other (Non financial forms of sponsorship are welcomed and we are open to further discussions)

Once again, thank you very much for your sponsorship to the BJAM Awards 2019.

Authorized signature & Position in Company :

Date : \_\_\_\_\_

Thank you very much for your sponsorship interest.

TALK TO US ABOUT A BESPOKE PACKAGE: Phone: 0203 7741262

Sponsorship Media

# SPONSORSHIP



LONDON. MIDLANDS. NORTH

Director: Marceline Powell

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