

UE  AWARDS

UK ENTERTAINMENT AWARDS



Yung Filly

UK Entertainment Awards Ceremony

A celebration of UK talent. The UK Entertainment Awards are intended to recognise and celebrate the best in music, film, TV, poetry, comedy and online personalities who have advanced the cause of British talent within media.

Previous years have welcomed the likes of **Mo The Comedian, Ella Mai, Rapman, Judi Love, Yung Filly, Axel Blake, Rudolph Walker, Omar, DJ Ace,** and **Munya Chawawa** just to name a few.

UK Entertainment Awards has played an instrumental role in the careers of numerous UK entertainers, giving most their very first platform at the start of their journey to global success.

We also recognise that established entertainers are also overlooked and we too shed light on them. Previous years have welcomed Kel Le Roc, Slim Comedian, Angie greaves, Carla Marie Williams and more.

Despite deliberate attempts by the Bafta in 2023, all winners were white. This shows that there is a need for our platform who recognise and award unrepresented and black talent.

Shinel Crichlow

Founder

Shinel Crichlow, an entrepreneur and the founder of the UK Entertainment Awards, has devoted her time to supporting and empowering young people by organising live entertainment showcases for up-and-coming talent throughout the UK.

Shinel's keen eye for talent stems from her upbringing, surrounded by DJs and MCs. With a musical background, she herself would sing and MC under the nickname MC Chynalee. During her school days, Shinel formed a group called Too Hot Crew, where JME from Boy Better Know would create beats for the group. She also had the opportunity to perform at local festivals, sharing the stage with popular artists like Shystie, and even showcased her talent on pirate radio (Heat FM).

Driven by a genuine passion for nurturing talent and helping individuals realize their full potential, Shinel has created a platform to spotlight emerging artists. Additionally, she works diligently behind the scenes to honor trailblazers who have paved the way for others in the industry. Over the past eight years, Shinel's dedication to the UK Entertainment Awards has led to its expansion, gaining recognition and influence. Even during the challenging times of the 2020 Covid lockdown, she found innovative ways to ensure that the entertainment world did not miss out on important opportunities and exposure.



Our partnership with Renaissance Studios

Renaissance Studios is a studio located in the vibrant heart of Brixton, led by a team of talented Black women. Our focus is on celebrating the Black diaspora and communities through various mediums such as Film, TV, Advertising, Events, Branding, and community projects. We are passionate about showcasing brave, bold, and relatable stories that authentically capture our identities, shared experiences, and rich culture. Our content is created by us, us, catering to a generation of artists and creators who yearn to see themselves represented in the media they consume.

In our commitment to diversifying the industry, we have been fortunate to participate in prestigious programs such as the Channel 4 Indie Accelerator Programme, which aims to broaden the range of content produced. Additionally, we actively seek out black talent through initiatives like the E4 Digital Talent Search, enabling us to discover and amplify fresh voices on screen.

We are currently collaborating with Shinel to manage an exciting event, overseeing talent coordination and producing a documentary along with promotional media. While we are thrilled to be a part of organizing the UE Awards, this is not our first venture into event and production management. In the past, Renaissance Studios has successfully managed events such as the MVSIA Awards in Birmingham and the Screen Nation Awards in London.

At Renaissance Studios, we are dedicated to empowering our community and contributing to the growth of diverse storytelling.



The Mission

With a regional and global vision for diversity and change, the UK Entertainment Awards (UEA) was launched in 2014. The awards were specifically created to acknowledge and honour underrepresented & black talent who often go unnoticed by mainstream media and conventional awarding platforms.

The UK Entertainment Awards (UEA) serves as a platform that celebrates and recognizes talents within the entertainment industry, showcasing the creativity and accomplishments of individuals in music, digital media, film, and TV.

A core aspect of our mission involves dedicating our time and resources to support and empower the next generation of talent. We organise live entertainment events and showcases that provide opportunities for emerging artists as well as established talents who may not always receive the recognition they deserve. With the ongoing support from the community, we are committed to nurturing, encouraging, and investing in UK talent.

Our ultimate aim is to foster an inclusive and diverse entertainment landscape, both locally and on a global scale. Through the UK Entertainment Awards, we aspire to create a positive impact and facilitate the necessary changes that will lead to a more representative and inclusive industry.





Credibility

Now in its ninth year, the UK Entertainment Awards has established itself as a prominent platform for recognizing emerging talent in the UK. Whether they are nominees or winners, we shine a spotlight on the artists who represent the future of the industry. We have a knack for identifying talent at an early stage, and through our recognition, they have gone on to achieve remarkable success.

In previous years, we have welcomed and awarded talents such as **Mo The Comedian**, who has since become the host of the BAFTA award-winning "The Lateish Show with Mo Gilligan." Our 2018 host, **Axel Blake**, has also achieved significant recognition, winning Britain's Got Talent in 2022. Additionally, we take pride in acknowledging the achievements of two-time Grammy award-winning artist **Ella Mai**.

Witnessing emerging artists and performers excel in their respective crafts and take over the world while showcasing their incredible talents fills us with pride. We continue to be dedicated to discovering and honoring the next generation of talented individuals who will shape the future of the entertainment industry.

The History

Throughout the history of modern Theatre and Hollywood, the UK has been home to a wealth of incredibly talented black individuals. Unfortunately, many of these remarkable talents have been overlooked and forgotten by history, not receiving the recognition they rightfully deserved.

At our core, we are driven by the mission to ensure that emerging black talent is honoured and acknowledged before they achieve mainstream success. By shining a spotlight on these individuals and their contributions, we strive to rectify the gaps in black history and give credit where it is long overdue. Our commitment lies in celebrating and uplifting these talented individuals, ensuring that their stories and accomplishments are no longer lost or overlooked.

Fay Craig in 'Bongo Baby' - 1962

Setting a president for upbeat and exotic dances, Fay Craig pays homage to her native artistry through her dancing.



Ira Aldridge, Actor and Playwright - Active from 1820s to 1867

The first black actor to play Othello on stage in 1833. After playing this landmark role, he opened the stage for other black actors to step in front of the spotlight.

With your partnership, you too could ground a place in pushing new movements for black actors just like Ira did.



Pearl Prescod, Actress - 1920 to 1966

Not only was she a talented singer and activist, she was also the first black female player to join the Nation Theatre company. She used her influence to march the US Embassy in accompaniment to the march on Washington with MLK. In the UEA community we have access to many Pearls and Ira's except you wouldn't be aware of this until you took a step into the event hall.





Mo The Comedian

Mo The Comedian, a renowned stand-up comedian and internet sensation, received his first accolade, the **'Best Comedian' award, in 2017**. Since then, he has achieved incredible success, selling out shows on his highly acclaimed 'Coupla Cans Tour' across the UK.

Mo's influence has only grown stronger, and he has become a true force in the UK entertainment scene. His achievements include winning two prestigious BAFTA awards, specifically for Entertainment Performance in 2020 and Comedy Entertainment Programme in 2022. As a headliner, he consistently sells out shows, has produced Netflix specials, and currently serves as the host for Channel 4's The Big Breakfast and The Brit Awards 2023.

In **Mo's own words**, **"I don't win stuff, so me getting this award is amazing. This platform is great because it recognizes the next Stormzys and future talents."** His recognition of the importance of platforms like ours highlights the significance of honouring emerging talents and providing them with opportunities to shine on a broader scale.

Ella Mai

Ella Mai, initially **nominated in 2014** as part of the vocal group ARIZE, has since embarked on a remarkable solo career, achieving tremendous mainstream success both in the UK and internationally, particularly in the realm of R&B.

Ella Mai's talent and artistry have garnered significant recognition, including winning the prestigious Grammy Award for Best R&B Song in 2019 for her hit track "Boo'd Up." Throughout her career, she has collaborated with esteemed artists such as Meek Mill, Chris Brown, John Legend, Ed Sheeran, Ty Dolla \$ign, and Usher, further solidifying her status as a global name in the industry.

In **Ella Mai's own words**, **"It's an honour to be recognized by such an amazing platform and to be in the presence of so much talent in one room."** Her acknowledgement of the significance of our platform underscores the importance of providing opportunities to talented individuals and celebrating their achievements on a grand scale.



Despite the progress made over the years, it is disheartening to see that not much has changed since the days of Pearl and Ira. However, by becoming part of our esteemed list of partners you can be confident that you are securing a significant role in honoring and uplifting contemporary black British talent. It is crucial for history to continue progressing and not to repeat the mistakes of the past.

Investing with us means more than just supporting an awards ceremony; it means supporting the black British talent at the forefront of their careers. At the UE Awards, we pride ourselves on setting and surpassing the standard. Without the contributions of our forgotten heroes, we would not have the platform to honor exceptional individuals such as **Mo Gilligan, Young Filly, and Ella Mai**, who have achieved Grammy awards and presented at the MOBOS. The talent has always been there, and now it's time to let it shine brightly.

Marketing Content

In previous years, the utilisation of social media promotion, both organic and paid, has demonstrated significant success. We have witnessed tremendous support from our nominees and their followers, who actively promote the show through various social media channels.

During our campaign last year, which spanned three months, we achieved an impressive count of over 60,000 website sessions, indicating strong interest and engagement from our audience.

To ensure maximum exposure and accessibility, we will be offering a combination of guest list opportunities and ticket sales through platforms such as Eventbrite, as well as other ticket-purchasing sites. As part of our comprehensive communication plan, we will be distributing multiple press releases prior to our events. These press releases will reach our extensive network of 32,000 website subscribers and will highlight our various event activities throughout the year. Our promotion efforts will encompass a wide range of channels and strategies to effectively reach our target audience

- Posters
- Media releases
- E-Flyers
- Website
- Paid social media ads
- Influencer promotion
- Competitions
- Nominees promotion
- E-newsletters
- Radio promotion
- Event listing
- Social media
- Host promotion
- Youtube/TV





Zeze Millz

Celebrities invited to make an appearance at UK ENT AWARDS 2024

Mo The Comedian

Stormzy

Jae 5

Nella Rose

Don't Jealous Me

The Composers

Eric Kofi Abrefa

Krept and Konan

Michael Dappah

NSG

ZeZe Millz

Rymez

Rimzee

Dave

The Receipts Podcast

Micheal Ward

Asley Walters

Flex God Daps

P2J

Harry Pinero

Ras Kwame

Yung Filly

Yinka Bokinni

Maya Jama

DOCUMENTARY

We aim to produce a concise documentary highlighting the stories of past winners and nominees of the UK Entertainment Awards. This documentary will delve into the captivating journeys of these talented entertainers, shedding light on their experiences and accomplishments. Moreover, it will explore the foundation and underlying principles of the UK Entertainment Awards, showcasing its significance within the entertainment industry.



The Receipts Podcast



The FaNaTix

Online Content

Our objective is to develop comprehensive content and marketing strategies that encompass both pre and post-award show periods. These strategies will effectively engage our target audience and maximise visibility for the event. One key aspect of our approach involves collaborating with influential individuals and brands. By partnering with relevant influencers, we can amplify our reach and connect with a wider audience. Their support and participation will help generate buzz and create a greater impact for the award show.

Additionally, we will strategically incorporate branding initiatives to further enhance the event's visibility and recognition. By aligning with well-established brands, we can leverage their reputation and credibility to elevate the profile of the UK Entertainment Awards.

Through these content and marketing strategies, we aim to create a compelling narrative surrounding the award show, generate excitement among attendees and viewers, and solidify its position as a prominent event within the entertainment industry.

Talent Show +Cypher

Our plan involves reviving talent shows that serve as platforms for showcasing emerging artists. These shows will provide aspiring talents with the opportunity to perform in front of a discerning audience of professionals within the entertainment industry. We have a track record of success in identifying and nurturing the next big thing, and we are committed to continuing this legacy.



Rudolph Walker



Yinka Bokinni

Annual Celebration Event

The UK Entertainment Awards organises an annual event that serves as a celebration of black British excellence across various creative fields, including Music, Film, TV, Poetry, Comedy, and Online Personalities. This prestigious event recognizes and honours the outstanding contributions of individuals within these domains, highlighting their achievements and showcasing their immense talent within the black British community.

Shinel Did IT RnB Brunch

March 2024 we partnered with Kindred and had our first RnB Brunch. The event sold out with over 120 people attending.

Shinel Did IT RnB Brunch powered by UK ENTERTAINMENT AWARDS was born out of a desire to fuse entertainment with community building. Recognising the power of events to bring people together, the brand has mastered the art of creating immersive experiences that resonate with audiences of all backgrounds. The event created a space for UK RnB artist to perform and created job opportunities for those in the creative industry.

The next event will be held on the 27th July 2024 at Kindred in Hammersmith and Fulham.



Why Partner With Us?

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If your strategy revolves around prioritising diversity and inclusivity while supporting emerging talent, partnering with us offers a distinct opportunity to engage with an exciting audience and position your brand at the forefront. The UK Entertainment Awards attracts a wide range of attendees, including industry professionals, influencers, celebrities, business owners, and members of the general public.

Our core demographic profile comprises

- Ages Genz, 25-40
- 59% women and 31% men
- Individuals from black (African/Caribbean) or minority ethnic backgrounds
- Median income of £41,000
- Interests encompass the arts, fashion, beauty, wellness, music, and film.

By partnering with the UK Entertainment Awards, you can directly connect with this vibrant demographic, aligning your brand with their interests and values, and reaching a diverse and engaged audience.



To lend support to the highly anticipated UK Entertainment Awards Gala in November 2022, McDonald's forged a partnership to celebrate exceptional homegrown talent.

In this unique collaboration between McDonald's and the UK Entertainment Awards team, the objective was to generate excitement and boost awareness for the UK Entertainment Awards Gala.

A select group of influencers were treated to a specially curated experience courtesy of McDonald's. These influencers then shared this on their respective social media platforms, effectively reaching out to their dedicated followers and extending the reach of the event.

Reach

Combined social following: 848,090



Supported by



Princess K

The UK Entertainment Awards received invaluable support from Brown Eagle, who generously sponsored our award show for four consecutive years prior to the COVID-19 pandemic.

Brown Eagle's decision to sponsor the award show was driven by their foresight in recognizing the promising future ahead and their commitment to supporting underrepresented black talent. Their sponsorship played a pivotal role in securing venues, providing awards for our deserving winners, and ensuring the continuity of this remarkable platform.

We are immensely grateful for Brown Eagle's ongoing support, which has significantly contributed to the success and growth of the UK Entertainment Awards, enabling us to continue uplifting and celebrating exceptional talent within the black community.

Supported By



Adjani Salmon & Ola
Christian

Highlights



**UK Entertainment Awards 2018
Highlights**

**UK Entertainment Awards 2020
Online Ceremony**





Shinel Crichlow

UK Entertainment Awards Gala Highlights 2022

UK Entertainment Awards Gala Highlights 2022



H.O.P.E PROGRAMME
(Young DJ's)

Sponsorship

Categories

Best Short Film
Best Feature Film
Best Actor
Best Film Director
Best Presenter
Best Radio Presenter
Best Podcast
**Best Online Show (YouTube/TikTok/Instagram
- scripted show)**
Best Influencer Personality
Community Inspiration Award
Social Impact Award
Best Stand-Up Comedian
Emerging Talent
Best Musician (singer and instruments)
Best DJ (Amapiano, Soca, Dancehall)
Best Music Producer
Best Composer (film, tv, theatre)
Best Gospel Act (solo, groups, producers)
Best Music Video Director
Best Poet
Creative Management
Best Song Writer
UEAWARDS Outstanding Achievement Award

The above may be subject to change



Ms Banks

White Yardie

Partnerships

Brand investment:

We welcome opportunities to collaborate with brands and businesses, offering various partnership options for their services or products. For instance, potential partnerships could involve:

- Marketing and advertising support
- Sponsorship of the Judges' Lunch, August 2023
- Showcasing talent through collaborations
- Beverage and food partnerships
- Providing gifts for attendees
- Partnering with venues
- Availing various services
- 2024 Strategy, to celebrate 10 years

These are just a few examples, as we are open to exploring additional possibilities.

If partnering with the UK Entertainment Awards is something that piques your interest, please reach out to Shinel Crichlow at info@ueawards.com and Tamara Barton-Campbell tamara@renaissance.london via email. We look forward to discussing potential collaborations and the mutual benefits that can be achieved through our partnership.



Sayce Holmes-Lewis & Amani Simpson

Introduction Package

Brand investment: £25,000

- Name listed for UK ENTERTAINMENT AWARDS ceremony
- Logo include on the website
- Monthly posts across all social media channels
- Logo feature in the attendee programme
- Logo on E-flyer
- Logo on step and Repeat
- Opportunity to include product/service samples in VIP bags
- 4 Complimentary VIP tickets to the Award show.



Silver Package

Brand investment: £40,000

Choose from 1 marketing content plans below :

- 1. Award ceremony**
- 2. UEA Documentary**
- 3. Online Content**
- 4. Annual Celebration**
- 5. Talent Show/Cypher)**
 - Name listed for UK ENTERTAINMENT AWARDS ceremony
 - Logo include on website
 - Monthly post across all social media channels
 - Logo feature in attendee programme
 - Logo on E-flyer
 - Logo on step and Repeat
 - Logo on chosen nominee flyers
 - Logo on 4 awards
 - Opportunity to include product / service samples in VIP bags
 - 6 Complimentary VIP tickets to the Award show.

Don't Jealous Me

Platinum Package

Brand investment: £60,000

- Name listed sponsor for all marketing content
- 1. **Award ceremony**
- 2. **UEA Documentary**
- 3. **Online Content**
- 4. **Annual Celebration**
- 5. **Talent Show/Cypher**
- Logo include on website
- Monthly post across all social media channels
- Logo feature in attendee programme
- Logo on E-flyer
- Logo on step and Repeat
- Logo on chosen nominee flyers
- Logo on 12 awards
- Opportunity to include product / service samples in VIP bags
- 8 Complimentary VIP tickets to the Award show.



Sponsorship

There are more packages available and will be honoured on a first-come, first-served basis.

Confirmation by **31st May 2024** will receive a **5% discount**.

For more information please contact
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Thank You

www.ukentertainmentawards.co.uk
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