

Sponsorship Pack

UK ENTERTAINMENT
AWARDS 2021

About Us

UK Entertainment Awards (UK ENT AWARDS) celebrate and recognise talents within UK entertainment showcasing creatives in music, comedy, online media and film. Launched in 2014, UK Entertainment Awards was created to recognise and award the talents which are not often acknowledged by mainstream media and awarding platforms.

We have dedicated time into supporting and empowering young people by organising live entertainment and showcases for up and coming talent across the UK. With the support from the community, we will continue to support, encourage and invest in UK talent and our young people.



DEMOGRAPHICS

- The UK Entertainment Awards welcomes industry professionals, influencers, celebrities, business owners as well as opens the door to the general public.
- Our core demographic profile:
 - Ages 25-34
 - 60% Women and 40% Men
 - Black (African/Caribbean) or a minority ethnic background.
 - Interested in the arts, health, fashion, beauty, well ness, music and film.
 - Median income of £34,000.



Promotion Plan

In previous years, social media promotion primarily through our Instagram network has been extremely successful. This has been through paid media, our nominees/influencers and their followers promoting the show.

Last year during our 3 month campaign we received over 60,000 website sessions.

Due to the Covid-19 we will be hosting 2021 award ceremony online or TV. All promotions will be online to guarantee maximum exposure. Our communications plan incorporates a number of press releases which will be sent out prior to the show along with our 40,000 website subscribers and our event activities during the year.



Promotion Plan

- Posters
- Media releases
- E-flyers
- Website
- Series of paid social media ads
- Ads/promotion during online show
- Social media influencer promotion
- Invitations to past attendees
- Competitions
- Nominees promotion
- Subscriber newsletters
- Radio promotion
- Host promotion on their social channels
- Instagram /Twitter / Facebook and more



Credibility

- Now in its seventh year, the UK Entertainment Awards has grown to become the awarding platform that recognises upcoming UK talent. Whether it be nominees or winners we shed light on the artists of tomorrow.
- Previous years have included winners such as **Mo The Comedian** who has gone on to sell out his tour across the UK. **Ella Mai** who has gone on to win two Grammy awards, **Amani Simpson** who has gone on to create a short film shedding light of knife crime (based on true stories) **Ms Banks**, **Remel London**, **Munya Chawawa** , **Zeze Millz** and more.



Platinum Package

Platinum Package £4,500

- Name listed as event sponsor
- Email alerts sent to over 40k subscribers with sponsors Logo/website link
- Logo included on website
- Monthly post across all social media channels
- Logo on E-flyer
- Logo on 6 awards
- Logo on 6 sponsored categories of your choice (Categories on page 13) First come first serve.
- Name mentioned sponsor on 6 award announcements



Platinum Package

- Ad/Logo on online award show
- Logo on 6 selected nominees E-flyer
- Logo throughout out performances (which will be shown on our online or tv show)
- Opportunity to include product / service samples in VIP bags for performers and special guest

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Golden Package

Golden Package £2,800

- Name listed as event sponsor
- Logo included on website
- Monthly post across all social media channels
- Logo on E-flyer
- Logo on 2 awards
- Logo on 2 sponsored categories of your choice (Categories on page 13)
First come first serve.
- Name mentioned sponsor on 2 award announcements
- Opportunity to include product / service samples in VIP bags for performers and nominee winners



Silver Package

Silver Package £650

- Name listed as event sponsor
- Logo included on website
- Monthly post across all social media channels
- Logo on E-flyer
- Opportunity to include product / service samples in VIP bags for performers



Bronze Package

**Why not add your product to our
VIP bags or partner with us.**

- Logo included on website
- Monthly post across
Instagram stories
- Opportunity to include your
products to our VIP bags
- And More

**Please contact us for more
information –
sponsorship@ueawards.com**

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SPONSORSHIP DEADLINES

To give your business the maximum exposure please confirm your sponsorship as soon as possible

This is an exclusive package and will be sold on a first-come, first-served basis.

Confirmation by **30th August 2021** will avail an additional **10% discount.**

Email
sponsorship@ueawards.com

www.ukentertainmentawards.com



2021 Categories

- Best Radio Show
- Best Presenter
- Best Actor
- Best Actress
- Best Gospel Act
- Best Music Producer
- Best Video Director
- Best Poet
- Best DJ
- Best comedian
- Best Soloist
- Best Podcast
- Best Online Show
- Best Short Film
- Best Newcomer
- Best Personality
- Best Grime Act
- Best Dancer
- Best Musician
- Legendary Award

