

**UE★AWARDS**

UK ENTERTAINMENT AWARDS

# Our Mission

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.

UK Entertainment Awards (UEA) celebrate and recognise talents within entertainment showcasing creatives in music, comedy, online media and film.

We have dedicated time into supporting and empowering young people by organising live entertainment and showcases for emerging 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.



# Credibility



# Credibility

Now in its eighth year, the UK Entertainment Awards has grown to become the awarding platform that recognises emerging UK talent. Whether it be nominees or winners we shed light on the artists of tomorrow.

Previous years have welcomed and awarded **Mo The Comedian** who has gone on to host the BAFTA award winning "The Lateish Show with Mo Gilligan". Our 2018 host **Axel Blake** who has since won Britains Got Talent 2022 and two-time Grammy award winning artist **Ella Mai**.

We're proud to see emerging artists and performers, excel in their crafts and takeover the world showcasing their talents.

Mo The Comedian



## Mo The Comedian

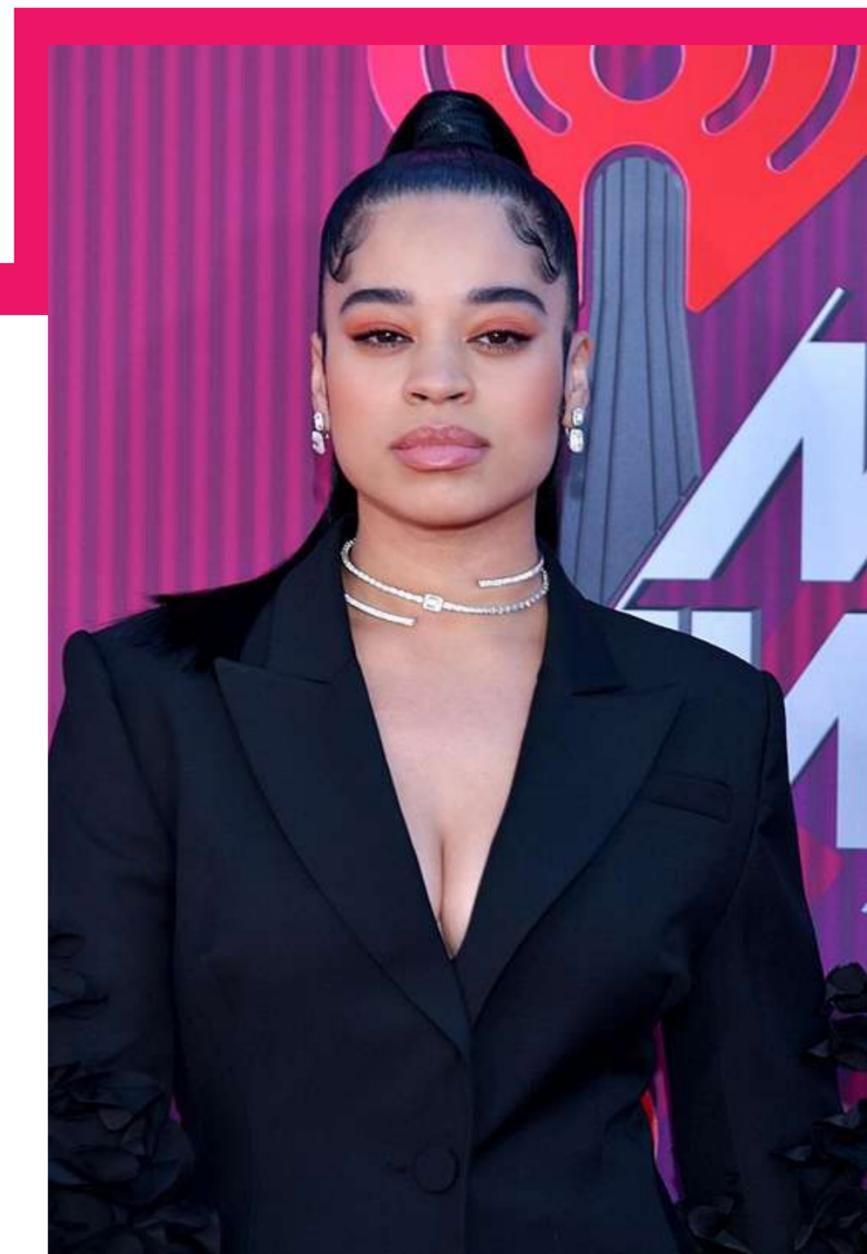
Mo The Comedian, stand-up comedian and internet superstar took home the 'Best Comedian' award in 2017 and has since gone on to sell out shows on his UK '**Coupla Cans Tour**'.

Mo has since gone on to takeover the UK, winning two **BAFTAs** for Entertainment Performance (2020) and Comedy Entertainment Programme (2022). Headlining sold out shows, Netflix Special's and now hosting Channel 4's The Big Breakfast.

## Ella Mai

Ella Mai was nominated in 2014 as part of vocal group ARIZE. Since departing, Ella Mai had gone on to pursue her solo career finding mainstream success across the pond becoming a global name in R&B.

Ella Mai won **Best RnB song** for "Boo'd Up" at the **Grammy Awards** in 2019 and has collaborated with artists such as Meek Mill, Chris Brown, John Legend, Ed Sheeran, Ty Dolla \$ign and Usher





## Judi Love

Online comedian, Judi Love took home the award for "Best Comedian" in 2018. Since taking home the prize Judi has taken UK TV screens by storm becoming a regular host on award winning daytime show **Loose Women**, competed on **Strictly Come Dancing** and won **Celebrity Master Chef**.

Outside of TV, Judi is also a columnist for OK Magazine, playlist curator for BBC radio while also launching her own clothing collection with online retailer Very.

## Yung Filly

Social media personality, host and rapper Yung Filly not only was nominated for "Best Personality" in 2017 but also hosted UK Entertainment Awards.

Now, Yung Filly is the name everyone is talking about, landing a number of hosting gigs and sports fashion campaigns in association with leading retailer **Footasylum**. He has also hosted alongside Holly Willoughby in ITV's **"The Games"**





**UK Entertainment Awards 2018  
Highlights**

**UK Entertainment Awards 2020  
Online Ceremony**



# Why Partner With Us?

If Diversity and Inclusivity is at the heart of your strategy and supporting emerging talent then partnering with us gives you the unique opportunity to speak to an exciting audience and position your brand at the forefront.

The UK Entertainment Awards welcomes industry professional, influencers, celebrities, business owners and opens its doors to the general public.

## Our core demographic profile:

- Ages 25-40
- 59% Women and 31% Men
- Black (African/Caribbean) or minority ethnic background
- Median income, £45,000
- Interested in the arts, health, fashion, beauty, wellness, music and film.



# Events

# UK Entertainment Awards Gala

A celebration of previous winners and nominees from 2014 to date. A night to dress up and celebrate UK talent, network and party. The night will consist of DJ sets and performances from past winners including the likes of **Mo The Comedian, Judi Love, Zeze Mills, Ms Banks, Don't Jealous Me, Munya Chawawa, Receipts Podcast, Yung Filly** and **Stormzy**. The event will also hold a food/drinks reception and press opportunity.



The Receipts Podcast



The FaNaTix

## Best of the week

Best of the week is an online series showcasing the UK's top emerging talent. The founder and UK Entertainment Awards judging panel will choose their favourite acts along with a special guest on the show.



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.

# Talent Showcase

We plan to bring back talent show's where we can showcase emerging artists to perform in front of an audiences including professionals in the entertainment industry. We're proven to find the next thing!



Yinka Bokinni

# Content and other events

We will be filming and creating content throughout the year. This will consist of interviews with UK entertainers and more. We will also run webinars and panels educating and helping those who want to start their own business and become an entertainer and begin a career within media.



Rudolph Walker

# Promotion

# Promotion

In previous years, social media promotion has proved to be highly successful through organic and paid media. Our nominees and their followers promoting the show.

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

Free guest list and tickets will be sold via Eventbrite in addition to further ticket purchasing sites to guarantee maximum exposure. our communication plan includes a number of press releases will be sent out prior to our events with our 32,000 website subscribers and our event activities during the year. Promotion will include...

- 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

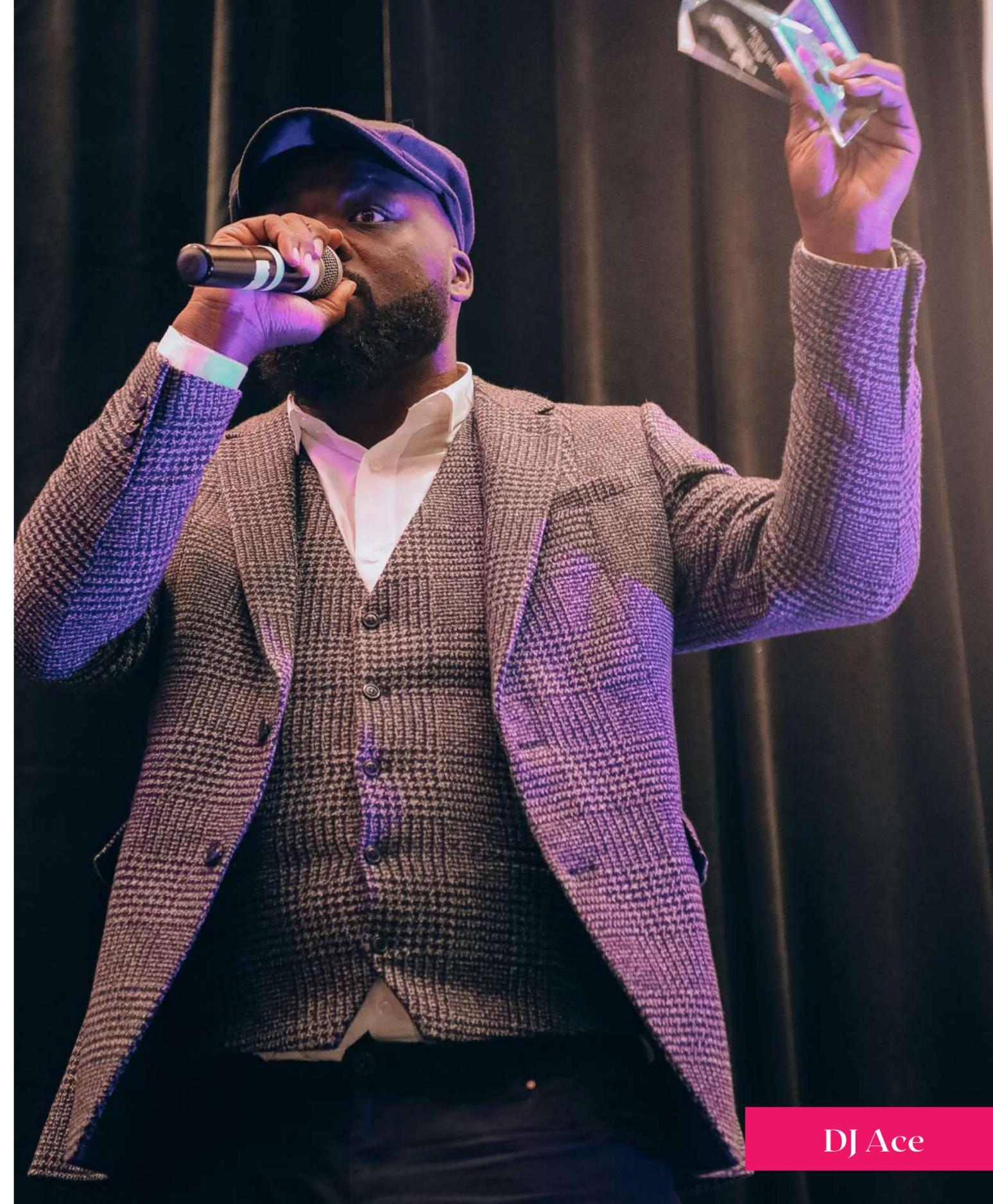


# Sponsorship

# Mo Money Mo Exposure

Brand investment: £30,000

- Name listed as main event sponsor for all strategy plans 2022-2023
- Email alerts sent to over 32,000 subscribers with sponsors, logo website link
- Logo included on UK Entertainment Awards website
- Monthly post across all social media channels
- 1/4 page feature in attendee program
- Opportunity to make welcoming comments at the show
- Logo on e-flyer's for all strategy events 2022-2023
- Logo included all awards
- Mentioned sponsor on award announcements
- Logo on red carpet backdrop
- Opportunity to include product/service samples in VIP bags
- Up to 10 complimentary tickets to all strategy plan events (Including VIP access)
- Photos on red carpet





Zeze Millz

# Gold Package

Brand investment: £15,000

- Name listed as event sponsor at UK Entertainments Awards show
- Logo included on website
- Monthly post across all social media channels
- Logo feature in attendee program
- Logo on e-flyer
- Logo on 2 awards
- Opportunity to include product/service information or samples in VIP bags
- 4 complimentary VIP tickets to the awards show.

# Sponsorship

To ensure your business receives the maximum exposure, please confirm your sponsorship as soon as possible.

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

Confirmation by **31st September 2022** will receive a **5% discount**.

For more information please contact **[info@ueawards.com](mailto:info@ueawards.com)**



# Founder

# Shinel Crichlow

Founder

Entrepreneur and Founder of UK Entertainment Awards Shinel Crichlow has dedicated time to supporting and empowering young people by organising live entertainment and showcase for up and coming talent across the UK.

Shinel has a passion for talent coming from a family of DJ's and MC's which is where her passion had started from. She has true passion about noticing and helping people to fully realise their full potential enabling her to create a platform which shines light on those up and coming, working behind the scenes, and honouring trailblazers who have paved the way for others.

Her passion for UK Entertainment Awards has seen the platform grow from strength to strength over eight years since its inception. Even during the 2020 Covid lockdown she found ways to ensure the entertainment world did not miss out.



# Thank You

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[www.ukentertainmentawards.co.uk](http://www.ukentertainmentawards.co.uk)  
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