

**THE
BRITISH
MUSLIM
AWARDS
2013**

JANUARY 2013

www.thediversityawards.info

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IN BRIEF

The British Muslim Awards will recognise a wide range of achievements which cover various aspects of society including business, charity, sport, arts and culture. The evening will be one of celebration, reflecting the significant role that Britain's Muslim have in society.

The evening will celebrate and showcase the determination, hard work, personal and commercial achievements of the British Muslim community. The first year of the Awards aims to have over 500 present from across the British genre and intend to be a yearly celebration.



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IN DEPTH

Our categories are simple and the aim is even simpler from around the United Kingdom we want to recognise those that make British society better promoting not only Muslim values but enhancing British culture.

Our awards categories are:

Community Contribution - This award recognizes an individual or group who volunteered their time to make a positive impact on their local community.

Arts and Culture Contribution - This award recognizes an individual or group whose dedication promoted Islamic and British culture and enriched and shaped the country's cultural landscape.

Sports Contribution - This award honours individuals or teams who have demonstrated their commitment to achieve success in the sporting arena. The 2012 London Olympics were about providing a legacy. This award identifies those who have inspired other British Muslims around the country.

Young Achiever of the Year - Who says age determines success? This award recognizes an individual who has achieved significant success at a relatively young age, through dedication and drive. This award is not based on monetary value alone.

Charity of the Year - Muslims have been giving Ziqat and Saddkah for years. This award recognizes those bodies which have used the money wisely around the world and made a positive impact.

Professional of the Year - This award recognizes an individual who has been an asset to their professional body and has excelled in their chosen field.

Businessman of the Year - is an entrepreneur who has excelled in business and set an example for others. An individual who has emerged at the forefront of his industry.

Businesswoman of the Year - This award is presented to the woman whose skills, energy and tenacity have put at the forefront of her industry, setting an example and showing that women are equally as good in business as men.

Business of the Year - A business that has managed to sustain itself in the current climate and has come out on top of the game, leading the way in its field or industry.

Muslim Woman of the Year - This goes to a strong woman who has excelled in her chosen field.

Religious Advocate of the Year - This award recognizes a religious teacher who is able to balance Muslim teachings with the British way of life.

Responsible Media outlet of the Year - A media outlet which has portrayed Islam in a balanced and insightful manner.

Politician of the Year - An individual who has broken down political barriers and is constantly striving to implement change for the good of society.

Spirit of Britain Award - An individual or group which has embraced British values whilst remaining true to their Islamic roots.

Educationalist of the Year - This award recognizes the dedication and skills required to be a successful teacher while balancing British Muslim values.



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OCEANIC CONSULTING

Established in 2006, Oceanic Consulting has maintained its position as the UK's leading Black and Ethnic promotions and consulting company. We provide an effective means to get your message across to your public of interest through strategically promoting the BME community to the mainstream and vice versa.

Oceanic Consulting had built a national reputation based on results and are recognised for their strategic approach towards public relations, event management, and marketing. As an experienced communications partner Oceanic Consulting prides itself on possessing the abilities to realise your goals and the focus to creatively take you from concept to results all within your budget.

The success of Oceanic Consulting is due to the focus on providing a professional service which effectively meets the client's needs; providing an efficient and impartial consultancy and delivering cost effective public relations and media planning, scheduling and placement.

Oceanic Consulting have been responsible for delivering a substantial list of events with a reputation for quality such as:

Our Campaigns:

- The English Asian Business Awards
- The Scottish Asian Business Awards
- The Scottish Curry Awards
- The English Curry Awards
- The Hungama Festivals
- The World Sufi Festival
- The Asian Wedding Shows
- The Pakistani Film Festival
- The Young Scottish Minority Ethnic Awards

Our national clients Include:

- KPMG
- HSBC
- HungryHouse.co.uk
- Lloyds TSB
- BBC – Dragons Den, Radio 1
- IRN-BRU
- Pepsi
- Highland Spring
- Bank of Scotland
- Coca Cola
- Takeaway.com
- Asda



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SPONSORSHIP OPPORTUNITIES

England Package

Positioning as Title Sponsor of The British Muslim Awards 2013 (the event will be rebranded to incorporate the title sponsors logo)

- Branding on all printed materials (inc. Media board, invitations etc)
- Branding opportunity within the VIP reception area
- Five table of ten guests at the Awards
- Inclusion in PR and marketing activities
- Sponsor focused PR campaign
- Four full pages of adverts in the event brochure
- Logo on screen during the event
- Opportunity to speak at the event and screen promotional audio visual presentation
- Sponsorship of an Award
- Presentation of an Award by a senior employee
- Allocated giveaways to the guests

Investment: £15,000

Contact Oceanic Consulting to further discuss any requirements that you may have.

British Muslim Awards
Oceanic Studios Polar House
20 Darnley Street
Glasgow G41 2SE
0844 8793 256

events3@oceanicconsulting.co.uk
www.thediversityawards.info

Scotland Package

- Positioning as a Sponsor of the British Muslim Awards 2013
- Branding on all printed materials (inc. Media board, invitations etc)
- Branding opportunity within the VIP reception area
- Three table of ten guests at the Awards
- Inclusion in PR and marketing activities
- Two full pages of adverts in the event brochure
- Logo on screen during the event
- Opportunity to speak at the event and screen promotional audio visual presentation
- Sponsorship of an Award
- Presentation of an Award by a senior employee
- Allocated giveaways to the guests

Investment: £8,000

Wales PACKAGE

- Positioning as a Sponsor of the British Muslim Awards 2013
- Branding on all printed materials (inc. Media board, invitations etc)
- Branding opportunity within the VIP reception area
- Two table of ten guests at the Awards
- Inclusion in PR and marketing activities
- One full page advert in the event brochure
- Logo on screen during the event
- Allocated giveaways to the guests

Investment: £5,000

Norther Ireland Package

- Positioning as a Sponsor of the British Muslim Awards 2013
- Branding on all printed materials (inc. Media board, invitations etc)
- One table of ten guests at the Awards
- Half page advert in the event brochure
- Logo on screen during the event
- Allocated giveaways to the guests

Investment: £2,500