



**celebrating  
excellence  
in the media**

# The UK's most high profile Asian media event of the year

**The Asian Media Awards recognise the strength and depth of the media industry.**

The awards also aim to highlight the ground breaking work of reporters and producers in highlighting issues affecting race relations and human rights.

The awards reward the efforts of media organisations in helping to galvanise their communities and

forging ahead with what sometimes are limited resources.

It showcases the very best talent working in the Asian media and those working in the mainstream media.

It also serves as a platform for those working in the industry to network with mainstream organisations where they are vastly underrepresented.

The Asian Media Awards are supported and backed by some of the world's foremost media organisations.

Sponsorship of the awards offers a gateway into the Asian and mainstream media industry and influential power brokers.



# Asian Media Awards shortlist announcement 2019

 **Watch**

**Monday 16 September**  
**2019 MediaCom London**

A special event for 200 invited guests where we announce the short-listed candidates for the Asian Media Awards.

The event is attended by finalists, partners and sponsors from across the UK.

In 2013 this was at London's Living Room, City Hall overlooking London Bridge. From 2014 to 2017 this was held at ITV, The London Studios.



# Asian Media Awards Ceremony 2019

 **Watch**

**Thursday 24 October 2019**  
**Hilton Manchester**  
**Deansgate**

This 500 round table dinner event is **THE Asian media event of the year.**

It is attended by the leading members of the Asian media and entertainment industry and brings together industry professionals and companies from across the UK.

The awards take place at the iconic Hilton Manchester Deansgate.



  
**Hilton**

# What They Said

“This is an honour I did not expect in my lifetime. It is for me and all those Asian women and men who now shine in the media today. Many are friends and mentees. I know how hard it is- how much Asian and black talent has to strive to get noticed, get the breaks, to get where they want and deserve to be. This is a celebration of all that. There is still a long way to go.”

***Writer and journalist Yasmin Alibhai-Brown was presented with the 2017 Outstanding Contribution to Media Award***



“I’m delighted and honoured to accept an achievement award for a body of work that I hope continues to inform and entertain and hopefully inspire other young British Asian Men and Women to do the same.”

***Ayub Khan Din, Recipient of the Sophiya Haque Services to British Television and Film Award 2018***

“It is brilliant it is a real honour. And I really hope that young people of all backgrounds realise that you will be recognised for your hard work even when things are difficult and that is the real special thing about tonight.”

***Fatima Manji on being named 2016 Media Personality of the Year***



“The truth is there aren’t enough of us around. Lenny Henry, David Harewood and a lot of the others have been banging the table for the last year and trying to get people to notice what is going on. A lot of us feel that in many ways things are going a bit backwards in terms of representation. And things are not as progressive as they felt 25 years ago when I was getting into the industry.”



***Krishnan Guru-Murthy, Media Personality of the Year 2014***



“When I was growing up, watching Zainab Bedawi on the news was mesmerising. These days there are more of us around, but there’s still much more diversity needed behind the scenes and in senior editorial roles.

“I hope I can encourage younger people to come into the fascinating and powerful world of journalism.”

***Ranvir Singh Journalist and presenter, Media Personality of the Year 2015***

“It’s a real honour for me be nominated for a Sky programme. To have won an award is a big thing. It’s not just me. My team played a big part. We all wanted to find out what was going on. What we found will stay with me for the rest of my life.”



***Ross Kemp Extreme World: India Best Investigation Award winner 2014***



“I’m humbled, as I said, when I accepted the award to look out at a sea of faces, some of whom are so talented, many of whom are so experienced and with so much success that to be given an award in their presence, by some of them as judges is so humbling.”

***Mehdi Hasan, Journalist and writer, Media Personality of the Year 2013***

# Watch some of our previous award winners

The Asian Media Awards brings together representatives from BBC, ITV, Sky, Digital TV channels alongside a whole host of celebrities from the world of entertainment.

The awards are the first and only event to bring together elements of the Asian and the mainstream.

[!\[\]\(950a62bbddad88d64435fd35607dfc42\_img.jpg\) Click on name](#)

Naga Muchetty  
Media Personality of the Year Award 2018

Faisal Islam  
Journalist of the Year 2018

Amani Khan  
Outstanding Young Journalist 2018

Yasmin Alibhai-Brown  
Outstanding Contribution to Media Award 2017

Bhavna Limbachia  
Best TV Character 2017

Nihal Radio  
Presenter of the Year 2017

Nina Wadia  
Sophiya Haque Services to British Television 2014

Ross Kemp  
Best Investigation 2014

Watch highlights of the 2017 Shortlist announcement

Watch highlights of the 2016 ceremony



# Categories

The categories for the Asian Media Awards aim to celebrate the wealth of talent within the industry.

The awards are open to newspapers, magazines, radio stations, TV and websites dedicated to serving the Asian community of the UK.

They are open to mainstream media organisations which have aimed to target the Asian community of the UK.

Categories also aim to reward PR

consultancies and in-house departments and the individuals who work within them.

All work entered into the categories must be either carried out in the UK or where involving work overseas, initiated and co-ordinated by staff in the UK.

Organisations and individuals can enter multiple categories and entries can be submitted on behalf of nominees or by themselves.



ASIAN  
Media  
AWARDS

# Categories

## **Journalism**

Journalist of the Year  
Best Investigation  
Regional Journalist of the Year  
Outstanding Young Journalist  
Sports Journalist of the Year  
TV Report of the Year

## **Radio**

Radio Station of the Year  
Regional Radio Station of the Year  
Best Radio Show  
Radio Presenter of the Year  
Rising Star in Radio Award

## **TV**

Best TV Character  
Best TV Programme / Show  
TV Channel of the Year

## **Print & Online**

Best Publication / Website  
Best Blog  
Best Video Channel

## **Marketing & PR**

Media Agency of the Year  
Creative Media Award

## **Live Productions**

Best Stage Production  
Best Live Event

## **Special Awards**

AMA Best Newcomer

Media Personality of the Year

The Sophiya Haque Services to  
British Television & Film Award  
Outstanding Contribution to  
Media Award





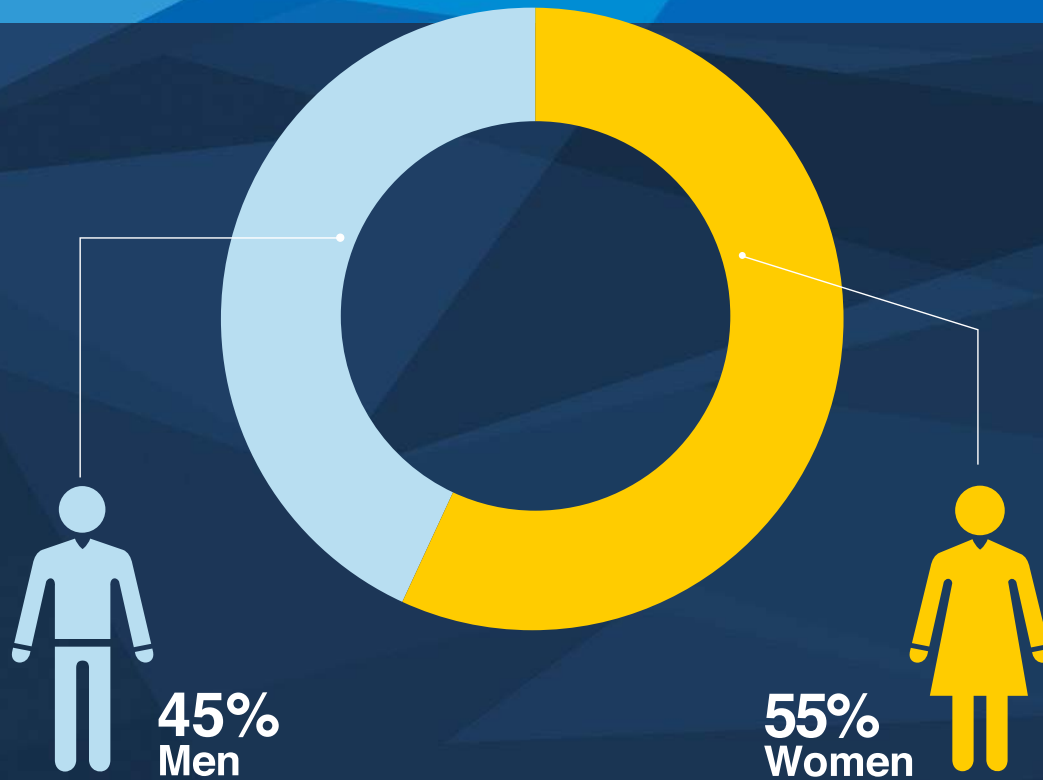
# Judges

A judging panel aims to pick out the trailblazing journalists, publications, radio shows and TV channels within the Asian Media of the UK.

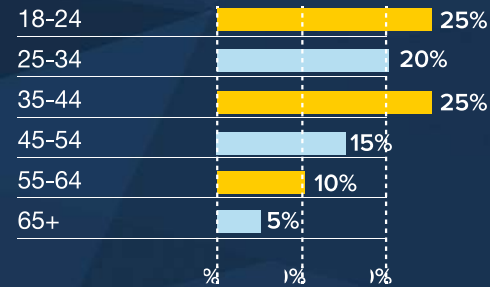
All entries are judged on their quality and creativity and most of all in helping to bring constant quality. A judging panel is made up of industry professionals chosen for their expertise in specific media areas.

You can view the judging panel here [www.asianmediaawards.com/judges/](http://www.asianmediaawards.com/judges/)  
This page is updated throughout the year

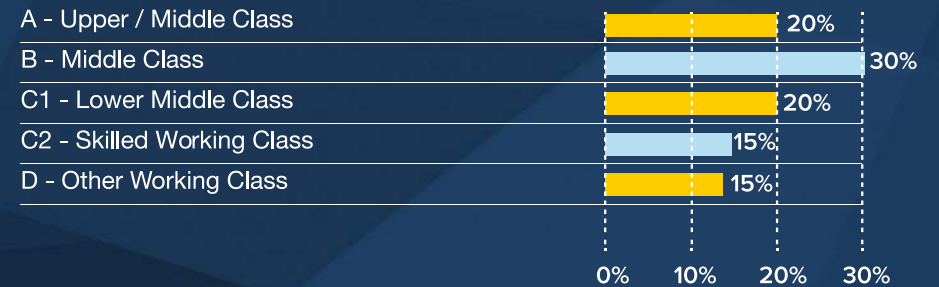




### Age Group



### Target Audience



#### Licensing

At no additional fee.

#### Community Initiatives

As part of our event, we offer sponsors the opportunity to participate in community or grass roots initiatives that are co-ordinated and funded by us.

#### Social Media

Our event has an existing social media platform that sponsors can access at no additional fee.

#### Coverage of the Property

The projected AVE of the sponsorship will be 500% plus of the rights fee.

#### Marketing communications support

A detailed marketing/PR plan and budget has been set aside for this event.

#### Corporate Hospitality

Client hospitality programs or VIP tickets or privileges (such as meet and greet with celebrities) are included in our sponsorship proposal.



# How you can support the Asian Media Awards

*You can be a: Premier Sponsor, Award Sponsor or a Table Sponsor*

**The Asian Media Awards is a celebration of an industry which remains one of the most diverse.**

Sponsorship of the awards offers a gateway into the Asian and mainstream media industry and influential power brokers from across the world. Premier sponsorship is for the main awards night AND the finalists event.

## **Press Coverage**

As the event is being supported by leading media organisations it is featured within publications, online, radio and TV.

Website: The official Asian Media Awards website feature all press releases and logos of sponsors. The website features videos, pictures and news updates throughout the year.

## **Social Media**

The Asian Media Awards social media and official YouTube Channel features up to date event news.

## **Press and PR**

The official press team aim to publicise the Asian Media Awards across to media organisations across the world.

## **Marketing At The Events**

All marketing information will be distributed to guests at both events.

## **Event Brochure**

Sponsors will be featured inside the official Asian Media Awards event programme and in special media features. The magazine will be distributed to all guests at the Gala dinner.

## **TV Coverage**

The event will be featured on local, national and international media. Interviews with sponsor representatives will be featured during the coverage of the evening on TV channels.

# Premier Award Sponsorship

## £25,000

**Sponsorship of AMA Official Shortlist Announcement and the AMA Gala Dinner and Ceremony**

**AMA Official Shortlist Announcement  
Monday September 16,  
MediaCom London**

**AMA Ceremony 2019  
Thursday 24 October,  
Hilton Manchester  
Deansgate**

- Be named as a lead sponsor on all marketing material. This includes website, social media outlets, information packs, display boards, digital presentations and all press releases.
- Secure naming rights to TWO major awards
- Opportunity to speak at both the finalists event and the main awards night.
- Have the opportunity to market information to guests on the night and the launch event.
- All sponsor logos and messages feature predominantly on large screens at the finalists event and the gala dinner.
- Your organisation will be allocated TWO VIP table at the event for guests.
- Your organisation will be allocated a list of all attendees to both the awards dinner and the finalists event.
- Your logo and display stands being featured in the red carpet area and interview areas.
- And be allocated two full page adverts in our official A4 event brochure.
- Sponsor guests will be invited to attend the VIP reception and after-dinner party at the Asian Media Awards.
- Have the opportunity to feature a two minute DVD to be played at regular intervals at the event.



# Be an Award Sponsor

## £7,500

**AMA Ceremony 2019:** Thursday 24 October, Hilton Manchester Deansgate

- Be named as an award sponsor on all marketing material. This includes website, social media outlets, information packs, display boards, digital presentations and all press releases.
- Secure naming rights to ONE major award. Have the opportunity to market information to guests at 2018 ceremony
- All sponsor logos and messages feature predominantly on large screens at the gala dinner.
- Your organisation will be allocated one VIP table for ten guests at the event for guests.
- Your logo will be featured in the red carpet area and interview areas throughout the event.
- And be allocated one full page advert in our official A4 event brochure.

# Be an official table sponsor

## £1,250

**AMA Ceremony 2019:** Thursday 24 October, Hilton Manchester Deansgate

- Be named as a table sponsor in the event brochure
- Allocated one VIP table for ten guests to the 2018 ceremony

# Who was at our 2018 events

- AMT Lawyers
- Asian Star 101.6FM
- Bank View Solicitors
- BBC Asian Network
- BBC Breakfast
- BBC East Midlands
- BBC London
- BBC Look North
- BBC Three Counties
- BBC North West
- BBC Radio 1
- BBC Radio 4
- BBC Sport
- BBC World
- BizAsiaLive.com
- Channel Four
- Colors TV
- Daily Mail Online
- Eastern Eye Biz
- Hearst UK
- Huffington Post
- FUUSE Productions
- ITN
- ITV
- ITV Anglia
- ITV Central
- ITV Granada
- ITV London
- ITV Meridian
- Lyca Radio
- Johnston Press
- Manchester Evening News
- Manchester Metropolitan University
- MediaCom
- Metro
- Namey
- Newsquest Limited
- Press Association Training
- Pukaar
- Radio XL
- Sabras Radio
- Sky News
- Sony TV
- Star TV
- Sunrise Radio
- The Independent
- Trinity Mirror
- TRT World
- Ture Vision Yorkshire
- University of Salford



# A word from our 2018 Charity Partners

“It was a pleasure working with the team at the Asian Media Awards. The opportunity to share the stories of CLIC Sargent’s work with a room full of inspirational journalists and media personalities was a fantastic one, as was the opportunity to get some of the young people we’ve supported involved in both the shortlisting event and the awards themselves.”

*Joe Burns,  
Fundraising Engagement  
Manager*

■ Ambassadors from CLIC Sargent Kaiser Khan, Seren Hughes and Fay Turner-Paxton awarded the 2018 Media Personality of the Year Award to Naga Munchetty.



## 2019 Event partners



**MEDIACOM**

PALACE  
THEATRE  
& OPERA  
HOUSE  
MANCHESTER

primesight



PAYAL  
YOUR EVENT.  
OUR PASSION.



**YOUNG LIVES  
vs CANCER  
CLIC SARGENT**



**celebrating  
excellence  
in the media.**

[asianmediaawards.com](http://asianmediaawards.com)

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