



**celebrating excellence
in the media**

asianmediaawards.com

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.



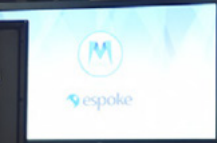
Asian Media Awards shortlist announcement 2021

**Monday 20 September
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.

MediaCom HQ has hosted this event since 2018.



Asian Media Awards Ceremony 2021

**Friday 29 October
Manchester**

This 500 round table dinner event is THE Asian media event of the year. It is attended by leading members

of the Asian media and entertainment industry and brings together industry professionals and companies from across the UK.

The awards take place in Manchester.



Asian Media Awards 2021

asianmediaawards.com

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 being 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 industries.

 **Click on name**

[Naga Muchetty](#)
[Media Personality of the Year Award 2018](#)

[Paul Chowdhry](#)
[accepting Best Live Event Award](#)

[Faisal Islam](#)
[Journalist of the Year 2018](#)

[Amani Khan](#)
[Outstanding Young Journalist 2018](#)

[Yasmin Alibhai-Brown](#)
[Outstanding Contribution to Media Award 2017](#)

[Nihal](#)
[Radio Presenter of the Year 2017](#)

[Nina Wadia](#)
[Sophia Haque Services to British Television and Film Awards](#)

[Watch highlights of Asian Media Awards 2019 Shortlist Announcement](#)

[Watch highlight of the 2016 ceremony](#)

[View our virtual event for 2020](#)



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.





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

TV

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

Print & Online

Best Publication / Website
Best Blog
Best Podcast

Marketing & PR

Media Agency of the Year
Creative Media Award

Live Productions

Best Stage Production

Special Awards

AMA Best Newcomer

Media Personality of the Year

The Sophiya Haque Services to British
Television, Film & Theatre 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.

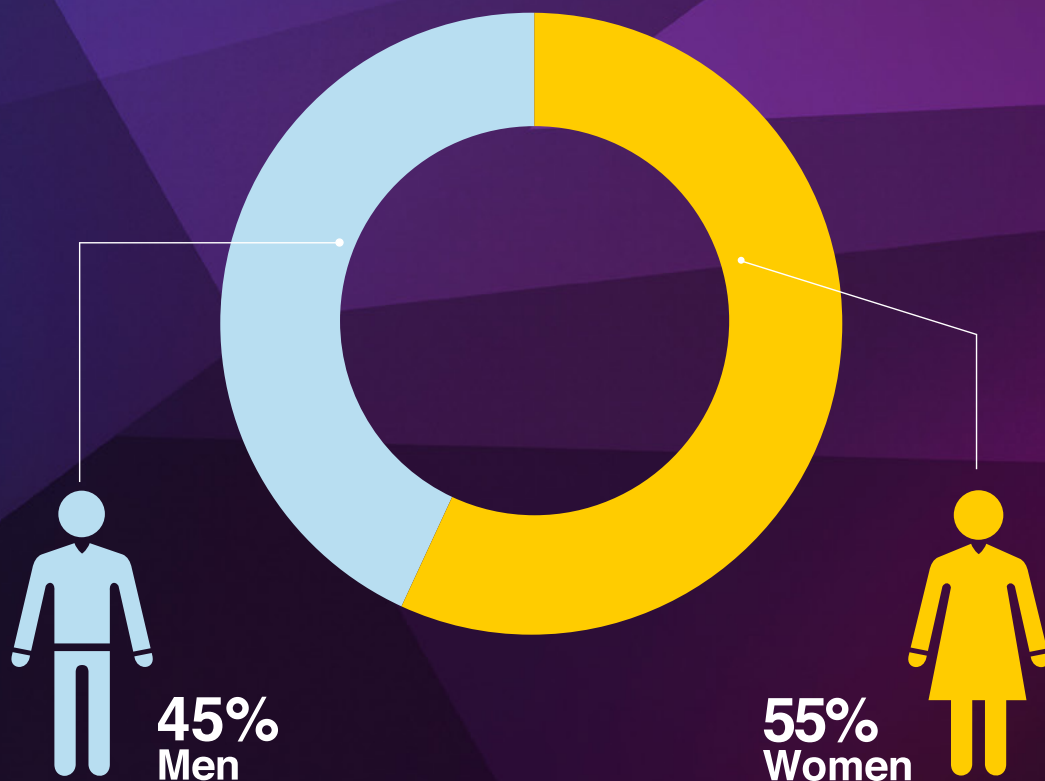
All entries are judged on their quality and creativity and most of all in helping to bring constant quality. A judging panel is made up of industry professionals chosen for their expertise in specific media areas.

You can view the judging panel on our website. The judges page is updated throughout the year.

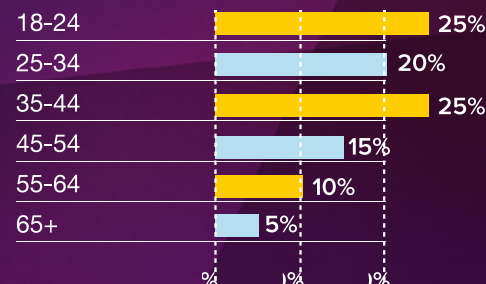


Asian Media Awards 2021

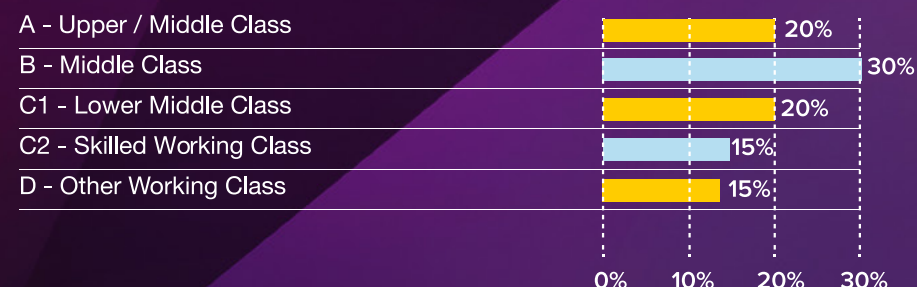




Age Group



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. 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.

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 2021 Monday 20 September London

Asian Media Awards Ceremony 2021 Friday 29 October Manchester

- 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 video to be played at regular intervals at the event.



Be an Award Sponsor

£7,500

Asian Media Awards Ceremony 2021 Friday 29 October Manchester

- 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 the 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 a Table Sponsor

£1,250

Asian Media Awards Ceremony 2021 Friday 29 October Manchester

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

Who was at our 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 Newsnight
- BBC North West
- BBC Radio 1
- BBC Radio 4
- BBC Sport
- BBC World
- Channel 4
- Daily Mail Online
- Huffington Post
- ITN
- ITV
- ITV Anglia
- ITV Central
- ITV Granada
- ITV London
- ITV Meridian
- ITV West Country
- Lyca Radio
- Johnston Press
- Manchester Evening News
- Manchester Metropolitan University
- MediaCom
- Metro
- Newsquest Limited
- Panjab Radio
- Press Association Training
- Reach PLC
- Sabras Radio
- 6g Internet
- Sky News
- Sony TV
- Star TV
- Sunrise Radio
- The Independent
- Trinity Mirror
- TRT World
- University of Salford
- Unity 101 Radio



A word from our supporters

MediaCom

Sanjay Shabi, judging panel member and Board Director at MediaCom said, "The Asian Media Awards continues to be the premier event for recognising and celebrating the many spheres of UK Asian practitioners in this sector."

"Increasingly, such Asian talent is not just serving and entertaining their communities in an exemplary manner but more than ever before, are receiving wider spread acclaim and notoriety amongst mainstream media circles."

"I therefore actively encourage all contenders to support and participate in the Asian Media Awards to further enrich the lasting legacy all entrants to the awards have so far helped proudly create."

Payal

"We are delighted to be the official caterers for the AMA ceremony in Manchester."

It has been a very special journey for us and we really do see it as a huge honour to be chosen as event caterers. We look forward to welcoming everyone to Manchester this October."

ITV

"ITV is a future-facing employer that strives to create an inclusive environment and represent modern British society. We have

put in place a number of programmes to ensure that we attract diverse talents into our business, enable them to be the best they can be, and retain them.

"We celebrate the diversity of our staff and of society both on-screen and off-screen, which is why we are proud to continue to support the Asian Media Awards."

Our Partners

MEDIACOM



Reach

PAYAL





celebrating
excellence
in the media.

Wednesday 25 October
Hilton Manchester Deansgate



celebrating
excellence
in the media



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