

abc AWARDS 2024



Inclusion  
'By Default'

abc AWARDS 2025

THE MOST INCLUSIVE CELEBRATION IN THE NORTH EAST

Sponsor and Supporters Pack  
Event Date: 9th October 2025

ABCONNEXIONS.ORG A NOT-FOR-PROFIT SOCIAL ENTERPRISE

## The biggest celebration of inclusion across the North East & Tees Valley



ABCConnexions is a not for profit social enterprise that connects, supports and promotes the minority and wider communities. Since 2009 we have established ourselves as the go to representative body for the Asian community across the North of England working in partnership with Yorkshire & North West Asian business associations and nationally with the All Party Parliamentary Group for Ethnic Minority Business.

For over 16 years ABC has championed inclusion and this must attend sell-out event showcases the #InclusionByDefault and AsianWomenEnterprising # (AWEsome) campaigns.

Any organisation that is keen to demonstrate their commitment to inclusion, globally, can do so by partnering with ABC through the ABC Awards and help recognise the significant and sustained contribution of the Asian community from across the North East.

The ABC Annual Awards and Dinner is, without doubt, the largest celebration and recognition of the minority and wider community from across the public, private and third sectors in the North East and Tees Valley, attracting significant community, business and political leaders including international celebrities. This year is even more special with our Inclusion By Default awards that recognise those organisations committed to inclusion.

Plus it's lots of fun too!



# 16 YEARS' ACHIEVEMENTS



Helped raise over  
£600,000 for charities



Helped launch 1000+  
new start-ups



Supported over 13,890  
existing businesses



Engaged and supported  
100+ community groups



Trained over 11,520  
individuals



6,000+ jobs created by  
supported businesses

# Inclusion 'By Default'



Facilitated by Yohlar

**In January 2020 ABConnexions launched the Inclusion By Default campaign with the ambition of helping the North East become the most inclusive region in the UK by the end of 2025.**

**Since then we have developed and delivered a number of inclusion initiatives and projects, and more recently in partnership with Yohlar launched the Inclusive Innovation Framework (IIF) that moves past the standard tick box approach to inclusion. Providing an action-oriented, person-centred methodology that truly changes beliefs and behaviours.**

Using the Inclusive Innovation Framework (IIF) developed in partnership with Yohlar, the campaign will tackle major issues that already exist in workplaces throughout the UK such as:

- The current inequality in the workplace
- Increasing workplace diversity
- The lack of overall inclusion
- Lack of awareness of all contributing factors to inequality (e.g. health and digital exclusion)

In doing so we will look to tackle and raise education in a range of areas including:

- Reduction of discrimination and prejudice in the workplace
- Inclusive recruitment
- Barriers in the workplace that inhibit inclusion
- Programmes and organisations already working to create inclusion

**The Inclusion By Default Award will return for the second consecutive year. The award is for any individual or organisation who has significantly contributed to making the North East a more inclusive place!**

# WHY SPONSOR?

- Build brand awareness among a diverse audience of professionals, small businesses and regional stakeholders reaching over 1 million individuals globally
- Put your brand name in lights as an Inclusion By Default ambassador
- Entertain prospects, clients and employees at the 'best awards ever'
- Explore how your organisation can become more inclusive with a complimentary Inclusive Innovation workshop delivered by the ABC team\*
- Celebrate at the most inclusive awards ceremony in the North East and promote your brand to a captive audience

\* For Headline and awards sponsors only



# WHY SPONSOR?

## Testimonials:

*"The greatest awards ceremony, ever!"*

*"What a brilliant night"*

*"Didn't realise you could combine curry with creativity and comedy - Tommy Sandhu was just soooo funny"*

*"Amazing a room filled with every community coming together celebrating each other."*

*"I love this occasion. Just a great atmosphere every year. Congratulations to all of the nominees and winners"*

## Outcomes, Output and Impact:

- 16 years of annual growth, over 1,000 nominations from across the public, private and third sectors.
- Sell out event with 350 attendees each year - this year increasing to 400 due to demand.
- Global reach with attendees from Turkey, India, Saudi Arabia, Pakistan, USA, Netherlands, UAE, Qatar, Bangladesh, China, Malaysia and Singapore. Immense networking opportunities at government level.
- Dignitaries, Ministers, Lord Lieutenants, Lords, MPs, Councillors, Mayors, Community, Business and Faith Leaders.
- Over 5 million unique views across print, on-air, online and social, with the addition of South Asia Global TV anticipated audience 340 million.
- Introduction of the Inclusion By Default Award recognising individuals and organisations helping make the North East and Tees Valley more inclusive



## Headline Sponsorship - £15,000 (ROI £50,000+)

- Awards in "Association With" - full business branding across all pre-during-post media and marketing
- Key note speaker opportunity - as headline sponsor you will be able to present your organisation to 350+ community and business leaders on the evening
- Present the Life Time Achievement Award with logo on award trophy
- Northern Insight - Full Page Advert in the ABC Awards feature distributed across North East 15,000 copies and online
- Spice FM - Video slot on the hugely popular Show Business radio show and published on video platforms/in ABC newsletter
- Feature on South Asia Global TV - 340million audience
- Inclusive Innovation Framework workshop for up to 10 people within your organisation
- VIP Table of 12 at the ABC Annual Awards Dinner ceremony with drinks package at The Grand Hotel Gosforth on the 9th October 2025 + 25% off all further tickets
- Attendance for up to 5 people at Winners, Sponsors and Stakeholders celebration event in December 2025
- Opportunity to appoint one judge to the awards judging panel
- Full event delegate list (compliant with GDPR)
- 10% discount for ABC events taking place in 2025
- Free surprise #InclusionByDefault goody bag for all awards attendees



## Award Sponsorship - £8,995 (ROI £25,000+)

- Award Sponsor – as award sponsor you will be able to present your organisation to 350+ community and business leaders on the evening and your logo will be featured on the award trophy
- Logo displayed and featured across all marketing – pre-during and post event
- Northern Insight – Half Page Advert in the ABC Awards feature distributed across North East 15,000 copies and online
- Spice FM – Video slot on the hugely popular Show Business radio show and published on video platforms/in ABC newsletter
- Feature on South Asia Global TV – 340million audience
- Inclusive Innovation Framework workshop for up to 10 people within your organisation
- VIP Table of 10 at the ABC Annual Awards Dinner ceremony with drinks package at The Grand Hotel Gosforth on the 9th October 2025 +20% off additional tickets
- Attendance for up to 3 people at Winners, Sponsors and Stakeholders celebration event in December 2025
- Full event delegate list (compliant with GDPR)
- 10% discount for ABC events taking place in 2025
- Free surprise #InclusionByDefault goody bag for all Awards attendees







## Other Sponsorship Opportunities

### Drinks Reception Sponsor - £3,495

- Logo displayed and featured across all marketing – pre-during and post event
- Spice FM – Video slot on the hugely popular Show Business radio show and published on video platforms/in ABC newsletter
- 4 VIP tickets at the ABC Annual Awards Dinner ceremony at The Grand Hotel Gosforth on the 9th October 2025 + 15% off further tickets
- Attendance for up to 2 people at Winners, Sponsors and Stakeholders celebration event in December 2025
- 10% discount for ABC events taking place in 2025
- Free surprise #InclusionByDefault goody bag for all Awards attendees

# Other Sponsorship Opportunities

## Event programme sponsor - £2,995

- Sponsorship of the event programme including double page advert
- Logo displayed and featured across all marketing – pre-during and post event
- Spice FM – Video slot on the hugely popular Show Business radio show and published on video platforms/in ABC newsletter
- 4 VIP tickets at the ABC Annual Awards Dinner ceremony at The Grand Hotel Gosforth on the 9th October 2025 + 15% off further tickets
- Attendance for up to 2 people at Winners, Sponsors and Stakeholders celebration event in December 2025
- 10% discount for ABC events taking place in 2025
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# Other Sponsorship Opportunities

## Event film sponsor - £2,995

- Sponsorship of the event film
- Feature throughout the video used for all post-event promotion
- Logo displayed and featured across all marketing – pre-during and post event
- Spice FM – Video slot on the hugely popular Show Business radio show and published on video platforms/in ABC newsletter
- 4 VIP tickets at the ABC Annual Awards Dinner ceremony at The Grand Hotel Gosforth on the 9th October 2025
- Attendance for up to 2 people at Winners, Sponsors and Stakeholders celebration event in December 2025
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## Other Sponsorship Opportunities

### Inclusion by Default Supporter - £2,495

- Due to increasing demand we are introducing a unique IBD Category, for a limited number of supporters, exclusively within the North East and Tees Valley which includes the opportunity to host a IBD Roundtable and feature in the broader campaign
- Feature in the Inclusion By Default quarterly report and white papers
- Logo displayed and featured across IBD marketing – pre-during and post event
- Spice FM – Video slot on the hugely popular Show Business radio show and published on video platforms/in ABC newsletter
- 4 VIP tickets at the ABC Annual Awards Dinner ceremony at The Grand Hotel Gosforth on the 9th October 2025
- Attendance for up to 2 people at Winners, Sponsors and Stakeholders celebration event in December 2025
- 10% discount for ABC events taking place in 2025
- Opportunity to include branded goods in goodie bag and banner at the event
- Free surprise #InclusionByDefault goody bag for all Awards attendees



# Pay it forward

## Buy a table for Students & Teachers £1,995

- Exclusively for education institutes – High Schools, colleges and universities a special offer to support students and teachers
- Feature in the event programme
- Logo displayed and featured at the event
- Spice FM – mention and promotion on the hugely popular Show Business radio show and published on video platforms/in ABC newsletter
- Table of 10 at the ABC Annual Awards Dinner ceremony at The Grand Hotel Gosforth on the 9th October 2025
- Attendance for up to 2 people at Winners, Sponsors and Stakeholders celebration event in December 2025
- 10% discount for ABC events taking place in 2025
- Opportunity to include branded goods in goodie bag and banner at the event



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[www.abconnexions.org](http://www.abconnexions.org)

01661 823 234

[inclusion@abconnexions.org](mailto:inclusion@abconnexions.org)

Contact us for further information and  
reserve your space to the most inclusive  
awards ceremony in the North East.

ABCONNEXIONS.ORG



#INCLUSIONBYDEFAULT