



8th ANNUAL ASIAN ACHIEVERS AWARDS (AAA)

3 December 2008

Raddison SAS Portman Hotel, 22 Portman Square, London W1H 7BG

Chief Guest - Rt Hon Ed Balls MP

Secretary of State for Children, Schools and Families



Theme

Pillars of Asian Success

Hard Work, Education and Family Values



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The 8th Annual Asian Achievers Awards will be presented on 3rd December 2008. The awards will recognize, reward and honour high achievers among British Asians. Over the years the Asian community has made a significant contribution to the UK economy and to the rich cultural diversity of British society. During 2003 / 2004, in London alone, there were 39,000 Asian - owned businesses, with a turnover of nearly £60 billion and employing 300,000 people. In professions such as banking, finance, healthcare and education, Asians have consistently scaled the pinnacles of success and today occupy positions of authority and influence change. Asian women too are at the forefront of this success story, playing an increasingly important role in various walks of life. Sport, media, art, culture and community service now boast of Asian achievement at the highest level.

It is against this background that the Asian Achievers Awards will salute individuals who are singularly responsible for bringing the Asian community to the centre stage of British life. Individuals whose exceptional and exemplary achievements are truly inspirational.

By partnering with the Asian Achievers Awards through sponsorship of an award category or by taking a table at the awards ceremony you will show recognition for these outstanding individuals; for their unswerving and single minded commitment to run the race and finish with flying colours. We invite you to share in our fervent hope that the awards will urge them to break boundaries and blaze new trails.

The Awards will be presented in the presence of an impressive array of industry captains, high-level decision makers, parliamentarians, community leaders and senior professionals .

SPONSORSHIP BENEFITS AND COST



The Asian Achievers Awards offer an unique opportunity to positively communicate your company's name, image, products and services to a clearly defined, influential, socially aware and highly receptive audience.

More importantly, as a sponsor, you will join with readers of Asian Voice and Gujarat Samachar and pay tribute to an exceptional bunch of people and pave the way for tomorrow's heroes.

We have created a comprehensive sponsorship package that offers highly effective exposure to a target segment of increasing importance.

So whether you are seeking to establish your presence, reinforce your corporate image, or introduce a new company name, product or service, our audiences comprise an important market segment – members with high income and education levels and who are discerning consumers.

PLATINUM SPONSORSHIP BUSINESS PERSON OF THE YEAR AWARD



- ✓ Awarded to a business person who is a success in every sense of the word and can demonstrate a genuine passion for social issues
- ✓ Event to be branded after sponsor's name - Eg. The 8th Reliance Asian Achievers Awards 2008.
- ✓ Sponsor to present the Business Person Of The Year Award.
- ✓ Exposure in all AAA promotional advertisements including print, radio and TV.
- ✓ Sponsor's representative to speak at the Awards ceremony.
- ✓ Table of twenty at the Awards ceremony.
- ✓ Champagne at sponsors' tables.
- ✓ Prominent display of sponsor's banner at the venue.
- ✓ Branding of the front cover of the AAA souvenir magazine.
- ✓ Back cover advertisement in the AAA souvenir magazine.
- ✓ Full page advertorial in the AAA souvenir magazine.
- ✓ Logo on eco - friendly gift bag specially made for the occasion.
- ✓ Logo on invitations.
- ✓ Logo on menu.
- ✓ Advertisement on ABPL website.
- ✓ Post event editorial coverage in Asian Voice and Gujarat Samachar.
- ✓ Post event coverage on TV.

GOLD SPONSORSHIP - AWARD CATEGORIES



- ✓ **AAA Gold Award for Professional of the Year**
 Professionals in the field of medicine, law, education, banking, finance and others, who have scaled the heights of their chosen profession.
- ✓ **AAA Gold Award for Achievement in Community Service**
 In recognition for an individual's service to community.
- ✓ **AAA Gold Award for Achievement in Media/Art and Culture**
 Someone who has made a mark in media including print and broadcast media; cinema, art and culture.
- ✓ **AAA Gold Award for Sports Personality of the Year**
 Awarded for excelling in sports.
- ✓ **AAA Gold, Woman of the Year**
 The award will recognize and honour a woman who has made a significant mark in any chosen field.
- ✓ **AAA Gold Award for Young Entrepreneur of the Year**
 Awarded to an young entrepreneur (less than 35 years) with a proven track record of operating a successful business enterprise.
- ✓ **AAA Gold Award for Achievement in the field of Healthcare and Education.**
 For demonstrating passion and concern for healthcare and education.
- ✓ **AAA Gold Award for Uniformed and Civil Services**
 For outstanding achievement in uniformed and civil services or contribution to the community through any of the above services.
- ✓ **Editors Award (not for sponsorship)**
 Editors choice of an outstanding individual across all communities.

GOLD SPONSORSHIP BENEFITS



- ✓ Award to be branded with sponsor's name.
- ✓ Sponsor presents award to the winner.
- ✓ Company representative to address the audience.
- ✓ Table of ten at awards at the gala dinner ceremony .
- ✓ Signage with company's name and logo at venue.
- ✓ Sponsor's logo on invitation.
- ✓ Company logo in all pre and post event publicity material.
- ✓ Logo on eco - friendly gift bag specially made for the occasion.
- ✓ One full page colour advertisement in the AAA Awards brochure - an A4 glossy magazine. Copies of the brochure will be distributed through 33,000 copies of Asian Voice and Gujarat Samachar.
- ✓ Company logo on ABPL website.

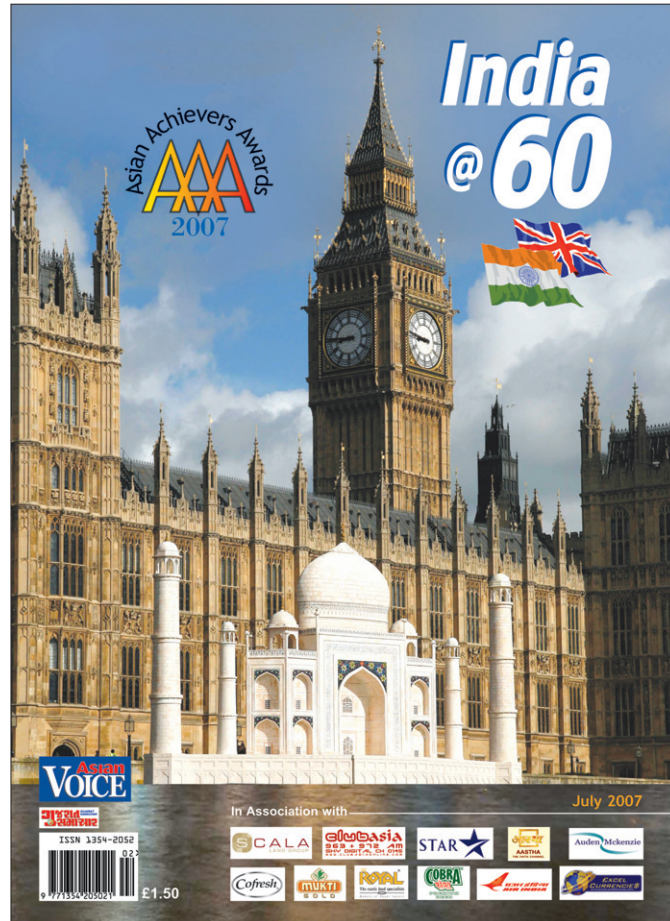
TABLE BOOKING



To book your table at the awards ceremony please fill in the prescribed booking form.



8th ASIAN ACHIEVERS AWARDS COMMEMORATIVE ISSUE



The AAA commemorative issue is an A4 glossy magazine and will be distributed free to all 33,000 subscribers of Asian Voice and Gujarat Samachar. It will present an overview of the awards ceremony with colourful images, profile the winners and mention the shortlisted candidates. Sponsors of all award categories will be covered prominently. Articles will be unique and written exclusively for the souvenir issue.

It is a once-in-a year opportunity to applaud high achievers from the Asian community in a unique and highly relevant ambience.



NOMINATION AND SELECTION PROCESS

- ✓ This is a unique event where readers nominate and an independent panel of judges comprising of eminent personalities selects the winner.
- ✓ Rt Hon Keith Vaz MP will chair the panel of judges.
- ✓ Judges' decision is final. ABPL Group will not entertain any dialogue with members of the public regarding the judging process.
- ✓ In order to ensure a high degree of transparency and fairness, the management and members of the staff of Asian Voice and Gujarat Samachar will play no role in the nomination or judging process.
- ✓ You can nominate yourself if you wish to.
- ✓ Nominations and entries must follow the prescribed format and bear the signature of the applicant.
- ✓ You may use an additional sheet if the space provided is insufficient.
- ✓ The winners will be announced at the AAA Awards ceremony on 3rd December 2008.
- ✓ Asian Voice, Gujarat Samachar will publish the names of the short listed candidates and winners after the event. They will also appear in our e-edition www.abplgroup.com
- ✓ All nomination forms must reach our offices on or before the 24th October 2008.