



**Black
Achievers
Awards**

2025

BRINGING COMMUNITIES TOGETHER

SATURDAY 25 OCTOBER

Sponsorship Package

What is the Black Achievers Award?

The Black Achievers Awards celebrate and promote the achievements of the BME community, aiming to challenge negative stereotypes by showcasing positive Black role models across Nottingham and the East Midlands.

Founded in 2011 by Merlita Bryan, a former local Councillor, twice Sheriff of Nottingham, and Lord Mayor of Nottingham, the awards have grown beyond her original vision. Committed to strengthening relationships and uplifting the Black community, she continues to lead this annual event, held every October at a prestigious Nottingham venue.

The awards are a formal black-tie event for those aged 18 and over, featuring a three-course meal, entertainment from global performers, and a two-part awards ceremony recognising outstanding individuals in the community.





Merlita Bryan - Founder of the Black Achievers Award

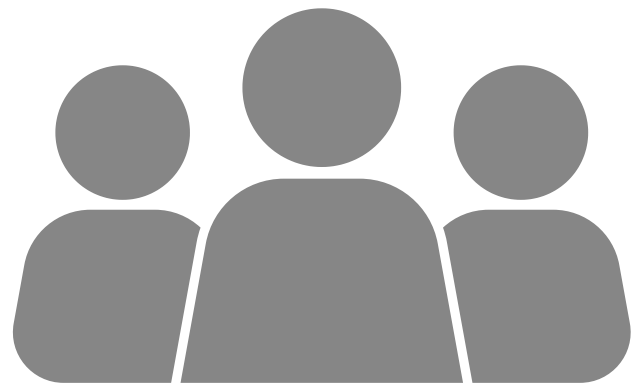
Merlita Bryan

Born in Saint Thomas, Jamaica, Merlita Bryan was the regional coordinator for the East Midlands Diaspora (JDUK), supporting Jamaicans in the UK and abroad. She has championed causes like OSCAR Sickle Cells and Sistas Against Cancer. She was once part of the Bakers Food & Allied Union (BFAU) as a District Officer, for Notts and East Midlands.

Elected Sheriff of Nottingham (2012–2013, 2021–2022) and Lord Mayor (2013–2014), she served 16 years as a City Councillor before stepping down in 2023. That year, she was honoured as Alderman of Nottingham for her dedicated service.

Her work with the Black Achievers Awards reflects her commitment to uplifting and celebrating the black community.

Reach of Coverage



**2900 + attendees
from 2011 over
the age of 18**



**120 + awards presented
over 11 years**



**100, 000 + combined social
media reach since 2016**

Reach of Coverage



PREVIOUS SPONSORS



Key person's of interest



Sir John Peace



**Veronica Pickering,
Lord-Lieutenant of
Nottinghamshire**



**Gary Godden,
PCC**



Peter Bakare



Paddy Tipping



Lenny James



Royal Air Force



Nottinghamshire Fire and Rescue Service



**Ministry Councillor
Desiree Taylor**



**Nottingham City
Councillors**

SPONSORSHIP RANGES





CATEGORY £650

- Be recognised as an official 2025 BAA sponsor on all our media platforms be able to advertise their organisation on the night (banners)
- Receive two tickets for representatives from your organisation to attend the event on the night
- Decide as an organisation who the winner of your sponsored category will be for 2025 and present the trophy to the winner on the night, which will be engraved with your company name
- Enjoy three-course meal each and various entertainment throughout the night

GOLD PACKAGE £3500

- Be recognised as an official 2025 BAA sponsor on all our media platforms be able to advertise their organisation on the night (banners)
 - Double page spread to advertise organisation in our booklet
- Receive ten tickets for representatives from your organisation to attend the event on the night
 - Enjoy three-course meal each and various entertainment throughout the night
 - Fresh fruit basket

PLATINUM PACKAGE £5000

- Promoted as the official Headline sponsor for 2025 extensively on our media platforms including a dedicated page on our website linking to your website, promotional materials and on all awards given out on the night
- Receive ten tickets for representatives from your organisation to attend the event on the night
- Decide as an organisation who the winner of your sponsored category will be for 2025 and present the trophy to the winner on the night, which will be engraved with your company name
 - Double spread page to advertise in our booklet
 - Table to promote products/services
- Enjoy three-course meal each and various entertainment throughout the night
 - Fresh fruit bouquet

AV SPONSORSHIP £7000

- Be recognised as an official 2025 BAA sponsor on all our media platforms and be able to advertise their organisation on the night (banners)
- Receive 10 tickets for representatives from your organisation to attend the event on the night
- Enjoy three-course meal each and various entertainment throughout the night
 - Fruit Basket

NOMINEE SPONSORSHIP £3500

- Be recognised as an official 2025 BAA sponsor on all our media platforms and be able to advertise their organisation on the night (banners)
- Receive 5 tickets for representatives from your organisation to attend the event on the night
- Enjoy three-course meal each and various entertainment throughout the night
 - Fruit Basket

DRINKS SPONSORSHIP £1500

- Be recognised as an official 2025 BAA sponsor on all our media platforms and be able to advertise their organisation on the night (banners)
- Receive 5 tickets for representatives from your organisation to attend the event on the night
- Enjoy three-course meal each and various entertainment throughout the night





TROPHY SPONSORSHIP £700

- Be recognised as an official 2025 BAA sponsor on all our media platforms and be able to advertise their organisation on the night (banners)
- Receive 4 tickets for representatives from your organisation to attend the event on the night
- Enjoy three-course meal each and various entertainment throughout the night

BESPOKE PACKAGE

If you are interested in other sponsorship opportunities or would like to discuss bespoke opportunities, then contact us at theblackachieversaward@gmail.com

Aspiring Stars



NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities



Are you passionate about diversity, leadership, and making a real impact? Nottinghamshire Fire and Rescue Service in collaboration with the Black Achievers Awards is offering young people aged 18-25 a unique opportunity to gain hands-on experience in an inclusive, dynamic and forward-thinking organisation.

Nottinghamshire Fire and Rescue Service will work with you to tailor this internship in a way that supports you in your career. We will listen to your aspirations, understand your availability and capacity for travel as we set up the programme. We are not able to support an Operational firefighting role for this internship but will give you the chance to take part in “Have a Go Days” to help you understand our operational work.

This category is open for you to self-nominate for this internship by submitting a 500-word statement. Your submission should explain why you are a great fit for the programme, including your experiences, achievements, and future goals.

Eligibility:

- DBS Check: A satisfactory DBS check is required
- Communication Skills: Ability to communicate effectively with different people, both in writing and verbally
 - IT Skills: Familiarity with email, document creation, presentations, and communication tools
- Training: You will receive training in one or more departments, focusing on Organisational Development and Inclusion

In your self-nomination (500 words), please include:

1. Why are you interested in the internship: Share what excites you about this opportunity and the Fire and Rescue Service
2. Your background: Highlight relevant experiences, skills, or achievements that show your commitment to diversity, leadership, and inclusion
3. Your future goals: Explain how this internship will help you grow and achieve your career aspirations

We are committed to increasing diversity within the workforce and encourage applications from underrepresented communities, we also support applicants with disabilities and will make reasonable adjustments where needed. Interns will be paid at least the national minimum wage or the national living wage (for those over 21).

This internship offers you the chance to gain real-world experience, develop leadership skills and contribute to a more diverse and inclusive workforce. If you are passionate about making an impact, apply today and begin your journey with Nottinghamshire Fire and Rescue Service.

We look forward to reading your self-nomination!

Sports

This category is open to an individual who has made a significant impact through sport, either by helping others or achieving excellence in their own sporting journey. The nominee could have been inspired by personal experiences that led to a project or initiative aimed at supporting others within the community.

Through their dedication, motivation, and mentoring, the individual may be seen as an outstanding figure who positively influences those around them.

They are recognised for their commitment to developing others and for being a source of inspiration within the community.

The nominee should have excelled in their sport and be actively working towards further achievements, demonstrating progress and a clear vision for their future success.

Public Service

This category recognises individuals who have made significant contributions in public service. This includes work in government, emergency services, education, social services, and other sectors that serve the public.

Candidates may include:

- Public officials or government workers who have improved policies or services
 - Educators who have led initiatives in schools or public education
 - Leaders in health, social services, or charities that improve lives
 - Innovators who have introduced new ideas to benefit the public
- Emergency services professionals, such as police, firefighters, or paramedics, who have made a significant impact in protecting and helping communities

This award celebrates the important work of those who serve the public and make a real difference in their communities.

Nominees for this award will have shown strong leadership, dedication, and a commitment to making a positive impact on society. Their efforts will have helped improve communities, advance equality, and inspire others through their work.

Community Award

This category aims to recognize the outstanding voluntary contributions made by an individual to the local community in the voluntary field touching the lives of so many people.

Volunteering has many positive benefits for both the volunteer and the community but it is important to remember and acknowledge that volunteering is a freely chosen act of selflessness for the greater good. Volunteering transforms lives as it empowers individuals and strengthens communities and is a powerful force for social change with an immense economic value too.

Criteria:

Outline of the volunteering activity you are engaged with and the time spent
+ how long have they been volunteering

What motivated them to volunteer

What have they personally gained from the experience

Describe any achievements both personally and for others

Any particular challenges they have had to overcome

Cultural, Music & Arts Award

This award is aimed at a male or a female individual who has been notably successful in the field of art and culture.

We are looking for someone who has achieved prominence in their field as an: –

Artist

Dancer

Musician

Writer

Cultural leader

Through the work that they do, has enhanced, or inspired the cultural or performance life and experiences of the people of Nottingham.

Most Transformed Life Award

This category is aimed at a male or a female who has gone through adversity and challenging circumstances and confronted the issues he/she faced and in doing so has turned his life and is now fulfilling his/her potential.

We do not seek to prescribe what the Challenges are

Criteria:

1. Define what the challenges were without betraying confidence
2. How did the nominee overcome challenges
3. What organizations / individuals were key to helping nominee turn their life around
4. Describe where they are now and what is the transformation
5. What difference has it made to them and others around them
6. How are they or would they like to use their experiences of the transformation to support others in difficulty

Business & Entrepreneurial Award

Candidates for this award can be a black businessman or businesswoman running a small or large company/business in the East Midlands and surrounding areas. They must be seen as a positive role model within the community, demonstrating leadership, innovation, and a strong entrepreneurial spirit.

To be eligible, the individual must have been running their business for at least two years, which can include online businesses. Through their business, they should have provided employment to the local community or offered a service that is reputable and valuable to the area.

The nominee must have made a positive impact on society, the local community, or the environment. This could involve sustainable business practices, contributions to community development, or initiatives that improve the well-being of the community they serve.

Lifetime Community Contributor

This category is open to an individual with an outstanding record of achievement who ‘has, in their lifetime, made a significant contribution towards enhancing the lives of people in the Nottingham Community’. Nominees may come from any background or sector. A strong candidate is expected to have made an exceptional impact with distinct personal achievements over a prolonged period of involvement.

Key Dates



Nominations Live



Judging Panel End



Nomination Close



Award Date



Judging Panel Begins

Message from the Founder, Honorary Alderwoman, Merlita Bryan

“ On behalf of myself and the Black Achievers Awards committee, I extend our deepest gratitude for the unwavering support of sponsors over the years. Your commitment has been extraordinary, playing vital roles in the success of our awards.

In these challenging times of austerity and government cutbacks, the resilience and dedication of sponsors have shone brighter than ever. Despite economic hardships, organisations have continued to stand by the Black Achievers Awards, ensuring that Nottinghamshire can celebrate the outstanding contributions within our community.

The generosity not only sustains the awards but also uplifts individuals who find encouragement through this recognition. The Black Achievers Awards serve as a beacon of hope and pride, and the commitment of organisations keep this light shining.

We are truly fortunate to have sponsors who understand the importance of celebrating black excellence. The support goes beyond financial contributions—it represents a shared vision for a thriving and inclusive community.

Thank you once again for the remarkable support. We look forward to continuing this journey together and welcoming new sponsors in 2025.

Sincerely,
Honorary Alderwoman ”



Contact us



blackachieversaward.co.uk



theblackachieversaward@gmail.com



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