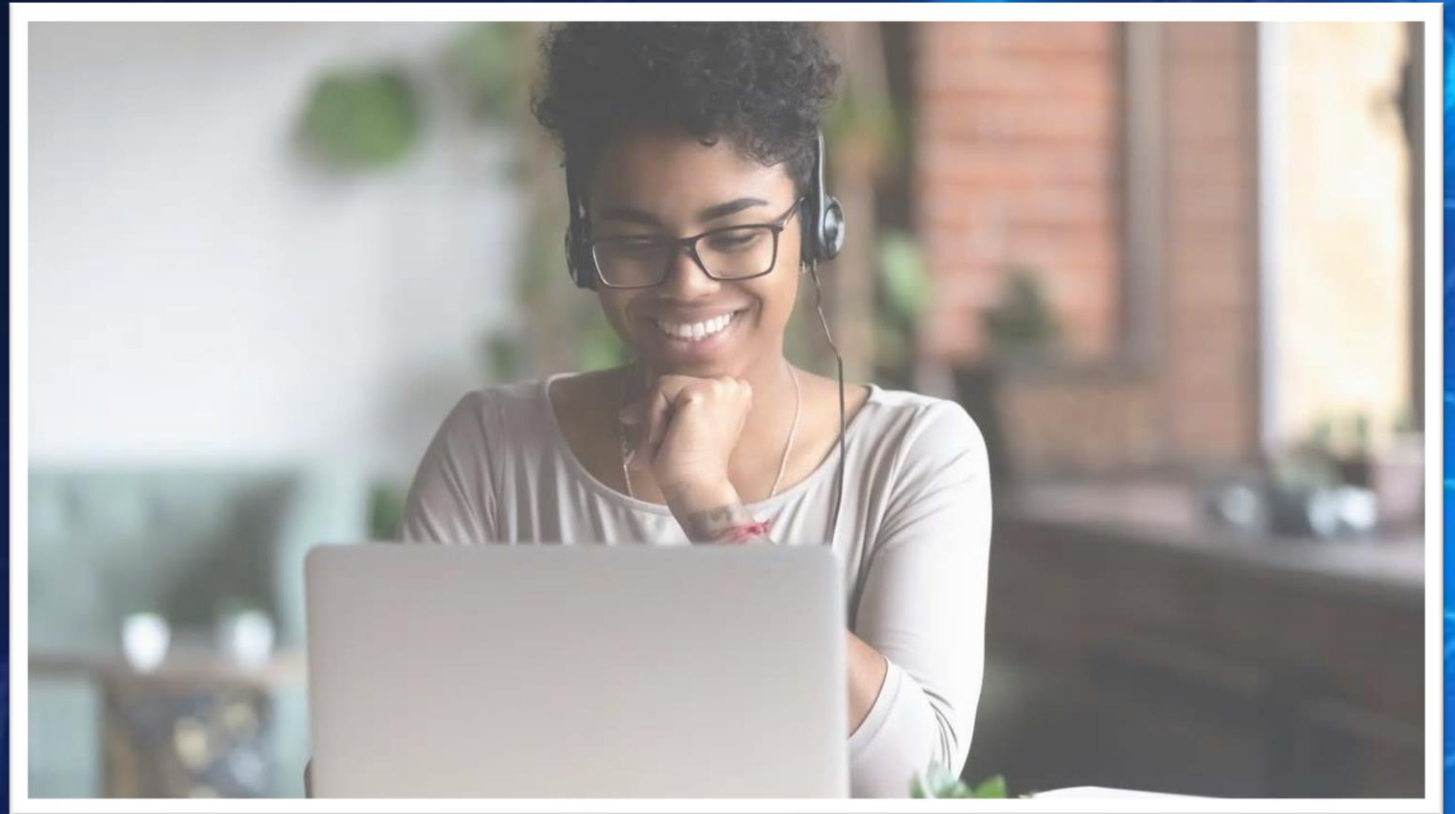


BAME Talent in Media

20 October 2020

Theme: **“More ME in MEdia”**

Online careers event that bring together early careers talent from the Black, Asian and Minority Ethnic groups and connect them with Media, TV & Advertising organisations.



SPONSORSHIP BROCHURE

crexia

WHY BAME TALENT IN MEDIA EVENT

BAME Talent in Media 2020 is a virtual careers event that aims to bring together early careers talent from the Black, Asian and Minority Ethnic groups and connect them with a wide range of Media organisations.

The theme for this event is “**More ME (Minority Ethnic) in Media**” and this is fitting, especially at this time following recent global events and the statistical low representation of black talent within media.

According to the IPA UK, of the 24,866 employees recorded as working in media agency in 2019, the number of employees from a BAME background was found to have dropped from 13.8% to 13.7% year-on-year.”

Based on the above and with the aim to improve more representation of BAME talent in Media, we have created this event to provide a safe environment for BAME talent and inclusive organisations to actively engage, learn, share and enable positive actions in driving diversity & inclusion.

We welcome media, advertising and TV organisations to support this initiative organised by a minority-led diversity recruitment company. We look forward to welcome you as a sponsor.

WHO WILL BE ATTENDING

The event will be attended by about **100 BAME talent** (*recent graduates and early careers profiles*) and presentations from up to 8 organisations. Participating BAME talent will have some of these skills and experiences.

Creatives

Artist
Copywriter
Design
Innovation

Comms

Languages
Literature
Marketing
Public Relations
Social Media

Camera

Photography
Videography
Video Editing

WHAT TO EXPECT AS A SPONSOR

We welcome **Media & Advertising** companies to sponsor this specialist diversity careers event. As a BAME Talent in Media event sponsor, you will derive the following value and benefits from supporting the event.

Showcase

Highlight your organisation as inclusive where BAME talent will be who they are.

Speak and share insights on your organisations success in your diversity strategy.

Promote

Present your company's mission & vision and how this aligns to your values.

Enhance your employer brand and culture, focused on equity and belonging.

Recruit

Attract, select and hire BAME talent into open roles in your company.

Engage with talent and improve your diversity recruitment objectives.

HOW TO SUPPORT AS A SPONSOR

Due to the nature of the event, we have **limited** sponsorship & speaking opportunities. To reserve and book for any of the sponsorship slots below, please contact events@crexia.com. Thanks for your support!

Gold Sponsorship £5000 + VAT 1 Available Option (Limited)	Silver Sponsorship £3000 + VAT 3 Available Options	Bronze Sponsorship £2500 + VAT 4 Available Options
<ul style="list-style-type: none">✓ Prime speaking slot (30 minutes)✓ Full page advert in event brochure emailed to all event participants✓ Access to BAME talent contact details (only ones who opt in)✓ 5 company attendees to the event	<ul style="list-style-type: none">✓ Pitch speaking slot (15 minutes)✓ Your branding on event brochure emailed to all event participants✓ Access to BAME talent contact details (only ones who opt in)✓ 3 company attendees to the event	<ul style="list-style-type: none">✓ Panel discussion slot✓ Your branding on event brochure emailed to all event participants✓ Access to BAME talent contact details (only ones who opt in)✓ 2 company attendees to the event