

Best of British Awards 2005



...in a nutshell

Channel U Sky TV 467

This proposition centers on the delivery of a very refreshing event for Channel U in October this year and is to be repeated each successive year thereafter.

The show will connect Channel U with its best known video acts that it has supported throughout the year and also connect the channel with its audience base. In addition Channel U will promote Best of British to its 1.3 million weekly audience nationwide.

The channel has opened the doors for all today's successful British urban talent: Dizzee Rascal, Lethal Bizzle, Estelle, Terri Walker, Juggy D and many more.

This event is long awaited by British acts.



**BEST OF BRITISH AWARDS
2005**



...what's it all about

Channel U Sky TV 467

'Best of British' is the annual show that acknowledges the artistic achievements of the best British acts on Channel U for the current year.

30 nominees for the Channel U audience to vote for. Top 15 voted acts will perform at Best Of British and presented a Channel U trophy as an acknowledgement of their achievement. Recognised by Channel U for their talent – it's the ultimate acclaim and honour for many British acts, both signed and unsigned.

All acts present would have been voted for by the channel's audience over the year for being one of the best Channel U acts. 'Best of British' is expected to be lively, hype and colourful but most of all entertaining from beginning to end. 'Best of British' will then finish with a party for all those who have turned up to get down and boogie the night away.



**BEST OF BRITISH AWARDS
2005**



...venue & dates

Channel U Sky TV 467

Venue Shepherds Bush Empire

Location Shepherds Bush, London, W12

Capacity 2000 people

Doors open 8pm

Show Time 9pm – 12am

Party Time 12am – 3am

Date: *15th October 2005*



**BEST OF BRITISH AWARDS
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...who's nominated?

Channel U Sky TV 467

Channel U and Trinity Media will nominate 30 acts for the channel's audience to register their votes against and decide the final 15 'Best of British' acts for 2005. Voting will be permitted by using the Channel U premium rate and text message numbers only. Voting will take place during the sixty day promotion period.

Akala
Bigz
Blak Twang
Bruza
Crazy Titch
Cream Cartel
Dizzee Rascal
Estelle
Gatsby
Jayme Scott Ft Naila Boss
Juggy D
Kano
Keisha White
Lethal Bizzle
Margaman
Mitchell Brothers
Nate James

North Star
Rodney P
Roll Deep
Roots Manuva
Ruff Squad + Titchy Strider
SLK
Savana
Sincere
Skinny man
Street Politiks
Sway
Terri Walker
YBM



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...Features

Channel U Sky TV 467

Best of British will have two Illout show specials with the first being broadcast prior to the event and the second will be filmed on the night of the show and to be broadcast shortly thereafter. Illout show fills a half hour time slot and is presented by Ace and Invisible (Sony Radio Awards winners, 2004 and BBC 1xtra DJ's). They present the latest news, album and mix-tape reviews together with a selection of the hottest videos on the channel. As well as all this; there are hosts of exclusive PAs and interviews from the likes of Dizzee Rascal, Crazy Titch, Rodney P, Tinchy Stryder, and Kano. Plus exclusive interviews with US artists such as 50 Cent, Ciara, Christina Milian and Lil Jon.



**BEST OF BRITISH AWARDS
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...other content

Channel U Sky TV 467

The other content will include preferred compare, established comic Kojo. The host DJ's known for their support of British music includes:

Masterstepz

Phoebe 1

Ras Kwame

Hotsteppa

and more to be confirmed.



**BEST OF BRITISH AWARDS
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...marketing opportunities

Channel U Sky TV 467

Best of British provides a unique and exciting opportunity for organisations wishing to promote their brand/s.

Televised Headline Sponsorship
Event Branding and Sponsorship
Press & Outdoor
Radio Advertising
Sampling and Promotional Opportunities



**BEST OF BRITISH AWARDS
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...best of British show

Channel U Sky TV 467

Get involved as much or as little as you like. Working with you on innovative ideas to suit your needs. Choose from:

Sampling, branding, banners, posters, point of sale or other promotional activity at the official VIP after show party. Plus the option to supply branded T-shirts to Best Of British staff.

You could also benefit from:

Commercial Airtime on selected radio stations

Logo placement, editorial or advertising on tickets & leaflets

Mention in all PR in the lead up to and after the event

Logo featured on Best Of British - website Hits / Unique Hits

VIP passes



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...press and publicity

Channel U Sky TV 467

'Best of British' is delighted to confirm Fire Media in its role as events PR. This opportunity offers you broad and effective coverage through local radio, local and national press plus TV promotion, handouts and launch party coverage

Channel U TV promotion

Radio stations TBC

100,000 flyers

3,000 posters

20,000 Magazines

1,500 tickets



**BEST OF BRITISH AWARDS
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Sponsorship opportunities

Channel U Sky TV 467

Televised visibility and association of your brand and logo with 'Best of British' TV adverts on Channel U with a minimum of 500 prime time advertising spots through August, September and October.

Best of British to be filmed at the Event for broadcast on Channel U after the show.



**BEST OF BRITISH AWARDS
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...primary sponsor

Your logo to appear on all promotional material which includes 100,000 flyers, 3,000 posters, 1500 tickets, all press and radio adverts.

Your banner in very visible position on stage front and your logo posters around the venue.

Your logo repeatedly shown on large screen on the night when introducing each artist on stage.

Front page branding and outside back cover advert and editorial in Best of British Magazine 20,000 copies.

Your logo on staff uniform.

You on stage, presenting trophy to the winner.

Major visibility at press launch.

Gold package



**BEST OF BRITISH AWARDS
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...secondary sponsor

Your logo to appear on all promotional material which includes 100,000 flyers, 3,000 posters, all press and radio adverts.

Your banner in very visible position on stage front and your logo posters around the venue.

Your logo repeatedly shown on large screen on the night when introducing each artist on stage.

Inside front cover advert and editorial in Best of British Magazine 20,000 copies.

You on stage, presenting trophy to the winner.

Prominent visibility at press launch.

Silver package



**BEST OF BRITISH AWARDS
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...associate sponsor

You on stage, presenting trophy to the winner.

Half page advertisement in the Best of British Magazine 20,000 copies.

Your logo and posters around the venue.

Your logo shown on large screen on the night when you award the artist with the trophy on stage.

Bronze package



**BEST OF BRITISH AWARDS
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...extra opportunities

VIP Room

VIP Tickets

VIP wristbands

Your logo on VIP staff uniform

Sponsorship



**BEST OF BRITISH AWARDS
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...Investment

Primary sponsor x 1 = £30,000

Secondary sponsor x 2 = £15,000

Associate sponsor x 13 = £3,000 (per sponsor)

Extra opportunities x 1 = £6,000

* If your personal requirements differ we are able to quote accordingly.

Sponsorship



**BEST OF BRITISH AWARDS
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Contact info...

Channel U Sky TV 467



trinity
media

Dwayne Byfield
Trinity Media Broking
Temple House
221-225 Station Road
Harrow
HA1 2TH

Mob: 07891 416 160

Tel: 0208 426 3971/2

Fax: 0208 426 3973

Email: Dwayne@trinitymediagroup.net

or visit our website @

www.trinitymediagroup.net



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...best of British 2005

Channel U Sky TV 467

...don't just take our word for it

.....Best of British



**BEST OF BRITISH AWARDS
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...Get involved & be a part of being the best