

 **BANK OF SCOTLAND**

PRESENTS

# THE SCOTTISH ASIAN BUSINESS AWARDS

11th of December 2013  
Thistle Hotel, Glasgow

[www.theasianbusinessawards.info](http://www.theasianbusinessawards.info)

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## IN BRIEF

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The Scottish Asian Business Awards is a prestigious ceremony that will take place on the 11th of December 2013 at the Thistle Hotel in Glasgow. The Awards are an opportunity for the top entrepreneurs from the Asian business community in Scotland to be recognised and for others to be inspired by their achievements.

The Awards embody the continuing strength of the Scotland's Asian business community, recognising those who continue to thrive and evolve despite the turbulent global and domestic economic landscape.

The evening will celebrate and showcase the determination, hard work and personal achievements of the Scottish Asian businessmen and women at the forefront of their industries. The Awards have been held annually since 2006 and has proved to be an annual fixture in the Asian Business community and national media calendars alike.

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The Scottish Asian Business Awards is an event that will capture the multicultural spirit of Scotland and will reflect the various talents and passions of the businessmen and women within the country.

The evening will be one of celebration, reflecting the significant role that Asian enterprises play in contributing to Scotland's economy.

The evening will begin with a sparkling drinks reception, followed by a sumptuous gourmet dinner, eclectic entertainment and speeches from international dignitaries and will provide the perfect opportunity to establish and build long-standing business relationships for the future.

Previous awards were met with outstanding success, attracting numerous high profile businessmen and women including politicians such as the likes of First Minister Alex Salmond and the then Secretary of State for Scotland Jim Murphy, as well as Baroness Sayeeda Warsi, voted Britain's most powerful Muslim woman in 2009.

## Awards Categories

### Young Achiever of the Year

This award recognises an entrepreneur who has achieved business success at a young age. Through determination and grit they have demonstrated age is not a barrier to business success. Open to anyone under the age of 30.

### Rising Star Award

This award recognises a dedicated individual who works within a business and has strived to maximise opportunities and has strategically helped the business move forward and gain competitive advantage.

### New Business of the Year

This award is for a business which has been successfully operating for approximately 12 months and was set up despite the negativity that exists in the current climate.

### Small Business of the Year

This award recognises a non retail business that continues to grow, while remaining true to its small enterprise role. Open to businesses with less than 10 employees

### Retail Business of the Year

This award recognises a successful retailer who has managed to sustain a business within the retail sector. This may involve one store or multiple stores.

### Community Award

Recognises that success cannot be measured in monetary terms alone. Positively impacting lives and making a tangible difference is in itself is a vast accomplishment. Those achievements which leave a legacy of positive change to carry forward into the future should therefore be held in the highest esteem.

### Franchisee of the Year

This award recognises individuals among us who have taken on, managed and successfully expanded a franchise. This award is open to non Scottish brands however the franchisee must be Scottish registered.

### Lifetime Achievement Award

Recognises an extremely dedicated individual who has experienced the highs and lows of business – emerging at the top of their game and furthermore, has positively contributed to their community.

# Awards Categories

## Best Professional in Business

The best professional business rewards an individual from the professional sector who has successfully created and executed a business successfully making the transition into the Business World. This includes dentists, opticians, accountancy practices and veterinarian.

## Family Run Business (Wild Card Category for 2012)

This category recognises the success and strength of a family run business due to the loyalty and dedication of the family members.

## Business of the Year

This award recognises the enterprise that has come on leaps and bounds over the last year and thus unequivocally dominated its corner of the market.

## Businessman of the Year

This award recognises a businessman whose actions and accomplishments are an inspiration to us all.

## Businesswoman of the Year

This award recognises an exceptional individual who is not only an ambassador for woman and ethnic minorities but an inspiration to all in the business world.

## Entrepreneur of the Year

This award brings to light the incredible achievements of an individual whose entrepreneurial spirit, and drive, has propelled them to success. This person will also lead and set examples to others and show that boundaries must be pushed at all times to achieve success regardless of the hurdles.



# OCEANIC

c o n s u l t i n g

[www.oceanicconsulting.co.uk](http://www.oceanicconsulting.co.uk)

Established in 2006, Oceanic Consulting has maintained its position as the UK's leading Black and Ethnic promotions and consulting company. We provide an effective means to get your message across to your public of interest through strategically promoting the BME community to the mainstream and vice versa.

Oceanic Consulting had built a national reputation based on results and are recognised for their strategic approach towards public relations, event management, and marketing. As an experienced communications partner Oceanic Consulting prides itself on possessing the abilities to realise your goals and the focus to creatively take you from concept to results all within your budget.

The success of Oceanic Consulting is due to the focus on providing a professional service which effectively meets the client's needs; providing an efficient and impartial consultancy and delivering cost effective public relations and media planning, scheduling and placement. Oceanic Consulting have been responsible for delivering a substantial list of events with a reputation for quality such as: The Scottish and English Curry Awards, The Scottish and English Asian Business Awards, Hungama Festivals and much more.

# Sponsorship Opportunities

We are offering you the opportunity to align your business and voice your support for the Scottish Asian Business community and, in turn, take full advantage of the media coverage generated by this high profile event.

## Platinum Package (Title Partnership)

- Positioning as Title Sponsor of The Scottish Asian Business Awards 2013 (the event will be rebranded to incorporate the title sponsors logo)
- Branding on all printed materials (inc. Media board, invitations etc)
- Branding opportunity within the VIP reception area
- Five table of ten guests at the Awards
- Inclusion in PR and marketing activities
- Sponsor focused PR campaign
- Four full pages of adverts in the event brochure
- Logo on screen during the event
- Opportunity to speak at the event and screen promotional audio visual presentation
- Sponsorship of an Award
- Presentation of an Award by a senior employee
- Allocated giveaways to the guests

**Investment: £15,000**

## Gold Package

- Positioning as a Sponsor of The Scottish Asian Business Awards 2013
- Branding on all printed materials (inc. Media board, invitations etc)
- Branding opportunity within the VIP reception area
- Three table of ten guests at the Awards
- Inclusion in PR and marketing activities
- Two full pages of adverts in the event brochure
- Logo on screen during the event
- Opportunity to speak at the event and screen promotional audio visual presentation
- Sponsorship of an Award
- Presentation of an Award by a senior employee
- Allocated giveaways to the guests

**Investment: £8,000**

## Silver Package

- Positioning as a Sponsor of The Scottish Asian Business Awards 2013
- Branding on all printed materials (inc. Media board, invitations etc)
- Branding opportunity within the VIP reception area
- Two table of ten guests at the Awards
- Inclusion in PR and marketing activities
- One full pages of adverts in the event brochure
- Logo on screen during the event
- Allocated giveaways to the guests

**Investment: £5,000**

## Bronze Package

- Positioning as a Sponsor of The Scottish Asian Business Awards 2013
- Branding on all printed materials (inc. Media board, invitations etc)
- One table of ten guests at the Awards
- Half page of adverts in the event brochure
- Logo on screen during the event
- Allocated giveaways to the guests

**Investment: £2,500**

### Contact Us

If you have any general enquiries or questions regarding sponsoring or attending the Scottish Asian Business Awards please do not hesitate to contact us:

Email: [yasmin@oceanicconsulting.co.uk](mailto:yasmin@oceanicconsulting.co.uk)  
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