



# ami awards 2011





## The Ability Media International Awards 2011

*Celebrating inclusion and diversity in the media industries*

### Sponsorship Proposal

View [www.amiawards.org](http://www.amiawards.org) to see the 2011 promotional film

A unique opportunity to demonstrate your support for the development of a more inclusive, diverse and creative media industry



## The AMI Awards 2011

The **ability media** International (AMI) Awards, an initiative of Leonard Cheshire Disability, have been developed by leading figures in the media industries to identify and celebrate projects which aim to promote a more inclusive and tolerant world.

Established in 2009, the AMI Awards are designed to promote the vision, mission and values of Leonard Cheshire Disability, the UK's leading pan-disability charity, and specifically to support the work of **ability media**, Europe's first fully accessible media training studio, delivering media education and training for aspiring filmmakers, presenters, writers and craft technicians.

### The Awards

Winners are chosen for their creative excellence and demonstration of how disabled people overcome major challenges to deliver ground-breaking achievements, whether through involvement in creating the work or being the subject of it themselves.

### Audience Profile

Senior arts, media and public figures will come together to celebrate inclusion and diversity in the creative industries offering a valuable networking opportunity for all guests.



From left: Anna Home, former Head of BBC Children's programmes and **ability media** board member presents the AMI for Radio to Jenny Sealey of Graeae Theatre Company for their BBC Radio 4 co-production of *The Hunchback of Notre Dame*; CBeebies presenter Carrie Burnell accepts her Champion Award; Paul Rees congratulates Sir Anthony Sher who accepted the AMI Award for Theatre on behalf of the Baxter Theatre Centre and the Royal Shakespeare Company's production of *The Tempest*.

# AMI Award Categories

The Award categories have been selected to ensure that virtually every arts and media platform is included as an individual award. The ceremony will end with three special sections which identify new talent as well as outstanding figures of distinction from the creative industries who have made a long-standing contribution to the promotion of a more inclusive and tolerant society.

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| <p><b>Business Communications</b></p> <ul style="list-style-type: none"> <li>§ Corporate Film and Video</li> <li>§ Interactive Media</li> <li>§ Live Events Award</li> </ul> | <p><b>Broadcast Media</b></p> <ul style="list-style-type: none"> <li>§ News Media</li> <li>§ Radio</li> <li>§ Television Drama</li> <li>§ Features</li> <li>§ Documentary</li> </ul>   |
| <p><b>The Arts</b></p> <ul style="list-style-type: none"> <li>§ Visual Arts</li> <li>§ Music</li> <li>§ Dance</li> <li>§ Theatre</li> <li>§ Film</li> </ul>                  | <p><b>Future Focus</b></p> <ul style="list-style-type: none"> <li>§ New Talent Award for past and present students of <b>ability media</b> Centre</li> <li>§ Future Focus Award for outstanding new talent from other sources</li> </ul> |
| <p style="text-align: center;"><b>Special Awards for 2011</b></p> <ul style="list-style-type: none"> <li>§ Children's</li> <li>§ The Peoples' Choice</li> </ul>              |  |
| <p>§ The Champion Award</p>  | <p>§ The Fellowship Award</p>  |

## AMI Awards – Individual Award Sponsorship Benefits

### Branding

- § Acknowledgement of your company sponsorship of the award on stage
- § Company logo on screen throughout your Award slot
- § Full page colour company advert or message in AMI Awards brochure presented to 400 guests and with a wider circulation to 300+ key industry contacts

### Press and Publicity

- § Endorsement of your company's sponsorship on all pre and post publicity materials and press releases
- § Company name and logo on AMI Award website, Ability Media website and link to your website
- § Company name and logo on main LCD website thanking you for support
- § Opportunities to create your own press release about the awards with support from our press team
- § Opportunities to use this story in pre and post event publicity in collaboration with our press team
- § Further mention of your support in Leonard Cheshire Disability's internal and external communications, including our internal magazine with a 10,000 readership.
- § Live web stream and negotiations underway for free view broadcast opportunity

### Hospitality

- § 2 double tickets to the event and an additional 2 double tickets to VIP post-reception with sponsors, winners and presenters

### Corporate Social Responsibility

- § Opportunities for further involvement with Leonard Cheshire Disability to develop strategies to address your company's corporate responsibility, employee engagement, diversity and inclusion objectives.

Fee £2,500 inclusive of VAT



Orange sponsored the first AMI Award for Film; from left, their full page message in the brochure; the award presentation itself; director Anthony Fabian and producer Margaret Matheson. Their winning film, *Skin*, stars Sophie Okonedu as Sandra Laing who, in 1955, was born with dark skin to white Afrikaner parents in South Africa.

# Disability and the media

**Despite making up 18% of the population of the UK, only 5% of people working in the mainstream media are disabled.**

*Skillset Audio Visual Industries' Workforce Survey.*

Media and mass communication shapes how we think, respond to each other and ultimately act towards each other, and positive representation of disability and celebrating success through these awards are Leonard Cheshire Disability's way of making change happen. Our goal is for disabled people to have access to every part of society and sphere of life, and the freedom and opportunity to be an influential, intellectual and creative force. As the largest pan-disability charity in the UK, Leonard Cheshire Disability is ideally placed to meet this goal via the charity's new venture **ability media**.

## About Leonard Cheshire Disability

Established over 60 years ago Leonard Cheshire Disability exists to change attitudes to disability and to serve disabled people around the world. Supporting over 21,000 disabled people in the UK, working in 52 other countries, campaigns for change and provides innovative services that give disabled people the opportunity to live life, their way.

## The **ability media** centre

**Ability media** is an initiative designed to help talent emerge and over time achieve greater representation of disabled people working in the media and creative industries.

We have created a state-of-the-art studio and education complex in Southwark, London which offers a range of accredited courses in television and film, radio and animation. With online streaming of both audio and visual content created by its students, **ability media** offers real, practical learning which leads to real futures, whilst showcasing the talents of disabled people and thus changing attitudes towards disability.



## Disability making the media headlines ...



Clockwise from top left: **Dancing on Wheels** – BBC3's show pairing non-disabled dancers with wheelchair users; **Cast Offs** – Channel 4's darkly comic drama series telling the story of six disabled characters sent to a remote British island for a fictional reality TV show; **How to Look Good Naked...with a Difference** concentrated on disability– Gok Wan said of the Channel 4 show: "(It) is an inclusive show which tackles many body issues and there was a need to include disabilities within its ethos"; an episode of **The Sex Education Show** focussed on disability and sexuality; Ben de Lisi's collection for Principles at **Debenhams** saw the department store become the first British high street retailer to use a disabled model – a direct result of campaigning by how to Look Good Naked...with a Difference; **The Silence** on BBC1, stars Genevieve Barr as a profoundly deaf girl who witnesses the murder of a policewoman.