



**Celebrating
Inspirational
People**

MULTICULTURAL
INSPIRE
 AWARDS

2026

SPONSORSHIP
OPPORTUNITIES



**Inspiring
Inclusion**

OR VISIT [INSPIRE-AWARDS.COM](https://inspire-awards.com)

ABOUT US

February 2027

The VOX, Birmingham.

The Multicultural Inspire Awards (Inspire Awards) has been created to recognise and celebrate the achievements of Britain's most inspirational people in business and in the community primarily from minority communities. The mission is to highlight and celebrate those who selflessly make our world a better place to live and work. The awards are used as a platform to provide visibility and creditability to individuals and companies so they can be recognised for the incredible work they do.

The inaugural event will be held in Birmingham and aims to attract 600+ people from across the nation. The prestigious black-tie event includes a drinks reception, 3-course dinner, world-class entertainment and more. The event will also welcome a plethora of VIP's and celebrities and provide a hub for the great and the good to network and connect.

The evening will celebrate and showcase the best of business and community work the country has to offer. The event will attract a very diverse mix of people and will be a beacon of hope for many.

Twelve awards will be presented on the night, including, the 'Inspirational Person of the Year Award' the 'Most Inspiring Educator of the Year', and 'Outstanding

Business of the Year Award'. These awards will identify, applaud, and promote the truly deserving inspirational heroes with category finalists and award winners epitomising what it takes to be truly selfless and thoughtful towards others.

The highly anticipated event will sell out and will be a multicultural award ceremony for the people by the people, that attracts all ethnicities who come together to celebrate one another's outstanding achievements.

The movement will be headed up by entrepreneur and business leader Dr. Tru Powell who is an experienced events professional and passionate about championing diversity. The former CEO of The MBCC Awards has experience in managing and delivering high-profile events that attract high-profile individuals from across the country.



AWARD CATEGORIES

Outstanding Contribution to Charity & Community

Outstanding Community Champion Award

Most Inspirational Entrepreneur of the Year

Entrepreneur of the Year

Outstanding Contribution to Equality & Diversity

Outstanding Contribution to Health & Wellbeing

Outstanding Contribution to Sport

Outstanding Contribution to Media & Entertainment

Outstanding Business of the Year

Outstanding Contribution to Leadership

Rising Star Award

Role Model of the Year

Outstanding Contribution to Social Change

Headline Sponsor

£35,000 plus VAT

x2 Available

Pre-Event

Social Media	Weekly mentions as a headline sponsor of the event
Press	Company name included in any press releases
Online Presence	Full page on the website with a bio and your description with a link to your website
Partner	Listed as the official partner for awards (MI Awards in partnership with...)
Welcome Video	Opportunity to have a welcome video and why you're supporting the awards

During Event

Speech	Opportunity to give a speech at awards
Branding	The sponsor's branding will be included in all event marketing and throughout the dinner. Logo will also be included in a prominent position on the red carpet backdrop
Complimentary Tables	2 VIP tables of 12 seats are available for headline sponsors and their guests. Guests will be given a supply of beverages
Present Award	Opportunity to present the Honorary Award. This award will be presented to an individual that has achieved an incredible amount and has notoriety
Photography	Group / Table image. Image of you presenting the award
Dinner Programme	A double-page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night
Early Access	For one person to the main hall in order to display place name cards for your guests if required
Press	Mentions in any media interviews

Post Event

PR	The names of headline sponsors will be included on all post-event media releases
Post Event Screening	Brand to be included in the post-event screening show as a partner of the awards
Invitation	Invite to post-awards dinner with winners and judges

Platinum Sponsor

£19,995 plus VAT

x 2 available

Pre-Event

Social Media	Weekly mentions as a Platinum sponsor of the event
Online Presence	Page on the website with a bio and your description with a link to your website
Welcome Video	Opportunity to have a welcome video and why you're supporting the awards

During Event

Branding	The sponsor's branding will be included in all event marketing and throughout the dinner. Logo will also be included in a prominent position on the red carpet backdrop
Complimentary Tables	1 VIP table of 12 are available for Platinum sponsors and their guests. Guests will be given a supply of beverages
Present Award	Opportunity to present the Honorary Award. This award will be presented to an individual that has achieved an incredible amount and has notoriety
Photography	Group / Table image. Image of you presenting the award
Dinner Programme	One-page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night.
Early Access	For one person to the main hall in order to display place name cards for your guests if required
Press	Mentions in any media interviews

Post Event

PR	The names of headline sponsors will be included on all post-event media releases
Post-Event Screening	Brand to be included in the post event screening show as a partner of the awards
Invitation	Invite to post-awards dinner with winners and judges

Emerald Sponsor

£12,000 plus VAT

x 4 available

Pre-Event

Social Media	Weekly mentions as an Emerald sponsor of the event
Online Presence	Logo on the website with a bio and your description with a link to your website

During Event

Branding	The sponsor's branding will be included in all event marketing and throughout the dinner. Logo will also be included in a prominent position on the red carpet backdrop
Complimentary Table	1 table of 10 is available for Emerald sponsors and their guests. Guests will be supplied with two bottles of wine
Present Award	Opportunity to present an award of your choice. First come, first serve basis
Photography	Group / Table image. Image of you presenting the award
Dinner Programme	Half-page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night
Early Access	For one person to the main hall in order to display place name cards for your guests if required
Press	Mentions in any media interviews

Post Event

PR	The names of sponsors will be included on all post-event media releases
Post Event Screening	Brand to be included in the post-event screening show as a partner of the awards



Gold Sponsor

£7,000 plus VAT

Pre-Event

Social Media	One mention announcing as a sponsor of the event
Online Presence	Logo on the website with a bio and your description with a link to your website

During Event

Branding	The sponsor's branding will be included in all event marketing and throughout the dinner. Logo will also be included in a prominent position on the red carpet backdrop
Complimentary Tickets	Four places are available for sponsors
Present Award	Opportunity to present an award of your choice. This is done on a first come, first serve basis
Dinner Programme	Logo placed in evening programme as a sponsor

Post Event

PR	Name of sponsor to be included in press release
Post Event Screening	Brand to be included in the post-event screening



Reception Drinks Sponsor

£7,500 plus VAT

Pre-Event

Social Media	Monthly mentions as a sponsor of the event
Online Presence	Logo on the website with a bio and your description with a link to your website

During Event

Branding	The sponsor's branding will be included in all event marketing and throughout the dinner. Logo will also be included in a prominent position on the red carpet backdrop
Complimentary Table	Table of 10.
Dinner Programme	Half page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night
Early Access	For one person to the main hall in order to display place name cards for your guests if required

Post Event

Post-Event Screening	Brand to be included in the post-event screening
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Entertainment Sponsor

£10,000 plus VAT

Pre-Event

Social Media	Monthly mentions as a sponsor of the event
Online Presence	Logo on the website with a bio and your description with a link to your website

During Event

Branding	The sponsor's branding will be included in all event marketing and throughout the dinner. Logo will also be included in a prominent position on the red carpet backdrop
Complimentary Tickets	Table of 10
Dinner Programme	Half page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night
Early Access	For one person to the main hall in order to display place name cards for your guests if required

Post Event

Post-Event Screening	Brand to be included in the post-event screening
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VIP Experience Sponsor

£10,000 plus VAT

Pre-Event

Social Media	Fortnightly Twitter & Facebook mentions as a headline sponsor of the event
Online Presence	Logo on the website with a bio and your description with a link to your website

During Event

Branding	The sponsor's branding will be included in all event marketing and throughout the dinner. Logo will also be included in a prominent position on the red carpet backdrop
Complimentary Table	1 VIP table of 10 is available for sponsors and their guests. Guests will be supplied with two bottles of wine
Product Placement	Opportunity to place your products in the exclusive VIP room with celebrities
VIP Gift Bag	Opportunity to brand and place a welcome message in VIP gift bags
Dinner Programme	Half page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night

Post Event

PR	Company name will be included on all post-event media releases
Post-Event Screening	Brand to be included in the post-event screening show as a partner of the awards

Corporate Tables

£2,500 plus VAT

Pre-Event

Branding	Logo placed in evening brochure
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THE TEAM



Dr. Tru Powell

Founder & CEO

Tru is the Founder & CEO for the Multicultural Inspire Awards as well as the Co-Founder and CEO of the Black Business Magazine. He is also the Founder of Tru Powell Consultancy & Events Ltd and Director of Aston Performing Arts Academy a community organisation that empowers young people through creative arts.

With over two decades of extensive experience in event management, Tru stands as a seasoned professional in the industry. During his illustrious career, he dedicated five years to the West Midlands Growth Company (formerly known as Marketing Birmingham), where he spearheaded the organisation's corporate events.

Tru's expertise truly shone in his role as the orchestrator of prestigious award ceremonies. Notably, he curated unforgettable experiences for events such as the RoSPA Health and Safety Award Ceremony and the Birmingham Made Me Award Ceremony for Birmingham City University. However, it was his remarkable seven-year tenure at The MBCC Awards that truly solidified his reputation as a luminary in the field. At The MBCC Awards, Tru's responsibilities extended far beyond mere event coordination; he played a pivotal role in every aspect of the ceremony's execution. Tru's exceptional leadership as CEO and meticulous attention to detail ensured the seamless delivery of the event year after year. Under his guidance, The MBCC Awards evolved into one of Britain's most prestigious and recognisable award ceremonies, drawing nearly 900 attendees annually to celebrate excellence in the Midlands.

Tru is also the Founder of the award-winning podcast, Creative Entrepreneurs Podcast and sits on multiple boards in the Midlands including Birmingham Hippodrome and ACE. As well as an award-winning entrepreneur, Tru is also a social commentator and you can catch him regularly on ITV's, Good Morning Britain.



Emma Jones

Head of Operations

Emma is the Managing Director for All in All Events and Head of Operations for the MI Awards. Emma is responsible for the operational delivery of the awards, managing suppliers and ensuring a smooth delivery, front to end. Emma also runs All in All events, an event management company that covers everything from corporate functions, awards dinners, charity balls/fundraisers, team building, events and more.



Justice Williams MBE

Head of the VIP Experience & Head Judge

Justice is the Co-Founder and Editor in Chief at Black Business Magazine, Head of the VIP Experience and Head Judge at the MI Awards. As Head of the VIP Experience and Head Judge Justice oversees the judging process drawing from over a decade of experience of judging regional and national awards ceremonies. Justice is the proud co-founder of two kids aged 6 and 13, a multi-award-winning business strategist, international speaker and personal brand expert with over 15 years of experience. She has supported over 10,000+ entrepreneurs to start and scale their businesses and is passionate about supporting under-represented founders, impact-driven entrepreneurs and CEOs to build impactful and profitable businesses and brands.



Pelego Powell

Head of Entertainment

Pelego Powell is a Deputy Headteacher at James Watt Primary School, Head of Entertainment at the MI Awards and Creative Director at Aston Performing Arts Academy. Pelego brings to his role his many years of experience in the creative arts industry. Pelego was also the Head of Entertainment for the MBCC Awards and now brings his experience to the Inspire Awards. Pelego has been a director for the APAA for nearly 15 years providing an outlet for young people from across the Midlands.



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