

**LEADERSHIP**  
Claiming the Narrative

**Olusiji Sanya**  
CFO & Co Founder  
Tranzfar.com

**Ashiedu Joel PhD**  
Keynote Speaker

**Partnering with**  
Loughborough University  
Business School

**PROGRESS WITH PURPOSE**

A transformative two-hour event dedicated to celebrating and empowering Black leaders and aspiring leaders in Leicestershire

**OCTOBER 11**  
**15:00-17:00**  
Loughborough Business School  
Epinal Way, LE11 3TU

**GET YOUR FREE TICKETS**  
This event is open to all

**REGISTER**

# SPONSORSHIP PROPOSAL

**BE UK LEADERSHIP FORUM**  
IN COLLABORATION WITH  
**LOUGHBOROUGH UNIVERSITY**  
**BUSINESS SCHOOL**

# ABOUT BE UK/FORUM

THEME: LEGACY AND LEADERSHIP FORUM: RECLAIMING THE NARRATIVE

## Sponsorship Interest Form

**B**lack Excellence UK (BE UK) is a Community Interest Company (CIC) based in the United Kingdom, dedicated to fostering leadership excellence and community empowerment within the Black community. Our vision is to be recognized as the reference point for raising the bar in Black leadership excellence and community engagement, particularly within the East Midlands. We are driven by a commitment to inspire, educate, and empower a new generation of Black leaders through initiatives that focus on mentorship, education, and community involvement.

Since our founding, BE UK has been at the forefront of initiatives that challenge narratives, create opportunities, and drive systemic change. We believe that by cultivating strong leadership within the Black community, we can contribute to a more equitable and inclusive society. Our work is guided by the principles of excellence, resilience, and empowerment, ensuring that our impact is both profound and lasting.

**T**he BE UK Leadership forum is one of our flagship events, embodying the core mission of BE UK. Scheduled for Friday, the 11th of October 2024, at Loughborough University Business School, this forum is a pivotal gathering designed to inspire and equip Black leaders to reclaim their narratives and build a lasting legacy of excellence.

The theme of this year's forum, "**Legacy and Leadership - Reclaiming The Narrative**," reflects our commitment to addressing the unique challenges and opportunities faced by Black leaders today. The event will bring together thought leaders, professionals, and community members for a day of inspiring talks, workshops, and networking opportunities.

Our distinguished speakers, Olusiji Sanya, CFO & Co-Founder of Tranzfar.com, and Cllr Joel Ashiedu, a renowned Culture Change Magnet and Leadership Fellow, will provide invaluable insights into leadership, cultural intelligence, and economic empowerment. Their experiences and expertise will serve as a guiding light for all attendees, offering practical strategies for navigating and excelling in leadership roles.

**T**he forum is more than just an event; it is a movement aimed at reclaiming and redefining the narrative of Black leadership. It provides a platform for meaningful dialogue, the exchange of ideas, and the building of networks that can drive change and foster growth within our community.

By partnering with us, sponsors have the opportunity to align with a powerful cause that resonates with values of diversity, inclusion, and community upliftment. Your support will not only enhance the impact of this forum but also contribute to the broader mission of BE UK in creating a more empowered and resilient Black community.

Together, we can build a legacy of leadership excellence that will inspire future generations.

We invite you to join us in this transformative journey.



# FORUM OBJECTIVES

THEME: LEGACY AND LEADERSHIP FORUM: RECLAIMING THE NARRATIVE

## Sponsorship Interest Form

The Legacy and Leadership forum: Reclaiming The Narrative is designed to achieve the following key objectives:

1. Inspire Black Leadership Excellence:
  - Empower participants by showcasing successful Black leaders who have navigated and overcome barriers. The forum aims to inspire attendees to pursue leadership roles with confidence and determination.
2. Promote Community Empowerment:
  - Foster a sense of collective responsibility and community engagement by equipping attendees with the tools and knowledge to uplift their communities. The forum will emphasize the importance of giving back and supporting the next generation of leaders.
3. Facilitate Meaningful Networking:
  - Create a platform for attendees to connect with like-minded individuals, mentors, and industry leaders. Networking sessions are designed to build lasting relationships that can support personal and professional growth.
4. Reclaim and Redefine the Narrative:
  - Challenge existing stereotypes and narratives surrounding Black leadership. The forum will provide a space to discuss and develop new, empowering narratives that reflect the true potential and diversity of Black leaders.
5. Provide Practical Leadership Strategies:
  - Offer actionable insights and strategies that attendees can implement in their leadership journeys. Through workshops and speaker sessions, the forum will equip participants with practical tools to excel in their respective fields.



# WHY PARTNER WITH US

THEME: LEGACY AND LEADERSHIP FORUM: RECLAIMING THE NARRATIVE

## Sponsorship Interest Form

Partnering with the Legacy and Leadership forum: Reclaiming The Narrative offers a unique opportunity to align your brand with a cause that drives positive change and fosters leadership excellence within the Black community. Here's why you should consider partnering with us:

1

### **Support a Transformative Cause**

By partnering with BE UK, you are directly contributing to the empowerment of the Black community. Your support helps us deliver impactful initiatives that promote leadership, education, and community engagement, driving long-term change.

2

### **Enhance Your Brand's Social Impact:**

Aligning with our forum allows your organization to showcase its commitment to diversity, equity, and inclusion. This partnership will enhance your brand's reputation as a socially responsible entity dedicated to supporting underrepresented communities.

3

### **Access to a Targeted Audience:**

The forum will attract a diverse group of professionals, students, and community leaders from the East Midlands and beyond. As a partner, you will have direct access to this engaged audience, offering opportunities for brand visibility and meaningful connections.

4

### **Exclusive Engagement Opportunities:**

Our partnership packages are designed to offer exclusive benefits, including branding on event materials, and the chance to engage directly with attendees. These opportunities provide a platform for your organization to showcase its leadership and expertise.

5

### **Collaborate with Industry Leaders:**

Join forces with BE UK and Loughborough University Business School, both of which are committed to driving excellence and innovation in leadership. This partnership places your brand alongside reputable institutions and allows for collaboration with influential leaders and experts.

# PARTNERSHIP PACKAGES

THEME: LEGACY AND LEADERSHIP FORUM: RECLAIMING THE NARRATIVE

## Sponsorship Interest Form.

### Legacy Builder Package - £2000

As a Legacy Builder, your organization will play a pivotal role in shaping the future of Black leadership and community empowerment.

Benefits:

- Prominent Placement of Brand Logo on Event Banner
- Brand Logo on Event Digital and Print Designs
- 10 Social Media Post Mentions
- Brand Logo on Event Website Page
- Full-Page Brand Advertisement in Conference Program Booklet
- Recognition as a Pioneer Sponsor
- Opportunity to include branded items in participant swag bags.

### Narrative Shaper Package - £1100

The Narrative Shaper package is designed for organizations committed to driving cultural change and supporting leadership development within the Black community.

Benefits:

- Visible Placement of Brand Logo on Event Banner
- 5 Social Media Post Mentions
- Brand Logo on Event Website Page
- Half-Page Brand Advertisement in Conference Program Booklet
- Recognition as a Supporting Sponsor
- Option to include branded items in participant swag bags.

### Leadership Champion Package - £500

The Leadership Champion package is ideal for organizations seeking to support the forum while gaining valuable exposure and networking opportunities.

Benefits:

- Brand Logo on Event Banner
- 3 Social Media Post Mentions
- Brand Logo on Event Website Page
- Quarter-Page Brand Advertisement in Conference Program Booklet
- Recognition as a Champion Sponsor

### Custom Sponsorship Opportunities

If our standard packages do not fully align with your objectives, we are happy to discuss custom sponsorship opportunities to best fit your requirements.

Sponsorship Interest Form

**Thank you!**

**FOR MORE INFORMATION, PLEASE  
CONTACT US**

[www.blackexcellence.uk](http://www.blackexcellence.uk)  
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BE UK LEADERSHIP FORUM 2024

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