

MULTICULTURAL BUSINESS & COMMUNITY CHAMPIONS
ASPIRE
CELEBRATING DIVERSITY HONOURING UNSUNG HEROES

We are The Community In Unity, Celebrating Diversity, Honouring Unsung Heroes





Who We Are

MBCC ASPIRE Magazine is the premier publication in the Diversity, Equity, and Inclusion space, offering innovative insights, stories, and visuals that resonate with our target audience. Established in, we have become a trusted source of inspiration and celebration for business owners, entrepreneurs, and local heroes.

Mission

To inform, inspire, and elevate our readers by delivering high-quality content that reflects the pulse of the prestigious MBCC Awards Ceremony and the network of sponsors, allies, nominees, honourees, and winners.



SCAN ME

HILTON BIRMINGHAM METROPOLE,
NATIONAL EXHIBITION CENTRE, PENDIGO WAY,
MARSTON GREEN, BIRMINGHAM, B40 1PP

[MBCCAWARDS.COM](https://mbccawards.com)

MULTICULTURAL BUSINESS & COMMUNITY CHAMPIONS
ASPIRE
CELEBRATING DIVERSITY HONOURING UNSUNG HEROES

Our Readership



Demographics:

- **Age Range:** 21 to 75+
- **Gender:** 48% Female, 52% Male
- **Occupations:** Business Owners: 58%
- **Education:** Graduate and above
- **Location:** United Kingdom



Psychographics

- **Interests:** Business, Fashion, Technology, Wellness & Networking
- **Lifestyle:** Professionals, Entrepreneurs, Creatives
- **Values:** Sustainability, Innovation, Personal Growth, Alignment, Unity



Reach

- **Print Circulation:** Projection Yr1 3,000 copies -Yr 2 10,000 copies- Year 5 50,000 copies
- **Digital Subscribers:** 50,000 plus in year one
- **Social Media Following:** 1.2M+ followers across all platforms



Content Overview

Editorial Vision

MBCC ASPIRE Magazine offers a curated mix of in-depth articles, expert interviews, trend analysis, and stunning photography. Our content educates, entertains, and engages our audience, while also setting the standard for Awards and DEI excellence.

- DEI Sponsors and Partners: Our sponsor for 2024 is Amazon and our Charity Partner Free@Last Charity.
- MBCC Winners from previous year: A showcase of honorees and award winners.
- Author features
- Event features
- Thematic sections
- Columns by Industry Experts;
- Dr Sherry Ann Says
- Marketing Mogul
- The People Reader

8 | MBCC ASPIRE Magazine



THE WAY-MAKER

RAMONA WILLIAMS

Ramona Williams, a DEI Change Manager at Amazon Logistics, oversees the Diversity, Equity, and Inclusion (DEI) strategies across the UK and Ireland. Following a 15-year career in her qualified field of Human Resource Management, Ramona transitioned to work in the specialist area of DEI, where she partners with senior leaders and middle management teams, to strengthen the inclusive environment within the network of delivery stations. Her role involves assessing current diversity progress and driving change through detailed road maps that reflect her DEI objectives.

"As a proud Black British woman born in London and raised in Leeds, I connect deeply with my Jamaican and Kittian heritage, rooted in my Caribbean ancestry. Now living in Milton Keynes, with my spouse and our three children (ages 15, 11, and 5), I juggle professional achievements with family life, often advocating for diverse groups using my own experiences. I refer to myself as "Creative Destructor," employing a visionary approach to fuel innovation and challenge conventional thinking. As a Change Manager, I take pride in driving and managing effective change for underrepresented and underserved communities."

Q: WHY IS THIS DEPARTMENT IMPORTANT FOR THE COMPANY AND HOW ARE THE STAFF CARED FOR?

A: As an organisation, we strive to be Earth's best employer by embracing and representing diverse cultural communities. We are dedicated to ensuring a secure, inclusive work environment where all team members feel valued. Diversity of thought is crucial to fostering a sense of belonging for everyone involved with us. In addition, Amazon has 13 affinity groups, also known as employee resource groups, which bring Amazon employees together across businesses and locations around the world. These groups foster safe spaces and community networks, creating an inclusive environment.

Q: WHAT DOES EQUITY MEAN TO YOU AND WHAT'S BEEN THE BIGGEST CHALLENGE IN TERMS OF DIVERSITY?

A: Equity ensures that everyone, regardless of their background, has an equal opportunity to succeed. When barriers arise, whether intentional or not, we must address and remove them to level the playing field. This involves recognising when certain groups, such as the LGBTQ+ community, people with disabilities, or racial minorities, face disadvantages and taking swift action to make their experiences more equitable. The challenge within the DEI space is managing rapid change and addressing diverse experiences among employees. Effective DEI initiatives require thorough planning, prioritisation, and collective support. A DEI leader must envision and encourage inclusive behaviours. Despite the complexity, Amazon has made positive strides, particularly through its Black Employee Network (BEN), for which I hold the role of President for the operational chapter within the UK. This network features support initiatives such as recognition award ceremonies, and celebrating key dates including Windrush Day, Africa Day, and Black History Month. On top of these, members of BEN can join a reverse mentoring programme, titled Trading Places, which pairs

junior Black leaders with senior executives to share their lived experiences and exchange cultural learnings.

Q: WHAT ATTRACTED YOU OR AMAZON TO COLLABORATE WITH MBCC AWARDS MAGAZINE AND HOW IMPORTANT IS IT TO CELEBRATE YOUR ACHIEVEMENTS THROUGH MBCC AND SIMILAR AWARDS?

A: Last year, my employee resource group, comprising Black employees in Amazon operations, achieved notable successes by finishing in the top ten Network Groups at the Ethnicity Awards and winning the internal Network Group of the Year award for UK and Ireland. Recognising individuals through these awards highlighted exceptional work and inspired me to incorporate active participation in awards into our 2024 DEI strategy. With full leadership support, we aim to spotlight our stars and sponsor worthy programs, promoting positive recognition nationwide and demonstrating our team's value. In today's fast-paced world, we often overlook our achievements and growth in favour of looking to the next goal. Highlighting accomplishments can be affirming and inspiring, especially in the UK, where societal pressures are high. Your commendable efforts positively impact many lives. This recognition is particularly significant for the ethnic community, which seldom highlights its contributions. Acknowledgment from others can validate our hard work and generosity, fostering better overall perceptions.

Q: WHAT WOULD BE YOUR NEXT STEP IN YOUR CAREER WITH AMAZON AND YOUR ASPIRATIONS WITH INCLUSION AND DIVERSITY?

A: As the creator of the UK's first BEN Ops reverse mentoring programme I hope to globalise the UK's successful Trading Places. The meaningful interactions generated by these connections help leaders better understand the Black experience both professionally and personally. Having expanded throughout the UK and Europe, our goal is to create an "off the shelf" version for

WE ARE THE COMMUNITY IN UNITY
CELEBRATING DIVERSITY, HONOURING UNSUNG HEROES

40 | MBCC ASPIRE Magazine

MARKETING MOGUL.

Enhance your Online Visibility

BY BRITISH DIGBY

It's no secret that we operate in a digital world. Most people rely on the Internet for everything. What does that mean for you? If you're a professional or entrepreneur, your digital footprint is everything and it needs to be on point. The absence of an online presence or a weak one is a missed opportunity. It can lead to a loss of potential customers and revenue. Are you looking for ways to create or improve your online visibility? Check out some of these tactics.

1. WHAT'S THE PLAN: There's saying that if you fail to plan, you're planning to fail. Create a strategy that will help you identify the following key components.

A. OBJECTIVES
B. TARGET AUDIENCE
C. PLATFORMS
D. TRACKING

If you already have a plan in place ... great, then you're already ahead in the game. But make sure you revisit it often and adjust as needed, in order to stay in tune with constant changes of the digital landscape.

2. KNOW YOUR AUDIENCE: Make sure you know who you're trying to reach and who is "in" to you. "In" to you? from your services or product. This may include conducting research to learn more about them such as demographics, their behaviours and what drives them. Knowing your target audience allows you to provide messaging, content and services that are tailored for them. I like to call it "what's in it for me". Never lose sight of who you are here to service.

3. GET A WEBSITE: Some people believe that websites are no longer needed if you have social media. The truth is you really need both to be successful. They work together. A website can help establish your credibility and present you as professional. When a potential client or consumer is searching for a product or service, a website is more likely to convert first vs. social media. It can also serve as the hub for driving people to your social media platforms. If you haven't already, secure a domain name for yourself or business. Also, make sure your website is mobile friendly, as research shows that 78% of adults have purchased a product via their mobile phone.

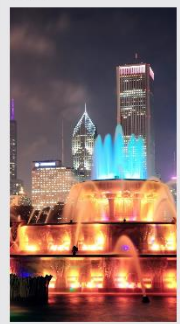
4. BE STRATEGIC WITH YOUR SOCIAL MEDIA PLATFORMS: Social media gives you an opportunity to show up in a real way, create awareness and engage with your target. There are various channels available, and it can get hard to keep up. As you keep your eye on the prize, that'll help you be strategic as you select, and you grow your social media presence. And just because you love TikTok, make sure you can reach your target there as well. Research may show you to more up to connect with your target on Facebook vs. TikTok.

5. CREATE AND PUSH OUT YOUR CONTENT: Develop content that is relevant to your audience. Again, "what's in it for me?" Here's your opportunity to show what you know and position yourself as a thought leader in your space. The beauty of content is that it can be repurposed into a blog post, podcast, social media post or infographic. This can allow you to maximize your efforts, while still staying fresh and relevant.



BONUS: In additional efforts to boost your online presence, I also encourage partnerships with brands or subject matter experts who may have a more robust reach in your industry. An example of this partnership could be a guest host on a podcast or guest blogger. These are tactics that will enable you to tap into their audience, while increasing your awareness.

BRITISH DIGBY, located in Chicago, Illinois, has 10+ years of experience of working with a diverse portfolio of brands by building awareness via national marketing campaigns and special events. Throughout her career, she's partnered with leading US brands, non-for-profit, and military branches. Career highlights include leading recruitment initiatives for the United States Navy and creating opportunities for them to engage with Gen Z and diverse students via events at HBCUs. British is relaunching a magazine designed to empower incarcerated men and women. British has a Master's in Integrated Marketing Communications from Roosevelt University and a Bachelor's Degree in Journalism from Columbia College Chicago.



WE ARE THE COMMUNITY IN UNITY, AND ON SOME SECTIONS,
WE ARE CELEBRATING UNSUNG HEROES.

Why Partner With Us?



Brand Alignment

Collaborating with MBCC ASPIRE Magazine aligns your brand with DEI leaders and innovators, connecting you directly with a discerning and influential audience.



Reach & Engagement

Our readers are highly engaged and passionate about Celebrating Diversity, making our magazine the perfect platform to reach decision-makers and trendsetters.



Multi-Channel Exposure

From print and digital editions to social media and events, we offer multi-channel opportunities to amplify your brand's message and impact.



MULTICULTURAL BUSINESS & COMMUNITY CHAMPIONS
ASPIRE
CELEBRATING DIVERSITY HONOURING UNSUNG HEROES

Sponsorship Opportunities

01

**56 to 60 page each issue,
three issues annually**

£12,000.00

- Full magazine annual sponsorship - three issues:
- Front page – headline
- Content page; Logo.
- Triple page spread
- Logo on Footer
- Back page on each issue.

02

One Issue only

£5,000.00

- Front page – headline
- Content page; Logo.
- Triple page spread
- Logo on Footer
- Back page on each issue.

03

Front Cover Feature:

£2,500.00

04

Small cover insert

£500.00

Header sponsor at the top

£1,000.00

Presentation Sponsorship

£1,500.00

Magazine Event Sponsor

£750.00

Advertising from £859.00 per page.

We work with you to create a bespoke advertising package tailored to your brand's goals and needs.



MULTICULTURAL BUSINESS & COMMUNITY CHAMPIONS
ASPIRE
CELEBRATING DIVERSITY HONOURING UNSUNG HEROES

Success Stories

Gina's Boutique

Campaign Overview:

A fashion boutique serving over 10,000 women in store and online, their ethos Real Clothes for Real Women.

Located in Tamworth

Results

Key metrics, e.g., increased brand awareness, lead generation

48 | MRCZ, ASPIDE Magazine

**GINA'S
BOUTIQUE**
*Fashion Show
Celebrating
Real Women*

BY MARCIA H SPENCE

It's a little new, as it should be in 2012, and anyone, independent of their former line of work, can do anything with a minimal course in the field of today, tomorrow, the business side of it," says Gladys de la Cruz. "It affects the direction to bring every customer feel failures are a confidence."

At the heart of China's Bioeconomy is a sector, the field of biotechnology, that is present in all of the other key areas, providing strong synergy and a substantial driving force for growth. Given its position in the economic structure, an evaluation of the field's impact is therefore essential.

It isn't the ownership of, but the ship whose is. Addressed to them, "anyway, come, they say, when alone by grown up people, the presence of a child is a good thing, because, when the children are in the world, so is the world." (1929).



Tell me something I don't know

Campaign Overview

Allyson Williams MBE, celebrates the success of her autobiography and her recent Lifetime Achievement Alumni Award through the magazine.

Results

Key metrics, e.g., ROI, audience engagement

MRCG ASPINF Magazine | 45

**TELL ME
SOMETHING I
DON'T KNOW**
*Allyson Williams MBE Celebrates
Resilience and Triumphs in New
Autobiography, Tell Me Something I
Don't Know*

Alison Will and MBE, a well-known TV educator, gave evidence at trial that she went to arrange the release of her pet dog, a mongrel dog, to a rescue center. This caused a major scandal. Alison's attorney, however, from a just a few months before, was a prominent lawyer in the area of child abuse and

the challenges of research and education with a growing emphasis on the use of learning technologies.

and the climate of the destination. In 2024, it was reported that the UK's climate, which is often milder, is suffering from being a destination for climate refugees.

Reflecting on her recent accolades, Alyson expresses her immense gratitude, awe, and humility in fulfilling her role as the owner of this diverse and vibrant community. She acknowledges the unwavering support and dedication from all those who have contributed to the success of her business, and she looks forward to continuing to grow and thrive.

The second system has been made from a commercial wood glue, which is available



Our partnerships have a proven track record of success, driving real results for our clients

Let's Connect:

Ready to partner with MBCC ASPIRE Magazine and reach an engaged, influential audience? Let's talk!

Marcia M. Spence, FRSA

Editor In Chief & Creative Director

Director of Marcia M Publishing House Ltd

✉ magazine@mbccawards.com

☎ 0333 242 3915

🌐 www.mbccawards.com

Thank you for considering MBCC ASPIRE Magazine as your partner in reaching the Diversity, Equity, and Inclusion community. We look forward to creating impactful and successful campaigns together.

DO YOU LIKE WHAT YOU SEE?

WOULD YOU LIKE TO RAISE THE
PROFILE OF YOUR BRAND AND
REACH NEW AUDIENCES?

CONSIDER ADVERTISING IN
ASPIRE MAGAZINE



FULL PAGE ADVERT: £759

FULL PAGE ADVERTORIAL: £859

HALF PAGE ADVERT: £459

HALF PAGE ADVERTORIAL: £559

SPONSORSHIP PACKAGES ARE AVAILABLE TOO
EMAIL US FOR FULL DETAILS;
MAGAZINE@MBCCAWARDS.COM

OR CALL 0333 242 3915