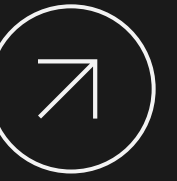


Empowering Black Creatives on the Global Stage



Presented by:
Sam Fray

BLACK PEOPLE IN SPORTS BROADCASTING X CANNES LIONS 2025



WWW.BLACKPEOPLEINSPORTSBROADCASTING.CO.UK

Introduction – About BPSB

Black People in Sports Broadcasting (BPSB) is a professional network dedicated to increasing the representation of Black talent behind the scenes in sports media and broadcasting.

We provide a platform for Black creatives to access career opportunities, industry insights, and professional development, ensuring that diverse talent is not only seen but empowered.

Why It Matters:

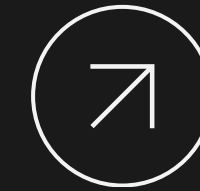
- ☞ Only 3% of Cannes Lions attendees are Black creatives.
- ☞ Black talent is underrepresented in global industry spaces, limiting access to networks and opportunities.

Our Vision:

To build a more diverse, innovative, and equitable creative industry by amplifying Black voices behind the scenes.



The Opportunity – Why Cannes Lions Matters



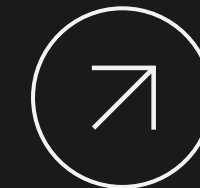
Why Cannes Lions Matters

Global Impact

- Network with over 13,000 industry professionals from more than 100 countries.
- Gain exposure to award-winning creative campaigns that set the global standard.
- Attend curated content sessions featuring industry legends and global brands.

Why This Matters for Black Creatives

- Black creatives remain underrepresented in the global creative industry.
- Cannes Lions provides an unmatched platform to showcase talent and influence industry conversations.
- Your sponsorship will enable Black creatives to connect, learn, and thrive on a global stage.



Our Solution

We're creating a once-in-a-lifetime opportunity for four Black creatives to attend Cannes Lions 2025 — fully funded event tickets. With your support, we can provide the access and visibility needed to create real career-defining change.



REDEFINING REPRESENTATION IN
SPORTS AND LIVE BROADCASTING

Sponsorship Overview – How Sponsors Can Make an Impact

Your Support = Real Impact

By sponsoring BPSB's presence at Cannes Lions, you will:





- ✓ Increase Black creative representation at a global level
- ✓ Establish your brand as a leader in diversity and inclusion
- ✓ Provide career-changing access for underrepresented talent
- ✓ Align your brand with innovation, creativity, and equity



Flexible Sponsorship Opportunities

We've designed a range of sponsorship options to fit your business objectives and budget.

Every contribution directly funds travel, accommodation, and visibility at Cannes Lions for Black creatives.

Tier	Contribution Level	What It Covers	Sponsor Benefits	Realistic Reach Metrics
Industry Champion 	£10,000 x 1	Full coverage for four creatives (travel, accommodation, and per diems)	☀ Logo on all event materials ☀ Dedicated boosted social media posts ☀ Co-branded case study	Impressions: 10,000+ Engagement Rate: 5%+
Creative Catalyst 	£5,000 x 2	Full coverage for two to four creatives (travel, accommodation, and per diems)	☀ Logo on key materials ☀ Social media shoutouts ☀ Mention in press releases	Impressions: 7,500+ Engagement Rate: 4%+
Community Partner 	£2,500 x 4	Full coverage for one creative (travel, accommodation, and per diems)	☀ Logo on website ☀ Social media recognition post-event	Impressions: 5,000+ Engagement Rate: 3%+
Supporter 	£500–£2,000* detailed breakdown next page	Contribution towards travel costs	☀ Thank-you mentions on social media ☀ Inclusion in post-event report	Impressions: 2,500+ Engagement Rate: 3%

SUPPORTER CREATIVE BURSARY PROGRAMME (PACKAGE DETAIL)

your support will directly fund the attendance of Black creatives at Cannes Lions.

The Cannes passes are already secured — your contribution will help cover the essential costs of getting them there and ensuring they can fully engage in the experience.

💡 How This Breaks Down:

- **£2,000 covers the cost of travel, accommodation, and per diems for one creative because:**
 - **Travel costs (flights, trains): ~ £500**
 - **Accommodation (during Cannes): ~ £1,200**
- **Per diem (meals, daily expenses): ~ £300**

DONATE ❤️

Contribution Level	What It Covers
£500	✔ Contribution towards travel (flights, trains) or accommodation for one creative
£1,000	✔ Full coverage of travel costs (flights, trains) for one creative
£1,500	✔ Full coverage of travel costs ✔ Contribution towards accommodation for one creative
£2,000	✔ Full coverage of travel costs ✔ Accommodation for one creative

COMMUNITY-POWERED GIVING: BUY A CREATIVE A COFFEE ☕

We've launched a grassroots donation campaign to help cover travel and accommodation for our Cannes Lions 2025 team.

What's New:

We've now confirmed 5 Black creatives and 3 BPSB team members—that's 8 of us heading to Cannes!

Why this campaign matters:

- ✓ Makes it easy for individuals to support
- ✓ Builds buzz and visibility
- ✓ Complements formal sponsorship with community energy

Every sip counts:

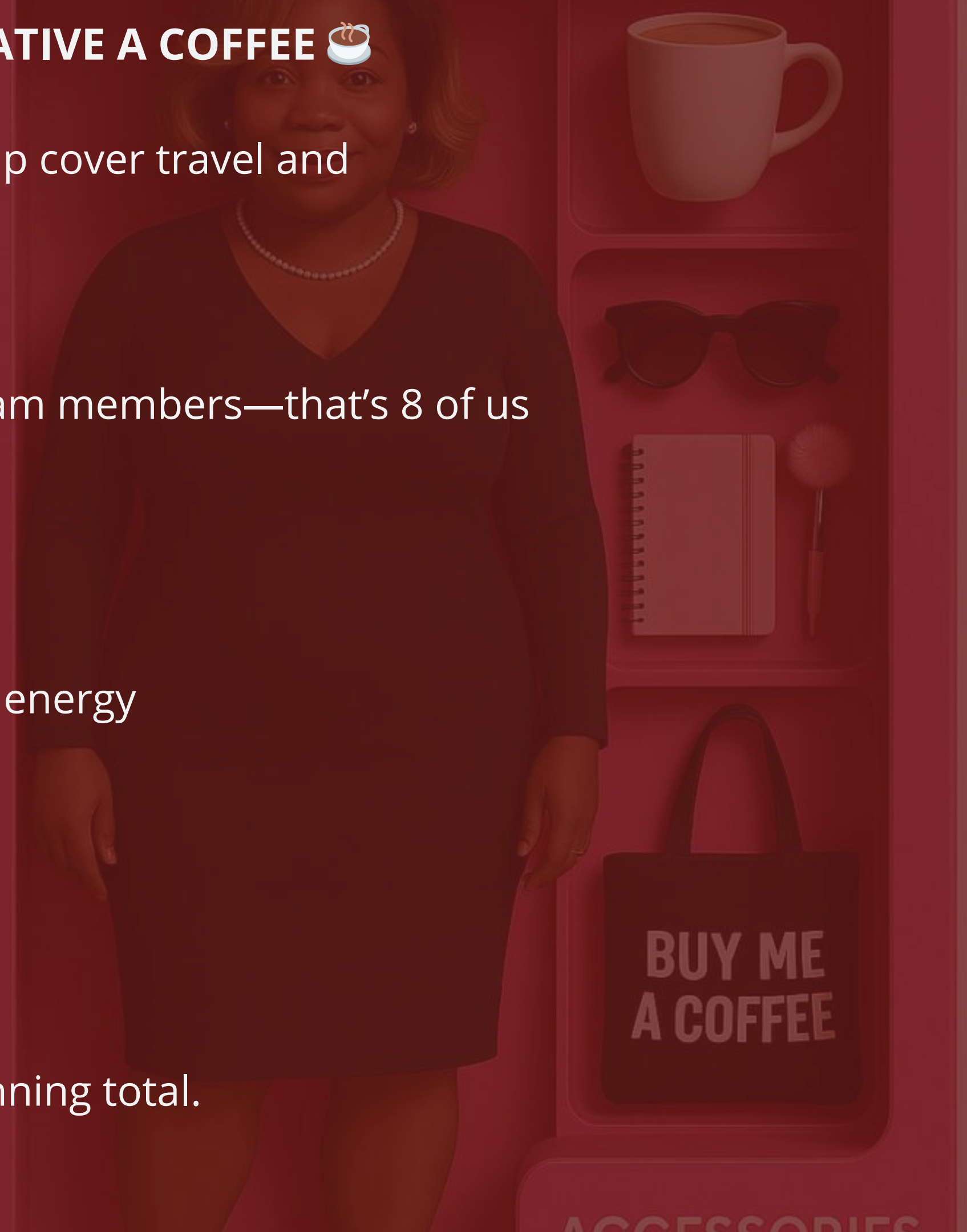
☕ £3.50 = One French latte

☕☕ £7 = Two lattes to share ideas over

☕☕☕ £10 = A round for creative brainstorming



All previous donations are safe and included in our running total.



GROUP CREATIVE SPONSORSHIP (PACKAGE DETAIL)

✓ Total Goal:

We aim to take 4 creatives to Cannes, so we need a combination of the following to reach our target:

- 1 x Industry Champion (£10,000) – Fully funds four creatives, exceeding our target and providing extra support.
- 2 x Creative Catalyst (£5,000) – Would fully fund four creatives.
- 5 x Community Partner (£2,000) – Would cover one creative each.

Supporters can provide additional help towards travel, accommodation, or meals.

WHY SPONSOR BPSB?

THE VALUE OF YOUR SPONSORSHIP

Sponsoring BPSB's presence at Cannes Lions positions your brand and organisation as a leader in driving diversity and inclusion within the creative industry and beyond.

Key Benefits:

- ✓ Positive brand association with DEI and innovation
- ✓ Direct impact on career progression for underrepresented talent
- ✓ Post-event media exposure and recognition



Governance & Accountability

Ensuring Impact and Accountability

We are committed to transparency and accountability. Sponsorship funds will be managed by the BPSB advisory board, and all sponsors will receive:

- A detailed post-event report
- Key performance indicators (KPI's) tracking impact
- Testimonials and feedback from participants

Your support will have a tangible, measurable impact.

Meet the team



Sam Fray - Founder

Sam Fray is a transformative talent development leader with over a decade of experience in the media industry. As founder of Black People in Sports Broadcasting, she combines her expertise in coaching, diversity and inclusion, and production to drive meaningful change in sports media. Recognised as a Break Through Leader 2024, Sam's passion lies in empowering new voices and advocating for authentic and sustainable diversity practices.

Advisory board members



Zoiey Smale

Expertise as a Global Diversity and Inclusion Practitioner helps shape our approach to creating equitable opportunities in the sports ecosystem.



Tracey Forsyth

Tracy Forsyth has a wealth of experience - Coach and Founder, Fast Track to Fearless & Leadership Director Women in Film and TV provides invaluable strategic guidance to strengthen our impact.

Communication assistant



Elisha Fray

Marketing Communications Assistant and third-year Advertising and Brand Communications student at MMU, combining academic insights with hands-on experience to enhance social media presence and marketing strategies for diverse clients.

Project Timeline

O1

- Launch event hosted at the Film and TV charity on the 26th February.
- Applications Open - 27th February.

O2

- Selection of Creatives - 8th April - Review applications.
- 10-12th April, shortlisted applicants invited for an informal chat.
- 15th April winners announced.

O3

Cannes Lions Attendance - 16th - 20th June, the festival will be on during this week. Travel will be either side of these dates.

O4

Post Event Impact Report - we will be arranging mentors and post event interviews with winners so we expect an impact report no later the August 2025

Thank You

Let's Make an Impact Together



Your Contact Details:

✉ Email: info@blackpeopleinsportsbroadcasting.co.uk
🌐 Website: www.blackpeopleinsportsbroadcasting.co.uk
■ linkedin: [blackpeopleinsportsbroadcasting](#) |
Instagram - [blackpeopleinsportsbroad](#) |