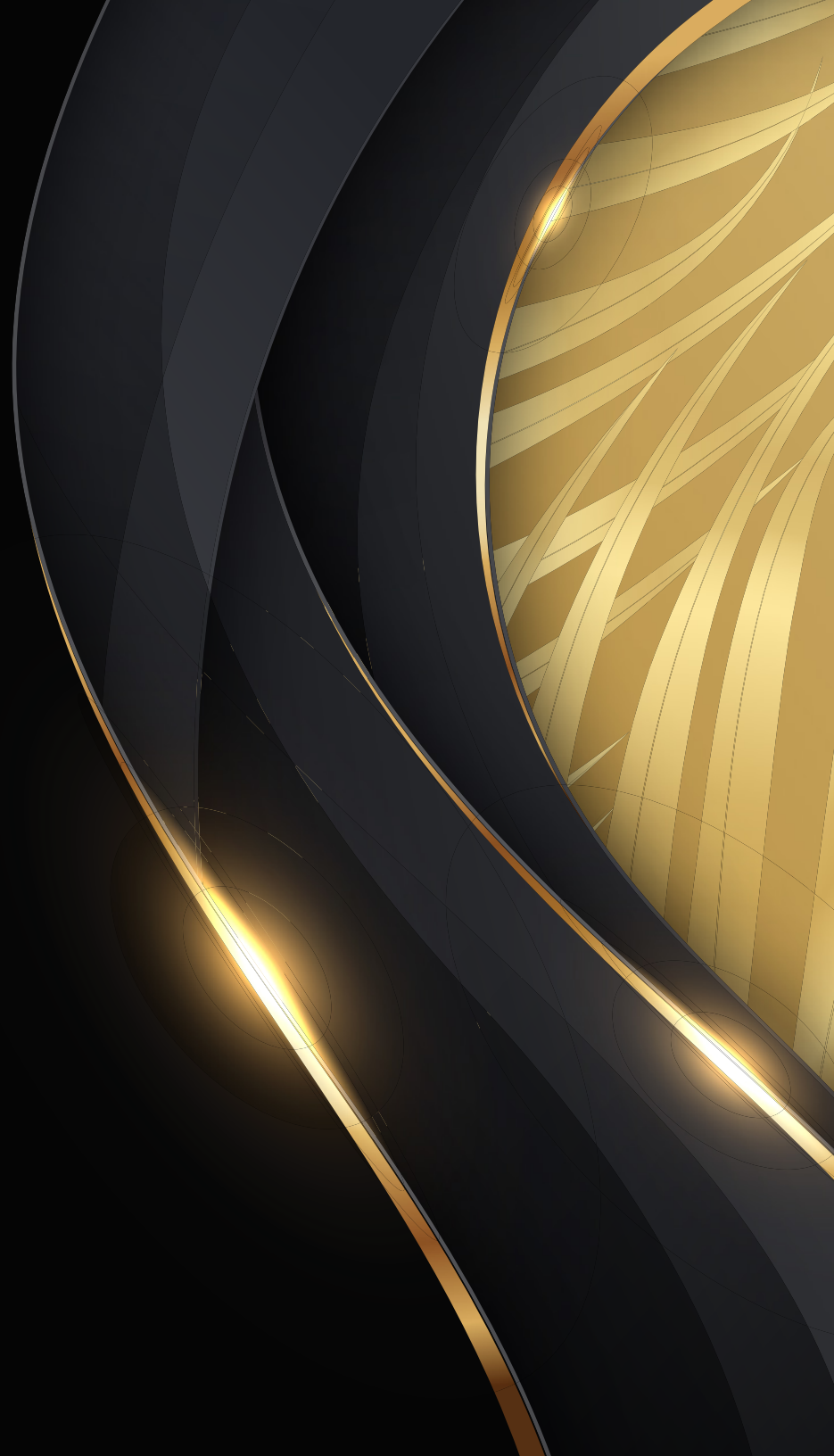


The background features several overlapping, curved, glowing golden lines that create a sense of motion and depth against a dark, almost black, background. The lines vary in thickness and brightness, with some appearing as sharp, bright streaks and others as softer, more ethereal curves. The overall aesthetic is modern and sophisticated.

YOU MAKE **ICONIC** IMPACT
THE VIRGIN ISLANDS ICON AWARDS **IMPACT REPORT**



The Virgin Islands Icon Awards appeared on stage on Monday, 1st July 2024 after *four years of planning*. It was worth the wait! At the *sold-out show*, held at the Multipurpose Sports Complex, attendees had the chance to see and experience *Virgin Islands excellence* from the red-carpet arrivals to the moment when the final “good night” was said.



INTRODUCTION

Long before the show began, it had taken 16 senior producers and 39 youth producers, five months to write to the three-hour long production which seamlessly weaved presentation of awards, poignant Virgin Islands-based performance and video presentations together as the show dominated Virgin Islands Day and officially being adopted as an official event of the day by Premier of the Virgin Islands Honourable Dr. Natalio Wheatley who also served as Patron of the Awards.

The show made an undeniable impact which resulted in attendees taking to social media to sing the praises of the producers for its organisation, entertainment choices, special gifts and the celebration of the Virgin Islands people in a way never done before. The exponential impact of the show was that, not only has the brand 'The Virgin

Islands Icon Awards' been established, but the early adapters who contributed to its success, now all share in the success story and have positioned themselves as brands who choose to work with other winning brands and have cemented themselves as businesses who are good for the good of The Virgin Islands.

Yet, nothing compares to seeing the 39 young producers bringing their dreams to life. These young and energetic producers embraced a herculean task and their hard work paid off!

With no rest for the weary, the clamouring for the 2025 edition has already begun and while we have already begun planning, we cannot look to 2025 until we wrap 2024 with a full report on the impact this brand has made in such a short time.

MISSION AND VISION

The mission of The Virgin Islands Icon Awards is to ***"give people their flowers while they are alive"***.

The mission of The Vlconic Training Academy is to ***"teach young people from ages 14-35 the art of event production, event management and the works of a non-profit organisation to recognise residents of the Virgin Islands for outstanding achievements in various fields of human endeavour."***

Our vision is to ***"be the number one award show in the territory for the celebration of outstanding residents."*** So too, our vision for the Training Academy is to ***"be the foremost authority on training youth for in the art of production science and event management for the benefit of non-profits."***

Please take the time to review the many ways you helped us to do something so iconic.



THE VIRGIN ISLANDS ICON AWARDS

IMPACT REPORT

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CORE PROGRAMMES

HOW WE MAKE AN IMPACT



THE VICONIC TRAINING ACADEMY (TARGET BENEFICIARIES) -FEBRUARY TO JULY 2024

The VIconic Training Academy is the single largest component of The Virgin Islands Icon Awards outside the show itself. Limited to 50 students annually, the training course is open to 10th, 11th and 12th graders of all public and private high schools and to college students.

Registration for the Training Academy happens in December and January and classes begin in the first week of February and end on the night of the show in July.

Participants must complete all courses to be eligible for a certificate and must appear at the show and work on their team completing their assignments to complete the programme.

After enrollment, participants train for **20 weeks**, amassing **800 hours** of learning time and/or practical experiences.





THE INAUGURAL OF THE VICONIC TRAINING ACADEMY



Abigail Dianna
MCGLORE



Abigail Bianca
ALLENSWORTH



Adrian
GILBERT



Alyah
MOHABIR



Amos
POLLARD



Caden Ajonae
PHILLIP FAHIE



Christian
VANTERPOOL



D'Mara Therese'
NEPTUNE



Dakarai Love
WHEATLEY-ADAMS



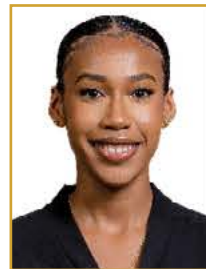
Deshawn Malique Jalen
DASILVA



Desrick
BUTLER



Devon D.
LETEEN JR.



Elaine
JAMES



Jade
FARINHA



Jaydenne Allegra
DALEY-ASPINALL



Jerisha Jenea
JONES



J'Liya Mari
NIBBS



J'Maya Morrissa
MARK



J'Von Shamar Braden
SMITH



Mia
MORTON



Nikelle Danielle
MELVILLE



Rayanna Shyann Leah
DEPEZA



Raymech Malif Jelani
BROWNE



Rochanna
BUTLER



Shajayla Lorna
HODGE



Shakira Patricia
HENDRICKSON



Siyanda Rhyana
BRUCE-YOUNG



Tanesha
HUSHMAN



Tanesha Ashanti
WARNER



Tanya Latoya
WARNER



Teanna
SMITH



Trista Petrice
SHORTTE



Victoria Maria
MALONEY



Zephauria Shekera
DALEY

Courses offered as part of The Vlconic Training Academy are:

Orientation and Team Building

Event Venue Scoping

Introduction to Sponsorship

Introduction to Event Planning and Management

Social Media for Events

Show Scape and Props

Nominees Special Production Practical

Artist Booking and Handling

Organisation and Time Management

Script Writing

Photography for Events

The Art of Production and Event Customer Service.

Event Stress Management

It costs \$750 per participant to operate the Vlconic Training Academy. Participants receive a bag, book, writing material and branded shirts as official participant gifts, work tools and uniforms for public-facing events.

ALL participants participate in the Training Academy for FREE, thanks to our sponsors!

Participants may use SOME activations for community service, but receive no community service hours for classes which are of personal benefit to them.

At the conclusion of the Training Academy each participant receives a signed certificate of completion, a letter of recommendation, a formatted resume builder and a professional headshot.

Five of the participants are also awarded Top 5 positions which gives each of them an iPad (sponsored) and a flight for two (sponsored).

One participant is additionally announced as Volunteer of the Year and receives a \$2,500 scholarship and a Vlcon trophy.



INSIDE THE VICONIC TRAINING ACADEMY THROUGH PHOTOS

Participants complete 22 different modules in order to complete the theory requirements for the programme. Here, participants are paying close attention to Bisa Smith, who presented on Event Stress Management. Participants also pay keen attention and participate knowing that there are incentive prizes given weekly.





Whether scripting, producing or hosting, participants are responsible for all parts of the productions they create. L to R: Participants appeared on screen to announce the nominees to the nation. Participants travelled to Virgin Gorda to produce a portion of the Nominees' Announcement Special with two judges who are resident on Virgin Gorda. Finally, male participants included in the script appeared on camera to present five sponsors with floral tokens of appreciation.

Events like Iconic Night! are created to test the knowledge that the participants gain and to give them a real-life practical. They get their first hands-on experience and then get to discuss the event noting their wins and losses.



We expect our participants to learn by doing, seeing and being present. Below, the participants are measuring and figuring out how to hoist a large flag for a dramatic reveal at the show, while other, participants and producers consult with designer Kristin Frazer to select a gift to be placed in the winners' bags. Participants also meet with Ernest 'Popeye' Scatliffe to walk through the event space to confirm layout and items needed for the production.





As a part of the programme, each participant receives professional headshots to be used to market and represent themselves professionally and as part of the programme. The headshots are intended to ensure that when our new ambassadors are called for various appearances, they are presenting their best selves.



Scan the QR Code
to hear from the
participants themselves.

NOMINEES ANNOUNCEMENT TUESDAY, 2ND APRIL 2024

The Nominees Announcement is the first time that 36,700 people tuned in for the announcement of our 2024 nominees. The primetime special aired on our Facebook page and was shared 68 times. Early sponsors of the Awards received advertising spaces and awards which were named for sponsors received their first announcements live on the show.





Brands were
exposed to nearly
40,000 people!

NOMINEES BRUNCH SATURDAY, 11H MAY 2024

The first interaction with the 2024 nominees comes at the Nominees Brunch. The event was held at the Diamonds International Store at the Cyril B. Romney Tortola Pier Park on Saturday, 11th May. Nominees came to be celebrated and to receive their certificates which official make them nominees. The event is designed to not only bring the nominees together, but to also use locations to encourage commerce.

The event is also produced and managed by The Vlconic Training Academy which is the first event they design and control.



“Nominees came to be celebrated and to receive their certificates which official make them nominees.”



THE VIRGIN ISLANDS ICON AWARDS **MONDAY, 1ST JULY 2024**

The Virgin Islands Icon Awards is a dazzling two-to-three-hour long spectacle which celebrates the best in class of the Virgin Islands. The show is curated to present 26 awards on stage and award segments are separated by performances, each chosen to present unusual combinations, legendary performers or to teach elements of Virgin Islands culture and history.

The stage show is the guided by two senior producers, while each part of the show itself is guided by a senior producer and a staff of trained junior producers. Tickets to the show are sold for \$140 allowing attendees comfortable seating, complimentary photos, open bar service, signature carrying bags, collector's edition programme book, branded gift, items from sponsors and an unforgettable night. Sponsors also get to showcase their brands to a captive audience.





Highlights from the show

- 🏆 *Arliene T. Penn wins the first Virgin Islands Icon Award for Religion/Spirituality/Inspiration becoming the first winner of a Virgin Islands Icon Award in history.*
- 🏆 *Eileen L. Parsons won the award for History/Culture/Tradition at the age of 93.*
- 🏆 *Three Virgin Islands powerhouses in music open the first show in the first extraVlganza. Raul "Jougo" Sprauve, Eustace "Boss" Freeman and Dante "Pascal" Wattley appeared on stage together.*
- 🏆 *Virgin Islands Cultural Icon Elmore Stoutt and the legendary BVI Heritage Dancers appeared on stage together for a one-of-a-kind performance.*
- 🏆 *Winners of awards were additionally treated to 29 gifts from Virgin Islands brands. The gifts represent the willingness of local brands to support this platform and is a further testament that the platform is perfect for showcasing local brands to a wider audience.*



Scan the QR Code
to see highlights
from the show.

OUR PARTNERS

The Virgin Islands Icon Awards is a registered nonprofit organisation and so, all activations are only possible with the kind support of our community. Most contributors donate towards The VIconic Training Academy allowing students to enroll for free, and to fund the set designs and other elements which they must collaborate on and make together, some with professional supervision.

PARTNERING SPONSORS

Alvera Maduro-Caines
Caribbean Insurers Limited
CIBC
CG Insurance
Digicel
Eureka Medical Center and
the Bougainvillea Clinic Private
Hospital
Skelton Group of Companies
The Guana Fund
The Wellness Center Clinics House
of Luxury
Marckenson Air-conditioning
Ministry of Education and the
Honourable Sharie B. DeCastro
Ms. Noni Georges
National Bank of the Virgin Islands

Penn Medical Centre
Premier Dental
Republic Bank
\$UPA VALU Ltd.
UNITE BVI
VP Bank
Walkers

CLOTHING AND STYLING SPONSORS

Beautiful by Jasanay
Good Fellas
Petra's Glamorous Fashion
Runway Couture
The Dressing Room
The People's Shoe Store
The Royal Shop
UMI

AMENITIES AND EXPERIENCE SPONSORS

Ambiance Lighting
Balloon Affair
Bella Blooms
Blossoms Florist
BVI Promotions
Caribbean Cellars Ltd.
Everson "Casper" Rawlins
E&A Catering
The French Deli

PROMOTION, MEDIA AND PRODUCTION SPONSORS

420 Studios
Advertise It BVI
Albert Cheraymond
Amos Pollard

Anthony Cheltenham, Jr.
Bria Smith
BVI Hot Press
Caden Fahie
Camroy Prince
Dakarai Wheatley-Adams
Destined Designs
Digicel
DH Web Media
Dorian Hodge
Fuze Radio
Flow
Giovanni Herbert
Glen Blake Charabim
Guavaberry Media
Infinity Productions
Jahphix
JTV
Jermaine Baltimore
Kaleel Donovan
Michael Jack, Jr.
Naudia Turnbull
Rami K. Garcia
Reshawn Stevens
Jhaka Wooding

Shane Jones
TMB Media
Tola Radio VI
Your Advertising Sign Here
ZBVI Radio Station
ZROD 103.7 FM

THE VICONIC 1,000

Beans Coffee Shop
BVI Chamber of Commerce
Freeman's Laundromat
Infinity
Natalie Hodge-Pickering
Sandra I. Ward
Sheila George
VI Sweet Treats

VICONIC TRAINING ACADEMY GIFTING SPONSORS

VI Sweet Treats
360 Beauty Salon
CB Romney Tortola Pier Park
Crazy Threadz
Digicel
Flow
For Deh Kulcha

Fragrance Oasis VI
Hustlers Never Fold
Iniire
KG Creative
Leading Lady of Destiny
Marckenson Air-conditioning
National Bank of the Virgin Islands
Nutmeg & Co. BVI
Red Sun Aromatherapy
SAID Department Store
Thrive by JBY
Trefle Designs
URBAN VI

NEVER WOULD HAVE MADE IT WITHOUT YOU ...

BVI Tourist Board & Film
Commission
Diamonds International
Hakim T. Creque
Hilda Malcolm
Lotoya Freeman
Naline Ali
Randall S. Thomas



Donors and Sponsors gave over **\$70,000** to power the entire experience.

\$30,000 plus was spent on training the 39 participants. Additional expenses are covered by the organisation for any young person who may be without basic requirements for participation.

\$5,000 was presented to Kyra James Douglas winner of the Emerging Youth Talent Award.

\$2,500 was designated for the top performer of The Vlconic Training Academy

70% of all monies raised is spent in the Virgin Islands economy and used to power local performer appearances.

No producer receives any portion of monies raised for their contribution to The Virgin Islands Icon Awards.

THE NUMBERS SAYS IT ALL

29,500

joined us for the announcement of the recipients of the Lifetime Achievement Award and the Emerging Youth Talent Award.

800 hours a training and community service completed

20,200

joined us for the Red-Carpet arrivals show.

39 young people competed **22** weeks of training and received Certificates of Completion

36,700

joined us for the announcement of the 2024 Nominees

139 unique brands contributed to make The Virgin Islands Icon Awards and The Vlconic Training Academy a success

625

people attended the first show

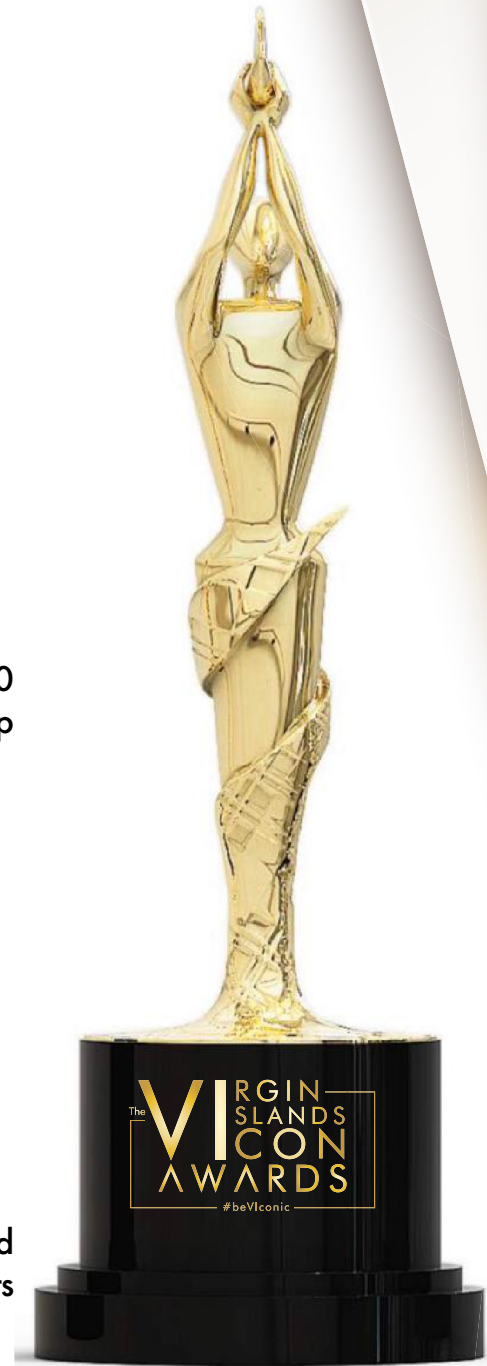
1 youth participant received a \$2,500 scholarship

20,000

joined us for the short clip "The Show Has Began". Viewership of videos range from 1,000 to 4,900 views.

5 youth participants received iPad gifts

5 youth participants received flight (trip) gifts



YOU MAKE **ICONIC** IMPACT