

YOU MAKE ICONIC IMPACT

THE VIRGIN ISLANDS ICON AWARDS
IMPACT REPORT





The **VIRGIN ISLANDS
ICON AWARDS**
#beVlconic

It's hard to believe that just 365 days ago, we did this for the first time. The Virgin Islands Icon Awards and the Vlconic Training Academy are newcomers to the awards world and the world of youth centered programmes, but we feel at home and welcomed by the community. That's how you know that these platforms are "answers" to questions and "solutions" to problems. That simply means that each part of our programme is dutifully fulfilling its purpose and rising to the occasion and needs of our community.

INTRODUCTION

The second annual Virgin Islands Icon Awards ceremony was presented to an equally iconic audience on Sunday, 6th July 2025. Guests at the event experienced Virgin Islands excellence from the LIVE broadcasted red-carpet arrivals to the remarkable on-stage production.

The production was the result of the hard work of 17 senior producers, 16 returning youth producers, and 36 participants from The Vlconic Training Academy.

Event planning began almost immediately after the July 2024 show concluded, and proof of the production team's enthusiastic effort and effervescent energy was undeniable witnessing the 2025 production, which exceeded that of 2024.

The three-hour long production was a true fusion of various elements of Virgin Islands culture, history and creativity, a perfect event leading up to Virgin Islands Day. Attendees won't soon forget the legendary musical performances, comedic relief brought by the enigmatic host Mr. Temulji Hughes, and of course, the celebration of Virgin Islands icons.

If impact is measured in numbers, then:

22 categories

70-plus sponsors

90 nominees

644 ticketed guests

715 total attendees is indication.

If impact is measured in feedback, then the honest, unfiltered and non-solicited in person and social media comments lauding the winners and production team for another successful event, is confirmation.

The exponential impact of the show is a community of winners, not just those who took home statues, but also the nominees, businesses and brands now associated with The Virgin Islands Icon Awards brand.

While the team is looking ahead and actively planning the 2026 edition, we look to the 2025 report for a glimpse of the impact the brand has made in such a short time.

MISSION AND VISION

The mission of The Virgin Islands Icon Awards remains unchanged, and is simply, "give people their flowers while they are alive."

The mission of The Vlconic Training Academy is to **teach young people from ages 14 to 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 Vlconic Training Academy is to **be the foremost authority on training youth 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 MADE ONE IDEA, BECOME SOMETHING SO ICONIC.

2025 VIRGIN ISLANDS ICON AWARDS IMPACT REPORT

TABLE OF CONTENTS

Vlconic Training Academy pg.5

The 2025 Vlconic Training Academy Graduates pg.6

Nominees Announcements pg.14

Nominees Day pg.16

The Virgin Islands Icon Awards pg.18

Our Partners pg.20

The Numbers Say It All! pg.25

CORE PROGRAMMES

HOW WE MAKE AN IMPACT



THE VICONIC TRAINING ACADEMY (TARGET BENEFICIARIES) - 2ND FEBRUARY TO 6TH JULY 2026

The Viconic Training Academy is the 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. The interest was so great that we allowed two mature 9th graders to join this cohort.

Registration for the 2025 Training Academy happened in December 2024 and January 2025 and classes began in the first week of February and ended on the night of the show in July. Participants were expected to complete all courses to be eligible for a certificate and must have appeared at the show and work on their assigned team to complete the programme.

After enrollment, participants train for **22 weeks**, amassing **800 hours** of learning time and/or practical experiences.



THE 2025 VICONIC TRAINING ACADEMY GRADUATES



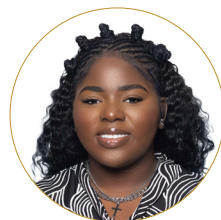
**A'nyah Ajonnae
THOMAS**



**Adri-Ana
EL SHABAZZ**



**Akeelah Amiella
BRYAN**



**Anina-Marie Ashanti
HURST**



**Aniyah Jayla
WILLIAMS**



**Auri-Ana Anika
EL SHABAZZ**



**Azalea
MALONEY**



**Chaundre
LIBURD**



**Deniqua Samia
MCSHEENE**



**Ellianna Sasha Monique
FORBES**



**Haleem Randy
JACOBS**



**Jade Symone
SMITH**



**Jaeda Xania Catherine
STEVENS**



**Jahnear Armani O.
FRETT**



**JaQuinn
THOMAS**



**Jo-Lyssa
BRIZAN**



**Kayla Therese
JACINTO**



**Kemoya Romeila
CHARLES**



**Kenesha
CHESNEY**



**Khemoe Atiiba
FOY, JR.**



**Naomi
ONWUFUJU**



**Nikeideon Anassa
MELVILLE**



**Omari John
HURST**



**Rashauna Alicia
DIXON**



**Tiya Michel
HERBERT**



**Tyana Sharde
CADDLE**



**Xhayne
PEMBERTON**

Courses offered as part of The 2025 Vlconic Training Academy:

Orientation and Team Building

Event Venue Scoping

Introduction to Non-profit Sponsorship

Introduction to Event Planning and Management

Social Media for Events

Show Scape and Props

Nominees Special Production Practical

Artiste Booking and Handling

Organisation and Time Management

Script Writing

Photography for Events

Event Stress Management

The Art of Production and Event Customer Service

It cost \$700 per participant to operate the Vlconic Training Academy in 2025. Participants received a branded book bag, training book, writing material, an umbrella for protection against the weather and a charging bank. They also received branded shirts for use

as part of the academy and other 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 five (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 posing with Dr Ricardo Wheatley, Director of the BVI Hong Kong Office who presented on the BVI Asia Study Abroad Programme. Participants also pay keen attention and participate knowing that there are incentive prizes given weekly.





Above: Participants colour-matching at the Paint Factory

There's work to be done **and they have to do it.** Here, participants and producers visit The Paint Factory to choose the right paints for the props they helped design. The finishing of the props is the responsibility of the VTA. Positioning them into the perfect place on the night of the show is also their duty.



Many nights are spent chaperoning performers in the studio ensuring the right sounds for the show. As producers, VTA students can make judgement calls about song selection, segments and performers. The production is primarily in their hands.



Above: Participants with performer Glenford "Chappy" Maduro during rehearsal



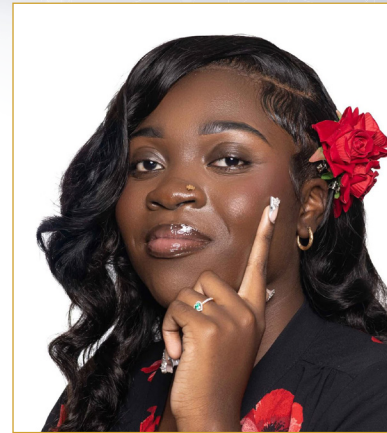
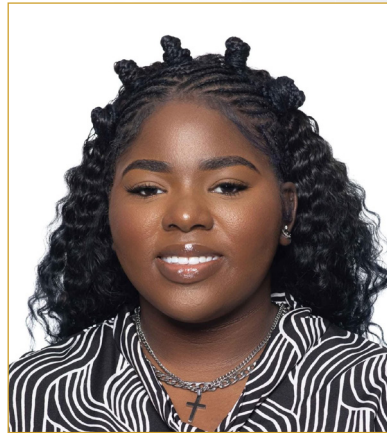


Above & Left: Participants building and painting props.

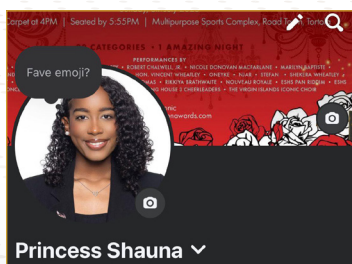
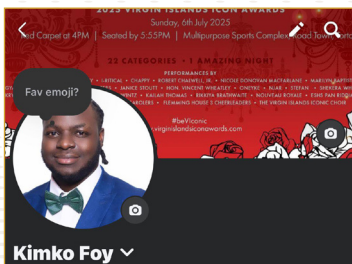
At a woodwork shop in Baugher's Bay, Auri-Anna and Rashauna found themselves inspecting and approving props for the 'In Memoriam' Segment. They would later paint this prop and place hundreds of candles on its frame to secure a glowing look for its stage debut.

Together they get the work done. The girls are always more dedicated to the tasks than the boys and they never hide it. They paint, lift, nail and build many props. Because it's true, anything men can do, they are confident that they can do better.

Let the transformations begin! Our most expensive venture is the headshots day where each VTA student gets a professional headshot to leave the VTA with. Our vision is that when they



apply for jobs, make their LinkedIn profiles or are called to be on panels, they have the best photo to present themselves at their best. It's their first introduction into the need for professional photos and their call to ditch selfies for anything other than casual interactions among friends. It's an exciting night when they all receive the photos they approve and switch their social media photos at once. It creates a stir among Facebook users and we are delighted to see the implant it has on them.



Scan the QR Code to hear from the participants themselves.



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

The facts speak for themselves:

- Training Academy students have been given paid opportunities to cover music festival and Virgin Islands Emancipation Festival
- Training Academy Students have been offered full time employment in fields directly related to skills they've learnt in our programme.
- The Government of The Virgin Islands have sought their production assistance and handling at major events like

Heroes Live Forever: The H. Lavity Stoutt Concert and the 75th Anniversary Concert for the House of Assembly of The Virgin Islands.

- We've seen our students blossom with confidence enough to compete in and win pageants.
- Two of our students have been chosen to represent The Virgin Islands internationally.
- Business organisations have called producers for testimonial thereby affirming that businesses see the VTA as a credible source for training and nurturing of talents.
- Our top performing student in 2025 received a full scholarship from the BVI Hong Kong Office.

NOMINEES ANNOUNCEMENT MONDAY, 2ND JUNE 2025

The 2025 Nominees Announcement drew an audience of **53,400 viewers**. The primetime special aired on our Facebook page and was shared **89 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 50,000
people!

NOMINEES DAY SATURDAY, 11TH MAY

The first interaction with the 2025 nominees comes at the Nominees' Day. The event was held at the Eileene L. Parsons Auditorium at the H. Lavity Stoutt Community Centre on Saturday, 11th May. Nominees came to be celebrated and to receive their certificates which officially made them nominees. The event is designed to not only bring the nominees together, but to add to the event planning experience of the Vlconic Training Academy, who produced and managed the event.



THE VIRGIN ISLANDS ICON AWARDS MONDAY, 6TH JULY

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 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.



*Above Left: Deborah Reynolds O'Neal accepts the VP Bank Lifetime Achievement Award for her work as an entrepreneur.
Above Right: Khari Adams receives his award for Visual Arts: Photography. Khari beat four other notable photographers for the 2025 award.*

Tickets to the show were sold for \$150 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.



Above Left: 644 seats were draped in white and each one was filled. Other guests found seats on elevated risers or chose to nestle at the open bar all night long. Above Right: The Virgin Islands Icon Awards is not just a celebration for icons, but we celebrate local talent too! We were honoured to enjoy the FIRST EVER ON-STAGE PERFORMANCE by new artiste Stefan, who presented a critically acclaimed album at the end of 2024.

Highlights from the show

- 🏆 *DeAnna Wattley, the original singer of The Virgin Islands Territorial Song, performed the song to open the 2025 show.*
- 🏆 *Representative for the Ninth District and Minister for Health and Social Development Honourable Vincent Wheatley joined Gyassi Alexander and Brandon Walters for a one-of-a-kind performance.*



Above L to R: From notable names like Adaejah Hodge to familiar dishes from Irie Ites Ital to familiar voices like that of Dean “The Sportsman” Greenaway, the Icon stage has seen the biggest and best of Virgin Islands talent be celebrated for their year of dedication. We are honoured that they come as INDIVIDUALS and leave even happier as ICONS.

- 🏆 Winners of awards were additionally treated to 27 gifts from Virgin Islands brands valued at \$1,196.99. 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.
- 🏆 Musical legend Glenford “Chappy” Maduro performed as part of the Iconic Performance marking the 30 year anniversary of his hit song, Bernie.
- 🏆 Summer debut success, Stefan, gave his first LIVE performance since his debut album success. Stefan brought the fictional Lido’s Kitchen to life in a High School musical-like performance that wowed the 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 Vlconic 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.





THE VICONIC 1,000

BEANS COFFEE BVI
BIG BROTHERS GAS STATION
BVI INVESTMENT CLUB
CCP FINANCIAL CONSULTANTS
DRIFTWOOD SPA

FREEMAN'S LAUNDROMAT
HIGHER ELEVATION CONSULTANCY
INFINITE SOLUTIONS
INFINITY
NATALIE HODGE-PICKERING
ONE MART

PICSMITH MEDICAL
SANDRA I. WARD
SWIFT PACK BVI
THERAPY 2 THRIVE
VI SWEET TREATS
QWOMAR TRADING LTD.

NEVER WOULD HAVE MADE IT WITHOUT YOU. THANK YOU!

THE ASSEMBLY OF JUDGES

Tasha K. Bertie
Troy Christopher
Hakim T. Creque
Jason Edwin
Keiya George
Xa'v M. D. Gordon
Sasha Flax
Avelinda Freeman
Akeya Herbert
Roger Martin
Briana Henley-Mather
Darell Fahie
Darryl Flanders
Feliza Fenty
Byron "Chucky" Hodge
DonTaé Hodge
Shauvon Hodge-Frank
Gorvey Anderson Henry
Bisa Smith
Desiree: Smith.
Leina Smith
Shamahl Smith
Kim Takeuchi
Dr. Jardine Torno

HELPERS AND PRESENTERS

Alvera Maduro-Caines

Antonio "Andy" Jeffers
Williams
Bianca Dougan
Chelsea Hodge
Dr. Arliene T. Penn
Dr. Natalio D. Wheatley
Ernest "Popeye" Scatliffe
Eunice Crawford
Fabian Devonish
Ghana Skelton
Jacqueline Malone
Joy Penn
Maria V. Glasco Smith
Marion Blyden
Marsha Pemberton
Monique Donovan
Natalie O. Hodge
Omonike Robinson-Pickering
Pamphil Prevost
Shaunice Leonard
Temulji O. R. Hughes

CLOTHING & STYLING

Beautiful by Jasanay
Freeman's Laundromat
Good Fellas
Hilda Malcolm
I AM Clothing

Lotoya Freeman
Petra's Glamorous Fashion
Presenda Williams
Quami's Sewing & Design
The Dressing Room
The People's Shoe Store
The Royal Shop
Treasures of the BVI
Umi
Victoria's Fashion Boutique
Viola Salomon

AMENITIES & EXPERIENCE

Ballon Affair
Bee Yours Indulgence by Sisters
Plan it
Blossoms Florist
BVI Promotions
Everson "Casper" Rawlins
E & A Catering
H. Lavity Stoutt Community
College
Inspiration VI
Lavina Jackson-Smith
Nouveau Royale (Natisha &
Lakeisha Claxton)
Peggy Stoutt
Prestige Bartending

Sativa
The 2024 Vlconic Training
Academy Returning Producers

MEDIA, PRODUCTION & PROMOTION SPONSORS

Albert Cheryamond
Anthony Cheltenham, Jr.
Bria Smith
BVI Hot Press
Caden Fahie
DH Web Media
Dorian Hodge
Fuze Radio
Giovanni Herbert
Glenn "Blake" Cherubim
Guavaberry Media
Infinity Productions
JTV
Kaleel Donovan
Michael Jack, Jr.
Myron "MJ" Williams
Naudia Turnbull
Jhaka Wooding
Randall S. Thomas Prentice
Shane Jones
TMB Media
Tola Radio VI

Yadali Santos
ZBVI Radio Station

**VICONIC TRAINING
ACADEMY SPONSORS &
PRESENTERS**

Akiya Brewley
Alejandra Casares
Andrea France
April T. Glasgow
Brenda Lettsome-Tye
Cherryl Fahie
Department of Youth Affairs &
Sports
EC Soap Co.
Keisha Davis-Barnes
Kareem-Nelson Hull
Leslie Greene
Fragrance Oasis VI
Leading Lady of Destiny
Natalie O. Hodge
National Bank of the Virgin
Islands
Red Sun Aromatherapy
Ricki Richardson
Shamahnea Simmons
Shonda Alfred-Leacock
VI Sweet Treats

**2025 SWAGBAG
SPONSORS**

A Turn of Events, Dawn Corea-
Leonard
Bamboushay Pottery, Eldred
Williams
Bee Yours Indulgence, Angela
Charles-Barth
BrivaDerm Skin Care, Dr.
Shakima Stoutt-Ottley
BVI Springs, Deshaun Hodge
BVI Vodka, Craig Lake
Colour Me BVI, Gabrielle
Skelton
CJ Edible Arrangements, Jada
Clarke and
Cherryl Fahie
Callwood Rum Distillery,
Mathew Callwood
Eclipse VI, Shamahnea
Simmons
Herbal Immense Teas, Sharaya
Brown
Humble Buzz Honey Works,

Jahnai Caul
Hustlers Never Fold, Latoya
Wheatley
J.A.W.S., Walter Barrett, Dr.
Albert Thompkins, III and Joshua
Edwards
Kulture Infusionz, Rennisha
Rogers
Leading Lady of Destiny,
Odette Samuel
LUXE, Ronnette Richardson
Nova Vita Apparel & Prints,
Kenrick Headley, Jr.
Otto's Hot Sauce, Otto Leacock
Pretty Things Jwl, Jada Maduro
Red Sun Aromatherapy
Candle, Chenae Walters
Spyglass Studio, Christine
Nissen
Stick to Me, Seriyah Rymer
Thrive by JBY, Sabrina Evans
Trefle, Kristin Frazer
The Box and The Box II, Dr.

Allison Flax-Archer
Yo Mama's Sauce, Marlon
Choucotou

DANCERS

Adrian Gilbert
Caleb Ryan
Caleb James
D'ondre Davis
Delorne Bobb
Dakarai Wheatley-Adams
Jadon George
Kwame Prince
Shemar Trim
Yohance Smith
Xhayne Pemberton
Zareon Martin



Donors and Sponsors gave over **\$100,000** to power the entire experience.

\$50,000 plus was spent on training the 36 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 Jahnai Caul 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 SAY IT ALL

38,200

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

800 hours of training and community service completed

29,700

joined us for the Red-Carpet arrivals show.

36 young people completed 22 weeks of training and received Certificates of Completion

53,400

joined us for the announcement of the 2025 Nominees

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

715

people attended the first show

1 youth participant received a \$2,500 scholarship

32,100

joined us for the short clip "The Show Has Began".

Viewership of videos range from 1,000 to 6,000 views.

5 youth participants received iPad gifts

1 youth participants received a \$2,500 scholarship



YOU MAKE
ICONIC
IMPACT

