



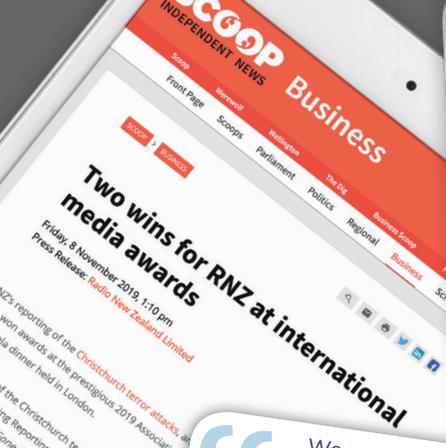
# The AIBs

## 2020

---

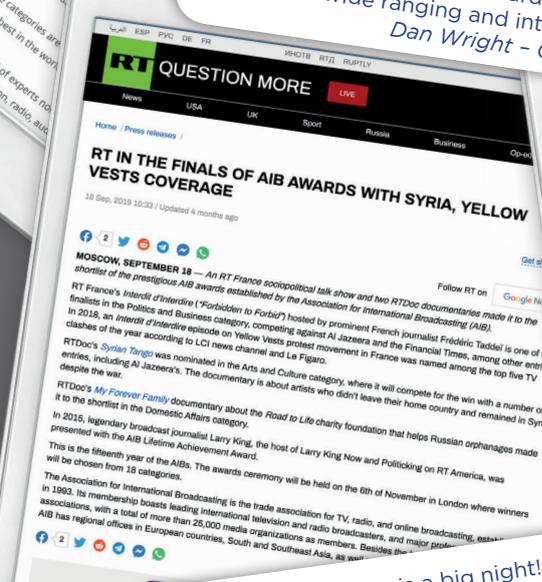
The 16th International Awards for Factual Content  
**Partnership Opportunities**

**#theAIBs**



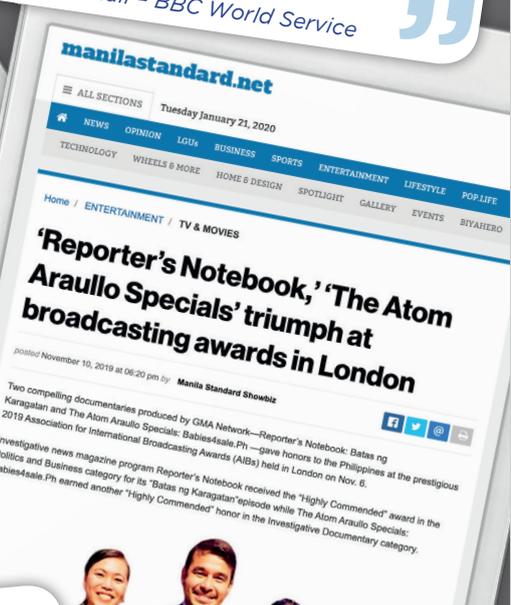
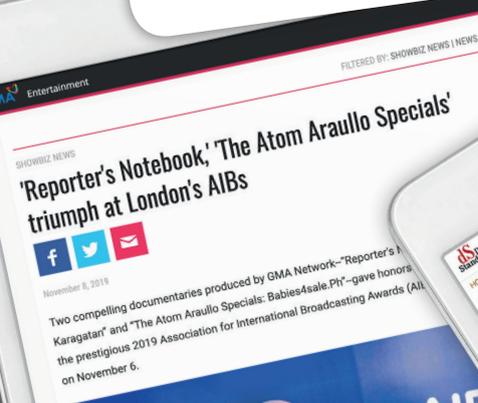
“ We very rarely get the chance to mix together with people from different countries, different disciplines. What I like most about these awards is they are so wide ranging and international. *Dan Wright - CNN* ”

“ I think the AIB awards are very different to other awards as they showcase work from around the world. It is a really eclectic international mix. *Sian Price - Yeti Television* ”



“ Every November is a big night! Whatever else happens in November, I keep this date free to come to London to the AIBs. *Alexey Nikolov - RT* ”

“ These are a really strong set of awards for news and for journalism. The whole international community has built up a respect for these awards which makes them very important. *Simon Kendall - BBC World Service* ”



“ It has been an amazing opportunity to judge for the AIBs. For me it has been like opening a whole new world of radio. *Steve Bailey - Plan A Productions* ”



# Welcome

## CELEBRATING THE BEST

The Association for International Broadcasting has been recognising and rewarding the world's best journalism and factual content across television, radio and digital since 2005.

The competition has grown steadily over the past 15 years in reach and reputation and in 2019 we received entries from every continent – in fact, over 400 hours of content were entered.

I should like to extend an invitation to you to partner with the *AIBs* 2020. This annual competition provides the opportunity to align your brand with the world's very best journalism and factual content, and this book explains how this can deliver significant value to your brand.

We start our promotional work for the *AIBs* in April when the competition opens for entry. Our entry book is distributed to journalists, editors, producers and directors in over 150 markets globally. The *AIBs* remain highly visible over the following months as we remind entrants of the categories and the entry deadline, and as we feed out highlights of the competition to our global audience of over 27,000 media professionals.

In the summer, we shortlist before sending the work to our international panel of around 50 judges, drawn from across the world's media industry.

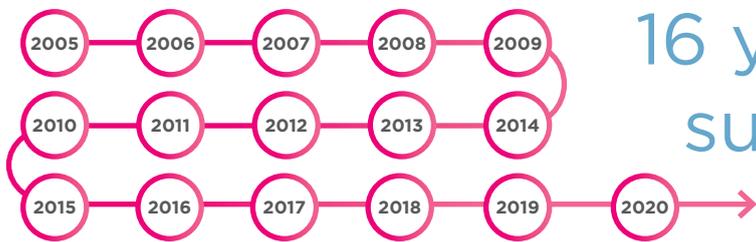
Then in November, we stage our gala awards evening in London. This year's event will be held at Church House Westminster on 13 November. It is an event that grows – among our guests will be those who attend regularly and every year new people discover the *AIBs* and join our international celebration of success. The awards gala evening reflects the Association's commitment to collaboration and to sharing knowledge and expertise among guests, providing an unique international platform to network and exchange ideas.

Each year, we receive the most remarkable positive feedback from our international guests. They tell us that the *AIBs* are insightful, thoughtful, captivating, important and inspiring.

This booklet explains more about the *AIBs* and the opportunities available to you and I look forward to welcoming you as a partner of the *AIBs* in 2020.

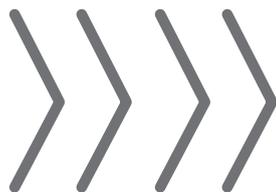


Simon Spanswick  
Chief Executive, AIB



16 years of celebrating success in factual TV, radio and online

400+ HOURS OF CONTENT ENTERED



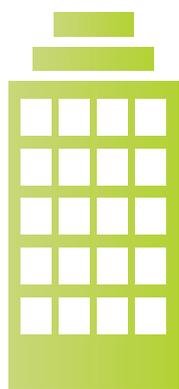
19 AIBs presented in 2019



4,000 printed entry books mailed internationally



9 months of promotion & reporting



2,500+ media companies reached globally

50+ expert judges from media companies around the world



84 bottles of champagne consumed



40+ countries enter the competition

335,000+



Individual Marketing Impressions

## GET INVOLVED

There are compelling reasons to sponsor the 16th annual *AIBs*.

Sponsorship demonstrates that your brand is closely associated with the world's very best journalism and factual productions across television, radio and digital platforms. Sponsorship delivers outstanding value and global reach for up to nine months of constant brand exposure in more than 150 markets.

In 2020, there will be a mix of physical and digital marketing to ensure greatest possible exposure of the *AIBs* and the brands that choose to partner with this major competition.

## ALIGN WITH THE WORLD'S BEST

Aligning your brand with the *AIBs* allows you to demonstrate that you are committed to the very best in factual productions on an international scale. You can use the *AIBs* to show that you are passionate about content creation and delivery, aligning your brand with excellence in the global media industry. Nine months of direct promotion by the Association for International Broadcasting, plus coverage in trade and consumer press in multiple markets, ensure that your brand will be recognised globally. Build on the standing that you have in the industry through association with the annual *AIBs*.

## GLOBAL REACH FOR YOUR BRAND

The promotional work for the annual *AIBs* includes high-quality printed material, such as the entry book, as well as e-shots. Promotional activity reaches a constantly growing number of media leaders, executives, producers, presenters, editors, journalists and production staff through our regular e-news briefings to the industry and a range of networking events in key locations across the world.

# GLOBAL SUCCESS



A selection of the companies that have been recognised at the *AIBs*

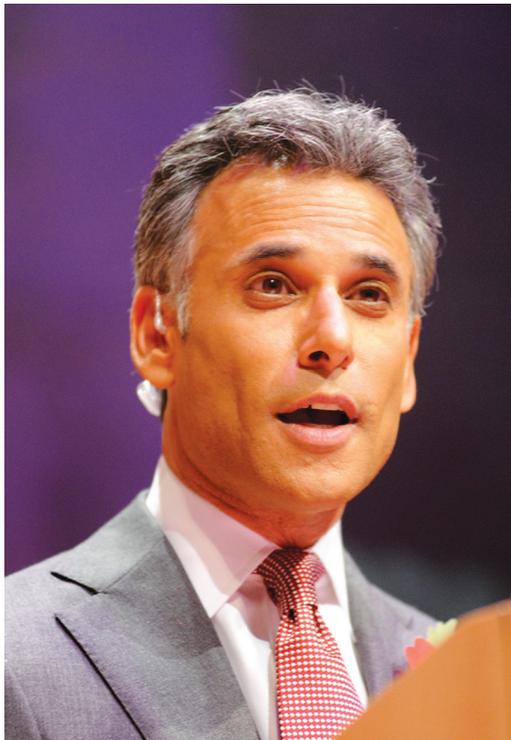
3FM  
7digital  
ABC  
ABC Radio Australia  
ABS-CBN  
Al Jazeera  
Al Jazeera Children's  
Al Jazeera English  
Alhurra  
APTN  
Antena 3  
Arte France  
Atlantic Productions  
Bayerischer Rundfunk  
BBC  
BBC Arabic  
BBC Burmese  
BBC Natural History  
BBC News  
BBC Northern Ireland  
BBC Persian  
BBC Radio  
BBC Sport  
BBC World News  
BBC World Service  
BFBS

Bloomberg  
Blue Chalk Media  
Brinkworth Films  
BSkyB  
CBC - Radio Canada  
CBS News  
Channel 4  
Christian Broadcasting Association  
Classic FM  
Clover Films  
CNBC  
CNN  
Czech Radio  
Danish Broadcasting Corporation  
DB Corp Radio Division  
Deutsche Welle  
e-News Channel  
Euronews  
Eurosport  
Flying Cloud Productions  
France 24  
Fusion  
GMA Network  
Grey Heron Media  
IBB/VOA  
Ideal Shopping Direct



**ITN Productions for Channel 5**  
**ITV News**  
**Link Research**  
**LVL Studio**  
**Media Stockade**  
**NDTV**  
**NFL Network**  
**NHK**  
**Nine Network**  
**Nuala Macklin**  
**Omnibus Systems**  
**On Our Radar**  
**Phoenix Satellite Television**  
**Plan A Productions**  
**Pyramedia**  
**Radio Farda**  
**Radio Free Asia**  
**Radio New Zealand**  
**Radio Taiwan International**  
**RFE/RL**  
**Rockhopper TV**  
**Roses Are Blue**  
**RT**  
**RTÉ**  
**RTHK**  
**Ruth Evans Production**

**SABC**  
**SBS**  
**Seftel Productions DBA SmartyPants Pictures**  
**Shree FM**  
**Sky News**  
**Snappin' Turtle**  
**Sony Professional and HBS**  
**Strix TV**  
**Sunset+Vine**  
**Sveriges Television**  
**SW Radio Africa**  
**Swiss Television**  
**TBI Media**  
**Tinderbox Production**  
**The Financial Times**  
**The Guardian**  
**Three Arrows Media**  
**True Vision**  
**TV2**  
**TVE**  
**twenty2television**  
**VICE News**  
**VRT News**  
**WDR**  
**WGBH**  
**Whisper Films**



## THE EVENT

The *AIBs* 2020 will be presented at our awards gala dinner at Church House Westminster on 13 November. This is a sell-out event, with guests attending from countries around the world, including Australia and New Zealand, Argentina and South Africa, Canada and the USA, India, Singapore, Taiwan and the Philippines.

As the trade association for international broadcasting, the AIB is delighted to be able to work with its Members and its partners to deliver a first-rate event that is remembered and discussed long after the night. Each year our host is a senior presenter from an AIB Member.

Among the distinguished journalists and presenters who have hosted the *AIBs* in previous years are: Barbara Serra, Al Jazeera English; Mishal Husain, BBC; Annabel Croft, Eurosport; Mark Owen, France 24; Evgenia Altfeld, RTG TV; Francine Lacqua, Bloomberg; Vanessa Mock, Feature Story News; Melissa Bell, France 24; Mark Barton, Bloomberg; Matthew Amroliwala, BBC World News; Caroline Hepker, Bloomberg.





## WHY SPONSOR THE AIBS 2020?

This isn't just another awards ceremony. It is the principal showcase of international journalism and factual programming across television, radio and digital platforms. The *AIBs* are both a truly global and a highly respected competition.



## PREMIUM BRAND EXPOSURE

The *AIBs* are your opportunity to reach both programme makers and broadcasting executives across the world over an extended nine-month period. Experience the value of the high-level recognition and publicity you will achieve by sponsoring the *AIBs*. You will reach an outstanding, and carefully targeted, group of influential media practitioners throughout the global broadcasting industry.



A range of branding opportunities has been developed to suit every budget, ensuring your company remains front of mind among media leaders from the launch of the *AIBs* in April through to the glittering awards night in November.



Sponsors will benefit from enhanced brand exposure in digital and print throughout this nine-month period. And naturally we are happy to explore all the ideas you may have to make your brand stand out in the competitive media marketplace.

For consumer brands, the *AIBs* offer a way to reach the world's most influential journalists, presenters, editors and producers who have a combined weekly audience of billions of people.

For business brands, the *AIBs* provide a unique platform that allows you to influence buying processes and decisions in the highly competitive media marketplace.



## MAKE DIRECT CONTACT WITH YOUR TARGET AUDIENCE



The *AIBs* have been shaped to maximise collaboration, networking and sharing. The *AIBs* are a valuable experience for participants and sponsors alike. With the winning combination of our awards gala evening and our Masterclass, the *AIBs* provide unique opportunities for formal and informal networking with the world's most influential programme makers, journalists, executives and other opinion leaders across the media industry.





## EVENT PARTNERS

We are inviting organisations to participate in the *AIBs* 2020 as Event Partners. We offer a flexible range of packages to accommodate the needs of either a single Event Partner or multiple Event Partners, depending on the level of commitment. Since every package is individually constructed, the Association for International Broadcasting is able to help Partners derive the very best return on investment.

Event Partner packages allow organisations to demonstrate their commitment to and support of factual programming, a genre of the media that is vital to democracy and society. Organisations can, for example, use their partnership with the *AIBs* to show their involvement in factual programming, or to demonstrate their social responsibility through support of this essential programming genre.

Each of the Event Partner packages offers maximum brand exposure through prominent branding for up to nine months, including all promotional activity across the call for entries, *AIB* publications and e-newsletters. In addition, a Partner's brand will feature prominently at the *AIBs* awards night in November, and in follow-up publicity.

### NAMING

If a single Event Partner wants exclusivity in its support of the evening, then the *AIBs* can be co-branded.

Where there are multiple Event Partners, each Partner will have prominent brand exposure. This includes consistent branding during the entire nine-month period from the launch of the call for entries in April to the final year-end round-up of the *AIBs* 2020 in December.



## MEMBERSHIP

- Event Partners will be able to join the Association as a full member at a discounted rate for their first year.

## PRE-EVENT

- Logo in prime position on the special AIB awards websites and on the Association for International Broadcasting's main website
- Company description on the *AIBs* website
- Link from the *AIBs* website to their websites
- Logo on all email collateral
- Premium placement of full page

advertisement and editorial copy in the *AIBs* entry book

- Logo on the "invitation to enter" letter that accompanies the *AIBs* entry book

## EVENT

- Logo on screen video during champagne reception and dinner
- Logo and company description in the awards dinner programme
- Acknowledgement as Lead Sponsor during awards on-stage opening
- Premium placement of full page advertisement and editorial copy in the *AIBs* Winners and finalists book

- Company name engraved on each award trophy
- One table of 10 at the awards dinner (additional places available at extra cost)

## POST-EVENT

- Continuing brand exposure on the *AIBs* website and in the digital page-turning edition of the *Winners Book*
- Co-branding featured in awards press releases with winners and other details

## COST

Price on application



The AIBs



jakehumphrey 1h

AWARDS!!!!



In the bosses office...

## CATEGORY SPONSOR

Celebrating the best in factual programme-making across TV, radio and digital, the *AIBs* reward the most compelling story-telling and demonstrate the most creative production values.

As a category sponsor, you will gain extensive brand visibility before, during and after the 2020 *AIBs* thanks to the large-scale promotional work we undertake and the follow-up coverage in trade and consumer press globally.

You'll see your brand in all our promotional material, including on our awards website at [www.theAIBs.tv](http://www.theAIBs.tv). You'll have extensive branding on the night of the awards with your logo on screen throughout the evening. You'll be able to present the award in your sponsored category to the winner on stage. And you will receive on-the page advertising in a range of AIB publications, including our Entry Book (for sponsorships agreed before 9 March 2020) and our Winners and Finalists Book.

### PRE-EVENT

- Logo and company description on the *AIBs* website and on the Association for International Broadcasting website
- Link from the *AIBs* website to your website
- Logo on all email collateral
- Full page advertisement in the *AIBs* entry book

### EVENT

- Logo on screen video during champagne reception and dinner
- Logo and company description in the awards dinner programme
- Half page advertisement in the *AIBs* Winners Book
- Four places at the awards dinner (additional places available at extra cost)

### POST EVENT

- Continuing brand exposure on the *AIBs* website and in the digital page-turning edition of the Winners Book
- Sponsorship acknowledgement in the *AIBs* 2020 press releases

### COST

Price on application



## CHAMPAGNE WELCOME RECEPTION

With this package, you will gain extensive brand exposure as the guests are welcomed to our glittering awards night in London on 13 November.

As sponsor of the memorable opening reception you will be able to brand the drinks reception area and add video screens if you wish. You might want to provide give-aways to guests during the hour-long reception or in the gift bags each attendee receives at the end of the evening.

The champagne reception is a great place to meet the most talented programme makers together with executives and key opinion formers from around the world.

### PRE-EVENT

- Logo on the *AIBs* website
- Company description on the *AIBs* website
- Link from the *AIBs* website to your website
- Logo on all email collateral
- Full page advertisement in the *AIBs* entry book

### EVENT

- Logo on screen video during champagne reception and dinner
- Logo and company description in the awards dinner programme
- Half page advertisement in the *AIBs* Winners Book
- Two places at the awards dinner (additional places available at extra cost)

### POST EVENT

- Continuing brand exposure on the *AIBs* website and in the digital page-turning edition of the Winners Book
- Sponsorship acknowledgement in the *AIBs* 2020 press releases

### COST

- Price on application





## CORPORATE NETWORKING

A table at the *AIBs* 2020 awards dinner provides a vital opportunity to enhance and develop business relationships, and to share the success of international factual productions.

With a table at the *AIBs* you'll be able to impress your clients and demonstrate your commitment to supporting the world's highest quality factual programme making.

The evening includes the opening reception with drinks and canapés and a two-course dinner; unlimited red and white wine; coffee and chocolates; and the awards themselves and after event drinks.





**AIB**  
Adrian Ursu  
Assistant  
The AIB

The AIB's  
2016

Programme  
2nd November 2016

The A



## WINNERS BOOK ADVERTISING

Our annual Winners Book is handed to each attendee at the awards night on 13 November.

This beautifully produced, perfect-bound book celebrates the winners and those receiving high commendations. The Winners Book includes comments from our global panel of judges, high-quality photography and more. It's a great souvenir of the evening and we're asked for additional copies by participants who want to share their success with colleagues (and perhaps competitors, too!).

The Winners Book is also available online to the global audience that the Association for International Broadcasting reaches throughout the year. As well as the Winners Book, advertisements can also be booked in our perfect-bound Programme for the evening that contains credits for all shortlisted entries.

### **Cost**

Price on application



CHURCH HOUSE

CHURCH HOUSE

CHURCH HOUSE



## VENUE INFORMATION

The *AIBs* are moving to a new venue in 2020: Church House Westminster.

Church House is one of London's true gems, set within Dean's Yard with stunning views of Westminster Abbey. Church House is a few minutes' walk from Big Ben, the Houses of Parliament and St James's Park. The main AIB awards show will take place in The Assembly Hall with the drinks reception taking place in Bishop Partridge Hall.

The *AIBs* 2020 take place on 13 November.



## CONTACT THE SPONSORSHIP TEAM

The Association for International Broadcasting's sponsorship team is available to answer any questions you may have.

The team will also be pleased to discuss any ideas you may have for supporting the *AIBs* 2020 - we're open to suggestions as we want all our sponsors to be part of the collaborative approach that the Association encourages in everything it does.

Please contact Tom Wragg, Business Development Director

AIB | PO Box 141 | Cranbrook | TN17 9AJ | United Kingdom

+44 (0) 20 7993 2557

[tom.wragg@aib.org.uk](mailto:tom.wragg@aib.org.uk)

[www.theAIBs.tv](http://www.theAIBs.tv)