



# The AIBs

## 2023

---

19th international annual awards for journalism and factual

**Partnership opportunities**

**#theAIBs**

# PAST WINNERS

3FM  
72 Films  
7digital Creative  
ABC & CBC  
ABC Australia  
ABC Radio Australia  
ABS-CBN  
AFP  
Al Jazeera  
Al Jazeera Children's  
Al Jazeera Digital  
Al Jazeera English  
Al Jazeera I Unit  
Alhurra  
Antena 3  
Arte France  
Atlantic Productions  
Bayerischer Rundfunk  
BBC  
BBC Africa Eye  
BBC Arabic  
BBC Burmese  
BBC Global News  
BBC Long Form Audio  
BBC Natural History  
BBC News  
BBC News Persian  
BBC Panorama  
BBC Radio 4  
BBC Radio 5 Live  
BBC Radio Bristol  
BBC Sport  
BBC World  
BBC World News  
BBC World Service

BFBS  
BlokMedia  
Bloomberg  
Bloomberg News  
Blue Chalk Media  
Boffin Media  
Brinkworth Productions  
BskyB  
Caravan/Quicksilver  
CBC/Radio-Canada  
CBS News  
Channel 4  
Christian Broadcasting Association  
Chrysaor Productions  
Classic FM  
Clover Films  
CNA - Mediacorp Pte Ltd  
CNBC  
CNN  
Czech Radio  
Danish Broadcasting Corporation  
DB Corp Radio Division  
DW Deutsche Welle  
e-News Channel  
Eurosport  
Fisheye Films  
Flicker Productions  
Flying Cloud Productions  
France 24  
Fusion  
GMA Network  
Grey Heron Media  
IBB/VoA  
Ideal Shopping Direct  
ITN Productions

ITV News  
Link Research  
LVL Studio  
Media Stockade  
Mongoose Pictures  
NDTV  
New Normal Culture  
NFL Network  
NHK  
Nine Network  
Nuala Macklin  
Omnibus Systems  
On Our Radar  
OR Media  
PBS  
Perfect Storm  
Phoenix Satellite Television  
Plan A Productions  
Pyramedia  
Radio Farda  
Radio Free Asia  
Radio New Zealand  
Radio Taiwan International  
Rees Films  
RFE/RL  
Rockhopper TV  
Roses Are Blue  
RTÉ  
RTHK  
Ruth Evans Production  
SABC  
SBS  
Seftel Productions DBA Smartyants Pictures  
Shree FM  
Sky News

Sky News StoryCast  
Snappin' Turtle  
Sony Professional and HBS  
Strix TV  
Stuff  
Sunset+Vine  
Sveriges Television  
SW Radio Africa  
TBI Media  
The Financial Times  
The Guardian  
Three Arrows Media  
Tinderbox Production  
Tortoise Media  
True Vision  
TV2  
TVE  
twenty2television  
UNESCO  
VICE News  
Voice of America (VOA)  
VRT één  
VRT News  
WDR  
WGBH  
Whisper Films  
Whistledown Productions  
Wild Pacific Media  
Wildbear Entertainment  
Wondrium  
Yeti Television  
Zandland Films

# You're invited

I'm pleased to invite you to the *AIBs* - the global celebration of journalism and factual productions - and to the opportunity to align your brand with success.

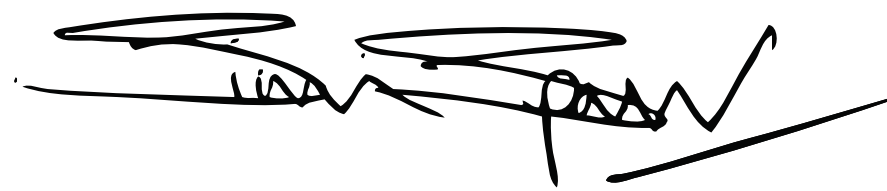
The annual *AIBs* offer a unique opportunity for sponsors to support international journalism and interact with some of the most influential people in the media industry from 30+ markets worldwide.

Over the past 19 years the *AIBs* have become renowned as a unique, respected global competition that crosses boundaries and brings journalists, editors, executives, and other opinion leaders and decision makers from around the world together in a way that no other awards can match.

This is the only international awards for journalism and factual productions across TV, radio, and digital platforms that are open for work in all languages and allow the smallest independent producer and the largest multinational broadcaster to compete equally.

For sponsors, there are immense benefits. In addition to extensive branding, you will benefit from a multi-platform promotion strategy, delivering your company the maximum brand exposure across digital, social, and multimedia platforms. And perhaps most significantly, your company's name will be in front of key decision makers in media houses in 150+ territories who receive news and invitations to enter the *AIBs*. As an international organisation, the *AIBs*' reach extends to more than 20,000 online readers and e-mail news briefing readers every month.

This is your opportunity to demonstrate that your company supports the vital work of journalists and factual storytellers from around the world.



Simon Spanswick  
Chief Executive, AIB



The media needs this forum to exchange, learn and brainstorm. I'm grateful to the *AIBs* for providing that.



What I love about these awards is that it's a much broader pool than others. It's really exciting to be here amongst all these nominees.

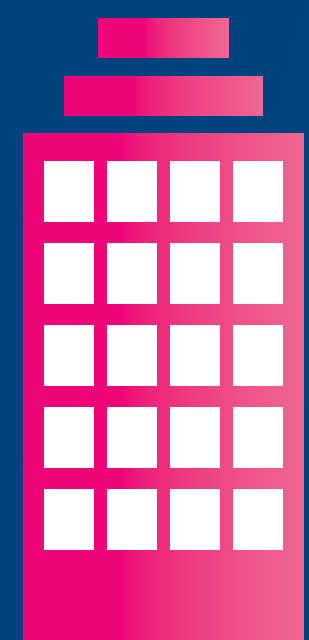




400+ hours of content entered



19 AIBs presented in 2022



2,500+ media companies reached globally



9 months of promotion & reporting

Live awards show broadcast globally

200+ guests

50+ expert judges from media companies around the world



40+ countries are represented

335,000+



individual marketing impressions

# THE EVENT

The *AIBs* 2023 will be presented at our awards gala dinner at Church House Westminster on 10 November. This is always a sell-out event, with guests attending from countries around the world, including the UK, Australia and New Zealand, Argentina and South Africa, Canada and the USA, India, Singapore, Taiwan and the Philippines among other nations.

As the trade association for international broadcasting, the AIB is delighted to be able to work with its members to deliver a first-rate event that is remembered and discussed long after the night. Each year the host is a main 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; Hala Gorani, CNN; Matthew Amroliwala, BBC World News, Caroline Hepker, Bloomberg, Kim Vinnell, Al Jazeera English and Rana Rahimpour, BBC News Persian.

itvNEWS

It's fantastic to bring together broadcasters from across the world and to be able to appreciate and celebrate their work in one place.



# WHY SPONSOR THE AIBS 2023

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



It's very interesting to meet people from other newsrooms here at this event.



# PREMIUM BRAND EXPOSURE

The *AIBs* are your opportunity to reach journalists, producers, editors, directors and broadcasting executives across the world over an extended nine-month period.

You will reach the highest quality and most targeted group of influential media practitioners in the global broadcasting industry.

A range of branding opportunities is available to suit every budget, ensuring your company remains front of mind among delegates from the launch of the *AIBs* in April through to the glittering awards night in November. Sponsors will benefit from enhanced brand exposure in our online and direct email shots throughout this nine-month period.

For consumer brands, the *AIBs* offer a way to reach the world's most influential on-air talent 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.

And naturally we are happy to explore any ideas that you may have to make your brand stand out in the competitive media marketplace by harnessing the power of the *AIBs*.



For us, it's a huge honour to be among such prestigious company from such big players all around the world.



To be recognised by this prestigious body is an affirmation that my work meets international standards.



# 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 Masterclasses, 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.



The *AIBs* really help give some validation for the work I'm doing from the wider industry.

Evan Williams Productions

The *AIBs* are an incredible window on all the amazing journalism being done around the world.





# EVENT PARTNERS

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 with the Partner's brand.

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* 2023 in December.

## Pre-Event

- Logo and company description on our websites
- Link from the *AIBs* website to your website
- Logo on all email collateral
- Premium placement of full-page advertisement and editorial copy in 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 Event Partner 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 tables available at extra cost)

## Post-Event

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

## Cost

Price on application



# CATEGORY SPONSORS

As a category sponsor, you will gain extensive brand visibility before, during and after the 2023 *AIBs* thanks to the large-scale promotional work we do and because of 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 [theaibs.tv](http://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 our *entry book* (for sponsorships agreed before 29 March 2023) and our *winners and finalists book*.

## Pre-Event

- Logo and company description on our websites
- 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 during champagne reception and dinner
- Logo and company description in the awards dinner programme
- Half page advertisement in the *AIBs winners and finalists 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 and finalists book*
- Sponsorship acknowledgement in the *AIBs 2023* press releases

## Cost

Price on application



The *AIBs* are a great way for all broadcasters to come together, share ideas and celebrate our work.



Photo credit Marc Fennell

# 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 10 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.

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 linked to your website
- Logo on all email collateral
- Full page advertisement in the *AIBs entry book*

## Event

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

## Post Event

- Continuing brand exposure on the online digital page-turning edition of the *winners and finalists book*
- Sponsorship acknowledgement in the *AIBs 2023* press releases

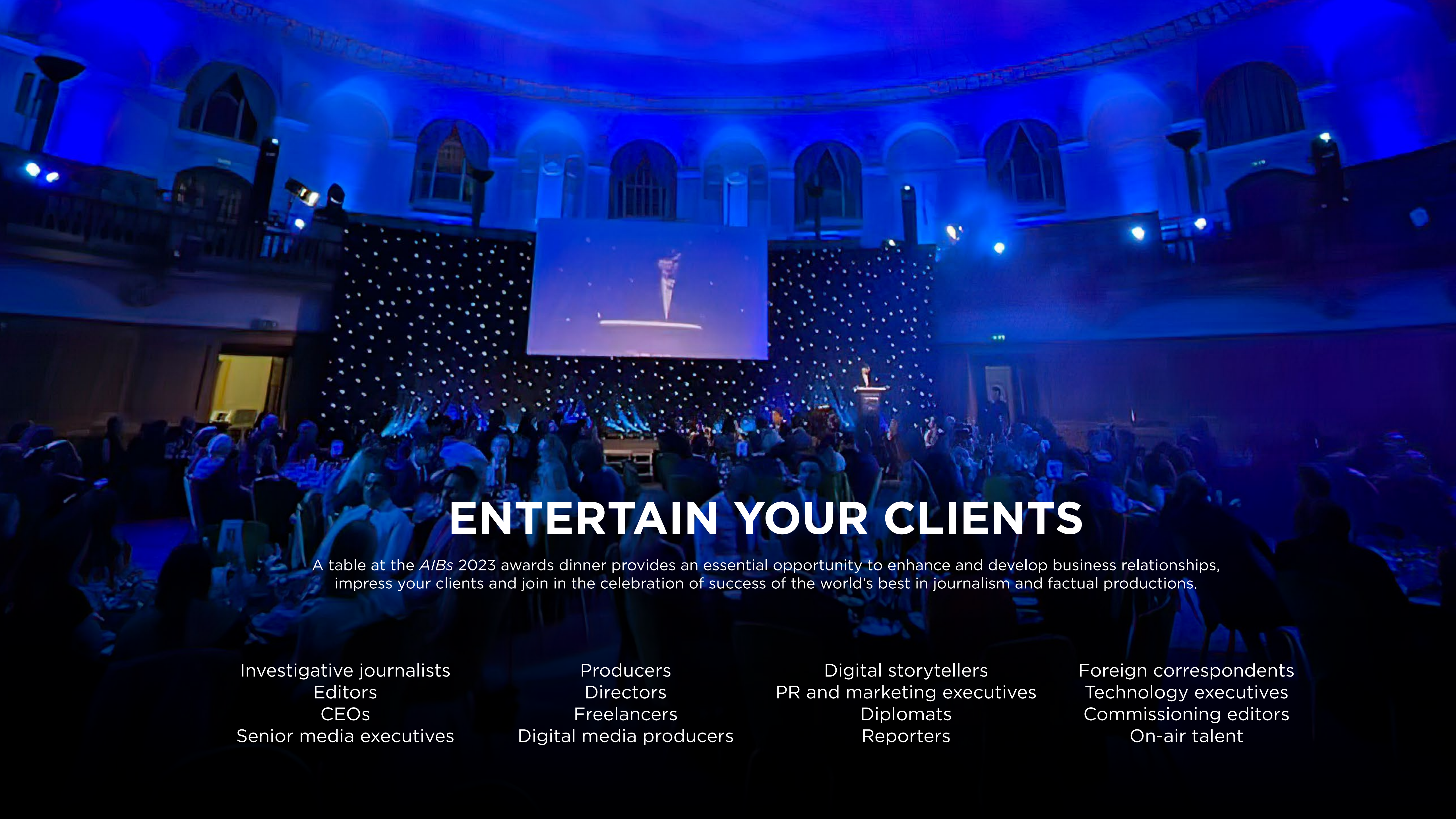
## Cost

Price on application



We very rarely get the chance to mix together from different countries, different disciplines... what I like most about these awards is that they are wide ranging and international





# ENTERTAIN YOUR CLIENTS

A table at the *AIBs* 2023 awards dinner provides an essential opportunity to enhance and develop business relationships, impress your clients and join in the celebration of success of the world's best in journalism and factual productions.

Investigative journalists  
Editors  
CEOs  
Senior media executives

Producers  
Directors  
Freelancers  
Digital media producers

Digital storytellers  
PR and marketing executives  
Diplomats  
Reporters

Foreign correspondents  
Technology executives  
Commissioning editors  
On-air talent



# 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 2023* - 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 112 | Downham Market | PE38 8DX | 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)