



The AIBs

2024

The international awards for journalism and factual

20 YEARS

#theAIBs

SPONSORSHIP

20 YEARS OF WINNERS

3FM
72 Films
7digital Creative
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
Antica Productions
Arte France
Atlantic Productions
Audible
Bayerischer Rundfunk
BBC Africa Eye
BBC News Arabic
BBC Burmese
BBC Current Affairs
BBC Eye
BBC Global News
BBC Long Form Audio
BBC Natural History
BBC News
BBC News Persian
BBC Panorama
BBC Radio 1 iPlayer
BBC Radio 4
BBC Radio 5 Live
BBC Radio Bristol
BBC Sport
BBC World News
BBC World Service

BFBS
BlokMedia
Bloomberg
Bloomberg News
Blue Chalk Media
Boffin Media
Brinkworth Productions
BSkyB
Caravan
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
Erica Starling Productions
Eurosport
Fisheye Films
Flicker Productions
Flying Cloud Productions
France 24
Fusion
GMA Network
Grey Heron Media
Hayloft Productions
Hungry Jay Media
Ideal Shopping Direct
ITN Productions

ITV News
Link Research
Lofty Sky Entertainment
Love Nature
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
Prime Video
Project Brazen
Pyramedia
Quicksilver
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 Smartypants Pictures
Shree FM
Sky News
Sky News StoryCast
Snappin' Turtle
Sony Professional and HBS
Strix TV
Stuff
Sunset+Vine
Sveriges Radio
Sveriges Television
SW Radio Africa
TBI Media
The Financial Times
The Guardian
Three Arrows Media
Tinderbox Production
Top Hat Productions
Tortoise Media
True Vision
TV2
TVE
twenty2television
UNESCO
VICE News
Voice of America (VOA)
VRT één
VRT NWS
WDR
WGBH
Whisper Films
Whistledown Productions
Wild Pacific Media
Wildbear Entertainment
Wondrium
Yeti Television
Zandland Films

You're invited

Welcome to the sponsorship and partnership brochure for the 20th annual *AIBs*, celebrating excellence in journalism and factual productions across video, audio, and digital platforms. As we celebrate two decades of recognising and honouring the best in global storytelling and news reporting, we invite you to join us in supporting this respected competition in 2024.

The *AIBs* stand at the forefront of media excellence, attracting entries from the world's largest and most influential broadcasters, as well as from innovative independent producers. This competition showcases the incredible talent, dedication, and impact of individuals and teams who inform, engage, and inspire audiences around the globe. Your sponsorship of the *AIBs* not only aligns your brand with the highest standards of journalistic integrity and creativity but also demonstrates your commitment to supporting vital, independent, and game-changing journalism and factual programming.

Here are some compelling reasons to sponsor the *AIBs*:

Global Impact and Visibility: The *AIBs* are truly international, with entries coming from every continent and reaching audiences worldwide. Sponsoring the *AIBs* offers unparalleled exposure to a global community of media professionals, including producers, presenters, directors, editors, and executives. It's an opportunity to showcase your brand to a highly influential and diverse group of individuals who shape the media landscape.

Association with Excellence: By associating your brand with the *AIBs*, you are standing alongside the best in the industry. The awards celebrate not only the winners but also the incredible quality, innovation, and integrity of journalism and factual productions across the globe. Your sponsorship sends a powerful message about your brand's values and your support for excellence in media.

Networking Opportunities: The glittering awards night in London is a highlight of the media industry calendar, attended by the crème de la crème of international broadcasting. This event provides an exclusive opportunity for sponsors to network with leading media professionals, forge valuable connections, and strengthen existing relationships in a prestigious setting.

Supporting Diversity and Innovation: The *AIBs* recognise the importance of diverse voices and innovative storytelling in shaping public discourse and understanding. By sponsoring the awards, you are directly supporting the advancement of diversity and innovation in media, helping to ensure that a wide range of perspectives and stories are heard and celebrated.

Customisable Sponsorship Packages: We offer a range of sponsorship packages, each designed to meet different goals and budgets. Whether you seek to maximize your brand visibility, engage with media leaders, or demonstrate thought leadership, we can tailor a sponsorship package to suit your needs.

Join us in celebrating the 20th annual *AIBs* and take advantage of this unique opportunity to align your brand with the very best that international media has to offer. Together, we can honour and celebrate the remarkable achievements of journalists and producers who bring critical issues to the forefront, challenge perspectives, hold power to account and enrich our global discourse.



Simon Spanswick
Chief Executive, AIB



20 YEARS



countries
are represented

335,0000+



individual marketing impressions

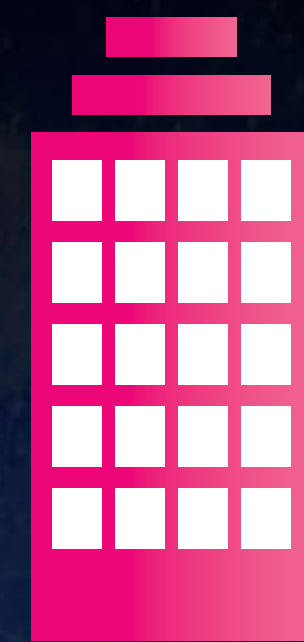
Live

awards show
broadcast
globally



200+
guests
on the night

Expert judges from all continents



2,500+
media
companies
reached
globally

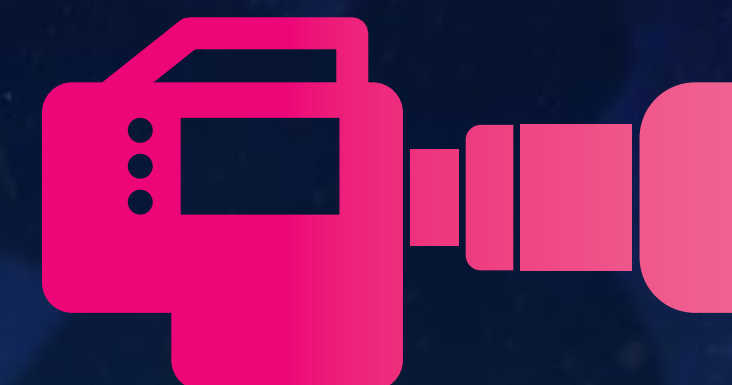
9 months of promotion
& reporting

APR
01



DEC
31

400+
hours of
content
entered
each year



20 AIBs
presented
in 2023



THE EVENT

The *AIBs* 2024 will be presented at our gala dinner in London on 22 November – the event is slightly later than usual so we avoid clashing with the US election.

The event is always sold out, 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 South Korea, 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: Simon McCoy, Barbara Serra, Mishal Husain, Annabel Croft, Mark Owen, Francine Lacqua, Vanessa Mock, Melissa Bell, Mark Barton, Hala Gorani, Matthew Amroliwala, Caroline Hepker, Kim Vinnell, and Rana Rahimpour, representing the BBC, Feature Story News, Al Jazeera, Bloomberg, and France 24, among others.

**RADIO
SWEDEN**
sverigesradio

We're really, really encouraged and really happy to be here. It's an amazing event, but also a party. I've met a lot of interesting people and we will forge some really good working relationships.



WHY SPONSOR THE AIBS

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



PREMIUM BRAND EXPOSURE

The *A/Bs* 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 *A/Bs* 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 *A/Bs* 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 *A/Bs* 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 *A/Bs*.

Michael
Palin

... these awards have a better atmosphere as they are celebrating really difficult work – pretty difficult stories that should be told



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. 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.



For us to even be here is amazing. It's such a prestigious event, and such a prestigious place to be, that we're just delighted to be here.



It is a really good opportunity for us to be to be inspired for the next year, to learn from each other.



20 YEARS

ADVERTISING OPPORTUNITIES

Each year, we publish the *Entry Book*, *Event Programme*, and *Winners and Finalists* book. In this 20th anniversary year, we'll once again make limited advertising available in these books.

The A5 *Entry Book* has all the information for the categories that we have in the AIBs.

This is an online only book, and we can offer A5 landscape advertisements within the book to show your support for our annual competition.

The A5-size perfect bound *Event Programme* contains essential information for the evening, as well as a comprehensive listing of all the shortlisted entries, together with the credits of who was involved in the production. This means that our guests keep the programme to find details of the journalism and productions included in the AIBs and they share the book with colleagues. This gives the programme book a life well beyond the awards night.

Our *Winners and Finalists* book is an A4-size perfect bound commemorative book with details of all those who receive an award on the night, together with comments from our global panel of judges. It's a souvenir that the guests love to keep.

We also include in-depth feature articles that focus on subjects covered in the wide-ranging topics entered in the AIBs, and there will be additional features in this 20th anniversary year.

Both the *Event Programme* and commemorative *Winners and Finalists* book are also made available online to the Association's global readership of more than 27,000 media leaders in over 150 countries.



The categories and all the nominees are so interesting. I've been taking notes on my phone about all the investigations I want to watch or the podcasts I want to listen to. So, after listening to all the nominations, it feels even more special that we're here.



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* 2024 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 *AIBs Winners and Finalists* book
- Co-branding featured in awards press releases with winners and other details

Cost

Price on application



20 YEARS

CATEGORY SPONSORS

As a category sponsor, you will gain extensive brand visibility before, during and after the 2024 *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. 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 2024) 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* 2024 press releases

Cost

Price on application



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



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 22 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 2024* press releases

Cost

Price on application



The AIBs are fantastic because they are multi-platform and so international. And it's more than just competing. It's about being among such a broad perspective of stories and storytellers.



20 YEARS



 **The AIBs**
2023

EVENT PARTNER  **RTI** Radio Times International

INSPIRE YOUR CLIENTS

A table at the AIBs 2024 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

 **20 YEARS**



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* 2024 – 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 Clare Fuller, Producer, The *AIBs*

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20 YEARS