

The AIBs

2025

The 21st international awards for journalism and factual

SUPPORTING QUALITY JOURNALISM
Video | Audio | Digital

#theAIBs

SPONSORSHIPS | PARTNERSHIPS | ADVERTISING



"At a time when we are all under pressure wherever you are in the world, freedom of speech, freedom of journalism matters most..."

JURY MEMBER

"Brilliantly insightful, fascinating, desperate...A hard hitting but hopeful film"



"It's an honour to be awarded amongst such fine competition."

Please come and join the adventure of making the best showcase for excellent journalism.

Please support the AIBs in any way you can.

These are important awards for journalists from organisations small and large, as well as freelancers. The AIBs offer everyone the opportunity to share the stories told across the world, judged on a level playing field, irrespective of target audience, language or size of producer.

The Association for International Broadcasting supports balanced, fair and open journalism and the AIBs are an important part of that work.

Although this booklet gives ideas for support packages, the AIB is always willing to discuss other sponsorship proposals, or even simple donations or in-kind support, that help our not-for profit organisation to continue to produce this important journalistic event.

SUPPORTING QUALITY JOURNALISM



"There's a great mixture here of people who have made programmes from all over the world, and I find myself looking at them saying 'Yes, it's great that you've done that....and that's why these awards are so important'."

FT

"It was a thrill just to be nominated alongside Al Jazeera, the Australian Broadcasting Corporation, ITN and national treasure Michael Palin."

JURY MEMBER

"Thorough journalism piecing together the evidence...it also demonstrated that journalists do care about the people they meet"

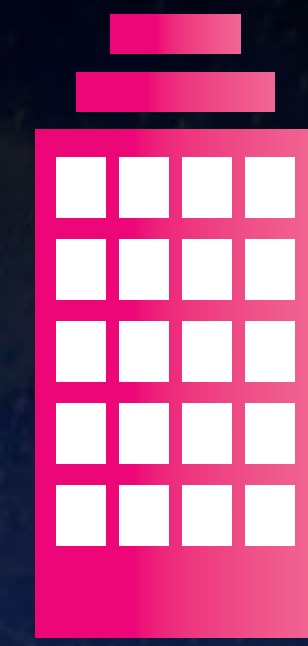


40+ countries are represented

335,000+



individual marketing impressions



2,500+ media companies reached globally

9 months of promotion & reporting



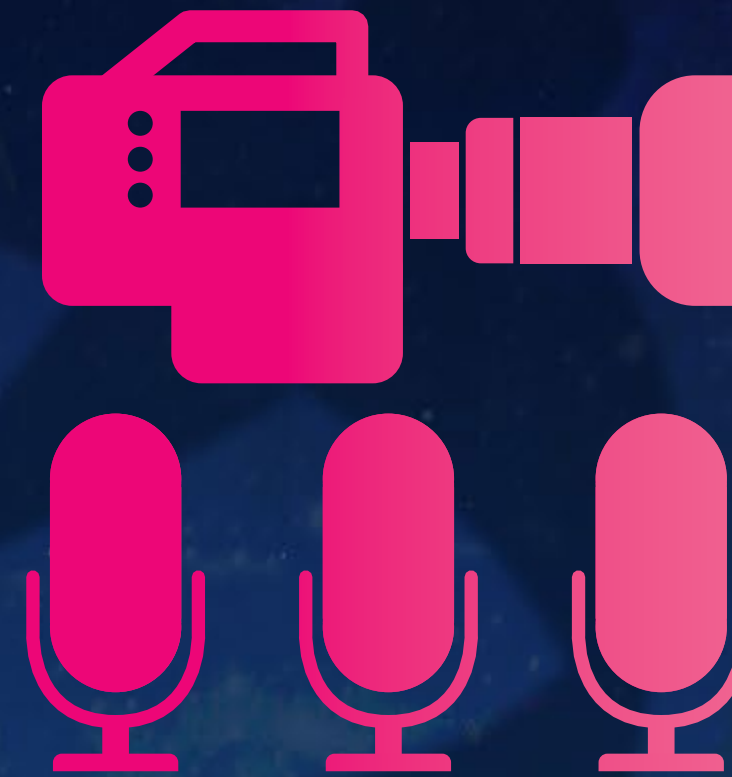
Live

awards show broadcast globally



200+ guests on the night

400+ hours of content entered each year



23 AIBs presented in 2024

Expert judges from all continents



Join us in celebrating the best in international journalism

Against the backdrop of a world undergoing wide-ranging change and myriad challenges, the *AIBs* stand at the forefront of journalistic excellence, attracting entries from innovative independent producers, as well as from the world's largest and most influential broadcasters. This competition showcases the remarkable talent, dedication, and impact of individuals and teams who inform, engage, and inspire audiences around the globe.

Your support of the *AIBs* will not only align your brand with the highest standards of journalistic integrity and creativity but also demonstrate your commitment to supporting vital, independent, and game-changing journalism and factual programming.

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

Global Impact and Visibility:

The *AIBs* are truly international, with entries coming from every continent and reaching audiences worldwide. Supporting 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 with the *AIBs*, you are standing alongside the best in the industry. The awards celebrate not only the winners but also the astonishing quality, innovation, variety and integrity of journalism and factual productions across the globe. Your support sends a powerful message about your values and your support for excellence in media at a time of widespread conflict and challenge.

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 to network with leading media professionals, forge valuable connections, and strengthen existing relationships in a prestigious and celebratory setting.

Supporting Diversity and Innovation:

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

Customisable Packages:

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

THE *AIBs* - A CELEBRATION OF THE HIGHEST QUALITY JOURNALISM SHOWCASING THE HARD WORK AND SKILLS THAT GO INTO TELLING THE MOST IMPORTANT STORIES



THE EVENT

The *AIBs* 2025 will be presented at our gala dinner in London in November.

The event is always sold out, with guests attending from countries around the world, including in 2024 for example Australia and New Zealand to Argentina, Senegal to Iraq, the USA to the UAE, Taiwan to Turkey, Singapore to South Korea, plus European countries including Denmark, France, Germany, Italy, Sweden and of course the UK.

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 showcases the entries and offers a real insight into the stories, and to the journalist's journey that made them possible.

Each year the host is a journalist or presenter from an AIB member company. Among the distinguished journalists and presenters who have hosted the *AIBs* in previous years are: Otelli Edwards, 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, CNN, Bloomberg, and Mediacorp, among others.



WHY SPONSOR THE *AIBs*

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



PREMIUM EXPOSURE

Although this booklet suggests ideas for support packages, the AIB is always willing to discuss other proposals, or even simple donations or in-kind support, that help our not-for profit organisation to continue to produce this important journalistic event.

The *AIBs* are your opportunity to reach media executives, journalists, producers, editors, and directors across the world over an extended nine-month period in the run up to the awards night, and beyond.

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 organisations, 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 organisations, 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*.



ADVERTISING

The 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 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 and a selection of in-depth features. It's a souvenir that the guests love to keep.

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



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 free 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.

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* 2025 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 in the online entry information
- Placement of a banner on the *AIBs* website and the main AIB website

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 book
- 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 book
- Co-branding featured in awards press releases with winners and other details



CATEGORY SPONSORS

As a category sponsor, you will gain extensive brand visibility before, during and after the *AIBs* 2025 thanks to the large-scale promotional campaign pre-event and extensive 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..

Pre-Event

- Logo and company description on our website
- Link from the *AIBs* website to your website
- Logo on all email collateral where the categories are listed
- Full page advertisement within the *AIBs* online entry information

Event

- Logo on screen during champagne reception and dinner
- Logo on the award of the category that is sponsored
- Option to present the sponsored award on stage
- 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* 2025 press releases



CHAMPAGNE WELCOME RECEPTION

With this package, you will gain extensive brand exposure as the guests are welcomed to our glittering awards night in London in 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 within the *AIBs* online entry information

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 book
- Two places at the awards dinner (additional places available at extra cost)

Post Event

- Continuing brand exposure in the online digital page-turning edition of the Winners book
- Sponsorship acknowledgement in the *AIBs* 2025 press releases





The AIBs
2025

The AIBs

The AIBs

INSPIRE YOUR CLIENTS

A table at the *AIBs* 2025 awards dinner provides an essential opportunity to develop and enhance business relationships, impress your clients and join in the celebration 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

21 YEARS OF WINNERS

3FM
5News
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
Artemis Media
Atlantic Productions
Audible
Bayerischer Rundfunk
BBC Africa Eye
BBC Audio Wales
BBC Burmese
BBC Current Affairs
BBC Eye
BBC Global News
BBC Long Form Audio
BBC Natural History
BBC News
BBC News Arabic
BBC News Persian
BBC Newsround
BBC Our World
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 News
Blue Chalk Media
Boffin Media
Brinkworth Productions
BSkyB
Candour Productions
Caravan
CBC/Radio-Canada
CBS News
Channel 4
Channel 5
Christian Broadcasting Association
Chrysaor Productions
Classic FM
Clover Films
CNA - Mediacorp Pte Ltd
CNBC
CNN Worldwide
Contemporary Music Centre
Czech Radio
Danish Broadcasting Corporation
DB Corp Radio Division
DW Deutsche Welle
e-News Channel
Erica Starling Productions
Eurosport
Exile Content Studios
Financial Times
Finestripe
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
Matter of Factual
Media Stockade
Mongoose Pictures
NDTV
New Normal Culture
NFL Network
NHK
Nicolas Bertrand
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 Media
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 Australia

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
Universo
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



Contact the *AIBs* team

The Association for International Broadcasting's 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* 2025 – 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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