



The AIBs

2017

The 13th International Awards for Factual Content
Partnership Opportunities



Welcome

CELEBRATING THE BEST

2017 marks the thirteenth year that the Association for International Broadcasting stages its truly global celebration of factual content.

Launched at the suggestion of AIB Members in 2005, over the past twelve years the *AIBs* have caught the imagination and attention of programme makers around the world. Today, the *AIBs* represent our highly respected showcase for the best factual content produced worldwide.

The *AIBs* are a truly international event. In 2016, we received entries from producers working in television, radio and online in more than 40 countries and in every continent. Their work was judged by a panel of independent, expert judges drawn from the media industry around the world. And our awards gala dinner in London brought together editors, producers, journalists and executives from companies in almost 30 countries.

In 2016, we introduced our *AIBs* Masterclass. This new initiative provides the opportunity for programme makers to share their experiences in making award-winning content in greater depth, providing a genuine forum to explore new ideas and delve into a wide variety of programme making concepts.

The *AIBs* are about sharing the best work and discovering the motivation for making some of the most informative, challenging and rewarding content on the planet. As a global competition, we go out of our way to encourage entries in all languages, so the reach of the *AIBs* is immense and the competition is inclusive.

Our awards night is informal and reflects our commitment to be collaborative and to share insights and to hear great ideas, wherever they come from. Each year, we are humbled to receive the most remarkable feedback from our guests. They tell us that the *AIBs* are insightful, thoughtful, captivating and inspiring.

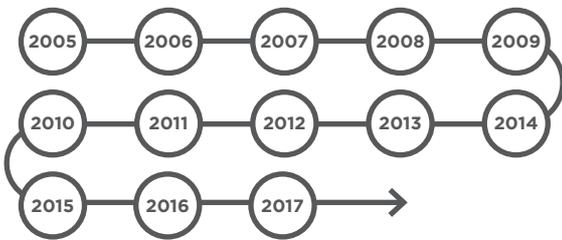
Now I should like to extend an invitation to you to partner with the *AIBs* 2017. This annual competition provides the opportunity to align your brand with the world's very best factual content.

Please look through this booklet and then talk to us about the opportunities.

I look forward to welcoming you as a partner of the *AIBs*!



Simon Spanswick
Chief Executive



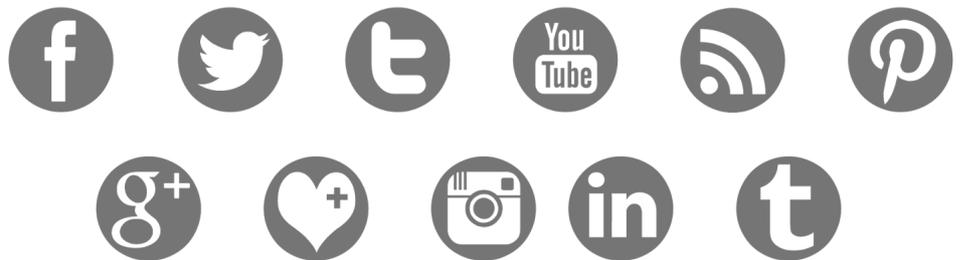
13 years of celebrating success in factual TV, radio and online



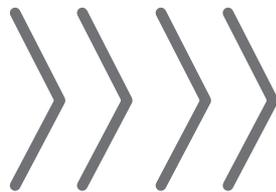
40+ countries enter the competition

335,000+

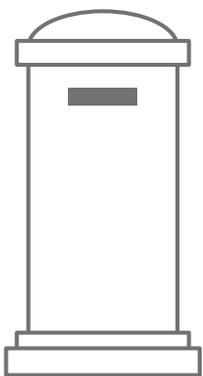
Individual Marketing Impressions



400+ entries received in 2016



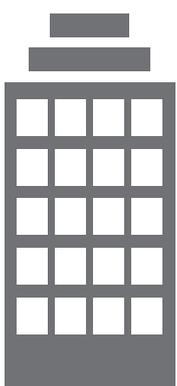
17 AIBs presented in 2016



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



GET INVOLVED

There are compelling reasons to sponsor the 13th annual *AIBs*.

Sponsorship demonstrates that your brand is closely associated with the world's very best content. Sponsorship also delivers outstanding value and global reach for up to nine months of constant brand exposure in more than 150 markets.

In 2017, there will be a mix of physical and on-line 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, our international media magazine *The Channel* and special networking events.

GLOBAL PARTICIPATION

A selection of the companies that have entered and attended the *AIBs* in recent years

ABC TV
ABC Radio
ABS-CBN Broadcasting Corporation
Al Arabiya
Al Hurra
Al Jazeera
Antena 3
Arte France
Associated Press
Atlantic Productions
Babcock International
BBC
BBC Natural History Unit
BBC Northern Ireland
BBC Scotland
BBC World News
BBC World Service
Belsat TV
BFBS
Bloomberg
British Sky Broadcasting
Canal 13 - Artear
Carte Blanche
CBS News
Cesky Rozhlas
Channel 4
Channel News Asia
Clover Films
CNBC
CNN International
Conker Media
CTVC
Current TV
Czech Radio

Czech Television
Dalet Digital Media Systems
Deltatre Media
De Mensen
Deutsche Welle
Digital Dimensions
Dori Media Group
DR - Danish Broadcasting Corporation
e-news channel
eTV
Eurosport
FEBA Radio
France 24
France Télévisions
GEO Television Networks
Global Video Unit
GMA TV
Grass Valley
Hessischer Rundfunk
HBS
Ideal Shopping Direct
INX News
Kansai Telecasting Corporation
KBS
KI.KA (Der Kinderkanal von ARD und ZDF)
MBC TV
Media Focus on Africa Foundation
Mediacorp
MediaFLO Technologies
Moonbeam
Linx
MTV Hungarian Television
Multichoice
Munhwa Broadcasting Corporation



NDR
NDTV
NHK
Nine Network Australia
Persian News Network
Phoenix Satellite Television Co Ltd
Press TV
Pro TV
Prospero Productions
PT Cakrawala Andalas Televisi - Antv
PT Media Televisi (Metro TV)
Pyramedia
Quicksilver Media
Radio Bremen
Radio Canada
Radio Free Asia
Radio France International
Radio Mitre
Radio New Zealand
Radio Romania
Radio Sawa
Radio Taiwan International
Radio Television Hong Kong
Radio Television Service Foundation
Radio Zu
Reuters Television RFE/RL
Riedel Communications
Rockhopper TV
Ross Video
RT News Channel
RTE
RTHK
Russian Travel Guide TV
Ruth Evans Productions

Ruwido Austria
SABC
SBS TV Australia
Shree FM
Sky News
Société Radio Canada
Sony Professional
Spectrum Radio Network
Star News
Strix Television
Sunset+Vine
SVT
Swiss Television
Telewizja Polska
TGA Production
The Doha Debates
The Guardian
Thomson Reuters
Tinderbox Production
Tokyo Broadcasting System
True Vision
TV 2 Norway
TV Antena 1
TVNZ - One News
TVP SA
United Nations
VICE News
Voice of America
Voice of Nigeria
VRT
VTV Satellite
WDR
YouTube
ZDF



THE EVENT

The *AIBs* 2017 will be presented at our awards gala dinner at LSO St Luke's on 1 November. For the past few years, this has been a sell-out event. Guests have attended from countries around the world, including Australia and New Zealand, Argentina and South Africa, Canada and the USA, India and Sri Lanka, Singapore and the Philippines.

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 talked about long after the night. Each year the host is a main presenter from an AIB Member.

Among the distinguished journalists that 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; and Mark Barton, Bloomberg.

In 2017, we are delighted to be able to welcome back Matthew Amroliwala, presenter of Global on BBC World News, as host of this year's *AIBs*.

Matthew is a seasoned journalist and presenter who has worked on a range of programmes during his BBC career. He brings his unique style to the event where his understanding of the international broadcasting industry is put to great use. We're looking forward to Matthew guiding the proceedings in November.





WHY SPONSOR THE AIBS 2017?



This isn't just another awards ceremony. It is the principal showcase of factual content across television, radio and online platforms.



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



A range of branding opportunities has been developed 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 web and print throughout this nine-month period. And naturally we are happy to explore other ideas that you may have to make your brand stand out in the 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.



LEAD SPONSOR

We are inviting one industry partner to participate in the *AIBs* 2017 as our Lead Sponsor. This package offers maximum brand exposure through co-branding of the *AIBs* with the Lead Sponsor. As a Lead Sponsor, your company will become a full Member of the Association for International Broadcasting and will join the *AIBs* Advisory Group. The Advisory Group is a pan-industry committee that helps define the awards categories and shape the awards evening and the Masterclass event.

The Lead Sponsor package allows a major media industry brand to leverage their sector expertise and involvement as well as demonstrate their commitment to and support of the global media industry. The Lead Sponsor will have its brand highly visible in all promotional material and throughout the awards night and Masterclass event. The Lead Sponsor will also be offered a table at the awards night.

NAMING

The *AIBs* will be co-branded with the Lead Sponsor

MEMBERSHIP

The Lead Sponsor will benefit from one year's Membership of the Association for International Broadcasting and participation in the *AIBs* Advisory Group

PRE-EVENT

Logo in prime position on the *AIBs* website and on the

Association for International Broadcasting website

Company description on the *AIBs* website

Link from the *AIBs* website to your website

Lead 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 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 book

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

COST

£38,000



INNOVATION



**TELEVISION
JOURNALISM**



**SHORT FORM
JOURNALISM**



**DOMESTIC
CURRENT AFFAIRS**



**INTERNATIONAL
CURRENT AFFAIRS**



INVESTIGATIVE



**SPECIALIST
PROGRAMME**



SCIENCE



**CHILDREN'S
FACTUAL**



**SHORT
FEATURE**



SPORT



**TELEVISION
PERSONALITY**



**RADIO
PERSONALITY**



**RADIO
JOURNALISM**



**RADIO CURRENT
AFFAIRS**



**RADIO
INVESTIGATIVE**



**RADIO CREATIVE
FEATURE**



ONLINE



CATEGORY SPONSOR

Celebrating the best in factual programme-making across TV, radio and online, 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 2017 *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 a range of AIB publications, including our Entry Book (for sponsorships agreed before 10 March 2017) and our Winners Book.

PRE-EVENT

- Logo on the *AIBs* website and on the Association for International Broadcasting 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
- 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* 2017 press releases

COST
£8,000



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 1 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* 2017 press releases

COST

£5,000





CORPORATE NETWORKING

A table at the *AIBs* 2017 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.

ON SITE

A table of ten places at the *AIBs* awards dinner at LSO St Luke's in London on 1 November

The evening includes the opening champagne reception; the three-course dinner; unlimited red and white wine; coffee and chocolates; and the awards themselves, hosted this year by the BBC's Matthew Amroliwala



AIB
Adrian Uras
Ambassador
The AIBs

The AIBs
2016

Programme
and November 2016

WINNERS BOOK ADVERTISING

Our annual Winners Book is handed to each attendee at the awards night on 1 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!).

Naturally, 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.

Winners Book

A4 perfect-bound full colour book
Full page, full bleed A4 advertisement

Cost

£2,000



The AIBs
2016

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MG MEDIAGURU

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The AIBs
2016

The AIBs

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The AIBs
2016

MASTERCLASS SPONSOR

With this package, you will gain extensive brand exposure by sponsoring the *AIBs* 2017 Masterclass that will take place in London on 2 November, the day after the awards ceremony.

This is a unique event where a select range of winners and highly commended entrants talk about their productions in detail. Our expert moderators facilitate the conversation in this informal yet highly productive half-day event that is attended by producers, editors, journalists, writers and directors from broadcasting organisations and production companies from all over the world.

PRE-EVENT

Logo on the *AIBs* website
Company description on the *AIBs* website
Link from the *AIBs* website to your website

EVENT

Logo on screen video during welcome and networking segments of the Masterclass
Logo, company description and full page advertisement in the *AIBs* Masterclass event printed programme
Two places at the Masterclass (additional places available at extra cost)

POST EVENT

Continuing brand exposure on the *AIBs* website and in the digital page-turning edition of the Masterclass printed programme

COST

£3,000



VENUE INFORMATION

The *A/Bs* 2017 will return to the iconic LSO St Luke's, on the edge of the City of London.

LSO St Luke's is an 18th-century Grade 1 listed Hawksmoor church, restored to become the home of the London Symphony orchestra's community and music education programme, LSO Discovery.

The intimate and unique space of LSO St Luke's has proved the perfect venue for the Association for International Broadcasting's international awards evening. We have returned here for the past six years and our guests from all over the world have told us how much they like it. There is always a surprise and "wow" factor as you enter one of London's historic buildings that has been brilliantly adapted for the modern media age.

LSO St Luke's
161 Old Street
London
EC1V 9NG
United Kingdom





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* 2017 - 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 on

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