



The AIBs 2012

Inspiring creativity

PARTNERSHIP OPPORTUNITIES

The Association
for International
Broadcasting



The AIBs

Inspiring creativity



In 2012, AIBs - the international media excellence awards - will once again celebrate creativity and reward success in factual, programming and on technology globally.

These awards - now in their eighth year - are unique in the field of international media. They offer both peer and external review of entries and are independent of any commercial influence.

The AIBs are highly respected in the international media industry, described as "intelligent", "inspirational" and "thought provoking". This is reflected in the huge number of high

quality entries that are submitted by broadcasters and independent production houses in every continent. These companies recognise that winning an "AIB" is an important accolade.

The 2012 AIBs will be presented during a glittering awards evening at LSO St Luke's in London on 7 November, a venue we're returning to by popular request. It's a fabulous and inspiring evening celebrating all aspects of international broadcasting in front of an international audience of media leaders.

For the 2012 AIBs we are launching a major

promotional drive to ensure that we have more entries for the AIBs than ever before.

And now you have the opportunity to associate your brand with the AIBs through a range of partnership opportunities. As a result, your brand will be seen by decision-makers and opinion-formers in broadcasters and production companies throughout the world.

The AIB is committed to its international media excellence awards as the leading factual broadcasting awards. Join us.

PARTNERSHIP OPPORTUNITIES



There is a range of options for your brand to be associated with the AIBs and the success that these industry-wide awards celebrate.

For example, you can:

- Sponsor the opening champagne reception at the Awards dinner
- Sponsor one or more award categories
- Sponsor the event music

If you want to be seen as the most important player in broadcasting, you can

become our exclusive prime event partner and benefit from extensive co-branding.

Whichever option you choose - and we are happy to discuss any ideas you may have to support the AIBs - this is an unrivalled opportunity to put your brand in front of an influential international audience in TV, radio, online and mobile.

Importantly, this brand exposure is not just a "one-off". Instead, it gives your brand visibility for up to nine months: before, during and after the Awards event.

See the timetable for our marketing plan from April to December which enables you

to place your brand in front of more than 26,000 media executives, editors, producers, journalists, technologists and marketers worldwide.



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Previous sponsors...



PARTNERSHIP OPTION | Champagne reception



The annual AIBs gala dinner is held in London in the fabulous surroundings of LSO St Luke's, remarked on time and time again by our guests as one of the most stunning event venues they have seen.

The evening opens with a champagne reception, offering a unique opportunity for a brand to welcome guests to one of the highlights of the international broadcasting calendar. The event is attended by media executives and programme makers from every continent, many flying to London especially for the AIBs.

This partnership option provides a sponsor with the opportunity to place banners and plasma screens (supplied by the sponsor) in the reception and bar areas at LSO St Luke's. The sponsor's brand will appear on the AIB awards website and in all promotional material from the AIB.

The sponsor will have the opportunity to have a brief video introduction on the event main screen.

The sponsor's logo will appear on screen during the awards dinner and on the on-stage photo backdrop.

Price: £4,950 plus UK VAT, excluding the cost of champagne



PARTNERSHIP OPTION | Category sponsorship



This opportunity delivers extensive brand recognition for a company in the nine months of promotional activity leading up to the 2012 AIBs.

As a sponsor you will receive:

- your logo and link to your site on AIB main website and dedicated awards site *theaibs.tv*;
- your logo and link to your site in the AIB's monthly e-news briefing reaching 26,000+ media leaders worldwide;
- full page four-colour advertisement in 2012 AIBs entry booklet (for sponsors who have contracted by 16

March) mailed to executives, producers, editors, journalists, technologists and marketing executives in broadcasting and media companies on every continent;

- full page four-colour advertisement in the AIB's international media magazine *The Channel*, issue 2/2012 (with additional distribution at IBC 2012);

- full page four-colour advertisement in the *Winners and Finalists* book handed out on the awards night;

- full page four-colour advertisement in *The Channel* media magazine

(issue/2013) as part of the up-dated AIB Awards supplement (with additional distribution at MWC 2013);

- Press releases about each sponsor to the trade and international press;

- At the awards evening sponsors will have huge visibility including on main screen as well as in on-stage announcements and engraved logos on awards;

- Sponsor's logo on photo backdrop on stage;

- Sponsor invited to present the award on stage to the category winner.

Price: £9,950 plus UK VAT

Award categories

Clearest news coverage - radio

Clearest news coverage - TV

Best current affairs documentary - radio

Best international current affairs documentary - TV

Best domestic current affairs documentary - TV

Best children's factual - TV

Best science programme - TV

Best specialist programme - TV

Best live sports coverage - TV

Best coverage of London 2012

Best creative feature - radio

Best cross-media production

Most innovative technology

International TV personality 2012

International radio personality 2012



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PARTNERSHIP OPTION | Live music sponsorship



The annual AIBs awards dinner takes place in the impressive live performance space at LSO St Luke's in London. The AIBs make use of the superb acoustics of the venue by using live music during the opening reception and during the dinner.

Partners can make their mark by sponsoring the live music during the evening.

The range of benefits include on-screen branding during the awards evening and brand exposure on the AIBs awards website in the nine months leading up to the awards dinner as well in the *Winners and Finalists* book available on the awards

night and published as a supplement to the AIB's international media magazine, *The Channel*.

Price: £3,900 plus UK VAT



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The AIBs - reaching the world



The AIB reaches broadcasters, independent producers, technology companies and marketing specialists in every continent throughout a nine-month concerted marketing campaign that's designed to promote the annual AIBs and its partners. The AIBs have attracted entries from organisations including: Atlantic Productions, CNN, Turner Broadcasting, BBC, BBC World Service, BBC Northern Ireland, BBC News, BBC Children's, BBC TV, Artear, Arte, Link Research, Sony Professional, HBS, Voice of America, Phoenix Infonews, SBS, ABC, Radio Australia, CBC, Societe Radio-Canada, VRT, WDR, ZDF,

The Doha Debates, Al Jazeera, Al Jazeera Children's Channel, SABC, Multichoice, TV3, TV2, Sveriges TV, Sveriges Radio, Deutsche Welle, Radio Netherlands Worldwide, France Télévisions, MTV, Al Hurra, Al Arabiya, Radio Sawa, Canal 22, Radio New Zealand, Prospero Productions, Ruth Evans Productions, Tinderbox Production, RTHK, Pyramedia, MediaCorp, Antv Indonesia, Metro TV Indonesia, ABS-CBN, GMA Networks, Channel 4 Television, Dalet Digital Media Systems, S4M, Danmarks Radio, e-news Channel, Czech TV, Czech Radio, TV Polonia, Clover Films, Rockhopper Productions, Eurosport, France 24, KI.KA, Moonbeam Linx, NDTV, Press TV, Radio Free Asia, RFE/RL, RT Channel, Russian

Travel Guide, Shree FM, Voice of Nigeria, TV Antena 1, Radio Taiwan International, VTV, Hessischer Rundfunk, Riedel Communications, MTV Hungary, GEO TV, TVNZ, Radio Romania, Dori Media International, PTS Taiwan, Bloomberg Television, CNBC, FEBA Radio, United Nations, Discovery Networks Europe, National Geographic, Radio Mirchi, RTE, BSkyB, SPE Networks Asia, Times Global Broadcasting, SW Radio Africa, Tim TV South Africa, Strix Television, TV3 Ireland



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Timetable and key dates



Becoming a sponsor of the AIBs provides up to **nine months of exposure and raising of brand awareness** in association with one of the world's most important media awards. Together with the AIB, your company's brand will reach more than 26,000 people in media companies worldwide.

April

2012 AIBs launch, with mailshot of initial AIBs entry booklet to broadcasters, independent production companies, technology companies and past entrants and winners worldwide, accompanied by a letter of invitation in English, Arabic, French or Spanish, demonstrating

the truly international flavour of the annual AIBs

Sponsors who have contracted by 23 March 2012 will have their logo and full-page advert included in the entry booklet

- Launch of 2012 AIBs during MIPTV
- Entry booklet distributed via e-mail shot to 26,000+ AIB contacts globally. The e-mail shot will contain logos of, and hyperlinks to, sponsors
- Awards website - theaibs.tv - launched with profiles and logos of sponsors included

May

- Second call for entries via e-mail shot including logos of, and hyperlinks to, awards sponsors

- Advertising in selected trade journals in multiple markets, including logos of sponsors and partners

June

- Reminder e-mail to potential entrants including logos of, and hyperlinks to, awards sponsors
- Advertising in selected trade journals in multiple markets, including logos of sponsors and partners

July

- Closing date for entries
- Publication of *The Channel*, the AIB's international media magazine, with profile of AIBs 2012 and of sponsors [NB:

Timetable and key dates



additional distribution of this edition at IBC 2012 in Amsterdam]

August

- E-mail with shortlisted entrants listed to 26,000+ AIB contacts globally. The e-mail shot will contain logos of, and hyperlinks to, awards sponsors and will link to Awards website at theaibs.tv

September

- Promotion of AIBs 2012 awards night [7 November in London] to AIB's global contacts of 26,000+ This will include references to all sponsors, with hyperlinks, logos and profiles as appropriate Distribution of *The Channel* (see July) at IBC

October

- Continuing promotion of awards night via e-mail shots and direct mail, plus phone calls to potential guests

November

- Awards night at LSO St Luke's in London on 7 November with up to 210 guests from broadcasting organisations, independent producers, regulators and parliamentarians worldwide, plus journalists.
- Sponsor logos in on-table menu cards and in the *Winners and Finalists* brochure handed to guests as they leave at the end of the evening with full-page advert for principal sponsors
- Additional opportunities

available to sponsors to distribute marketing materials or corporate gifts to guests [subject to separate negotiation]

- E-mail about winners to all 26,000+ AIB contacts globally The e-mail shot will contain logos of, and hyperlinks to, awards sponsors and will link to Awards section of www.aib.org.uk

December

- Publication of *The Channel*, the AIB's international media magazine, with award-winners supplement
- Logos and profiles of Awards sponsors included in the supplement with full-page advert for principal sponsors

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Global impact of the AIBs in 2011



■ The largest number of entries for the AIBs since their launch in 2005, from broadcasters, independent producers, technology companies in all parts of the world

■ Significant levels of trade and consumer media coverage throughout the world in the lead-up to and after the 2011 AIBs

■ Significant global awareness of the AIBs reflected in post-event publicity on TV, radio and in print and online worldwide

■ High-visibility brands sponsored the 2011 AIBs including OASYS, Eurosport, RTG TV, Vizrt and Yahoo! Maktoob

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We've seen and heard some fantastic awards and I want to thank the AIB for the very intelligent evening, for the way they've thought about these awards

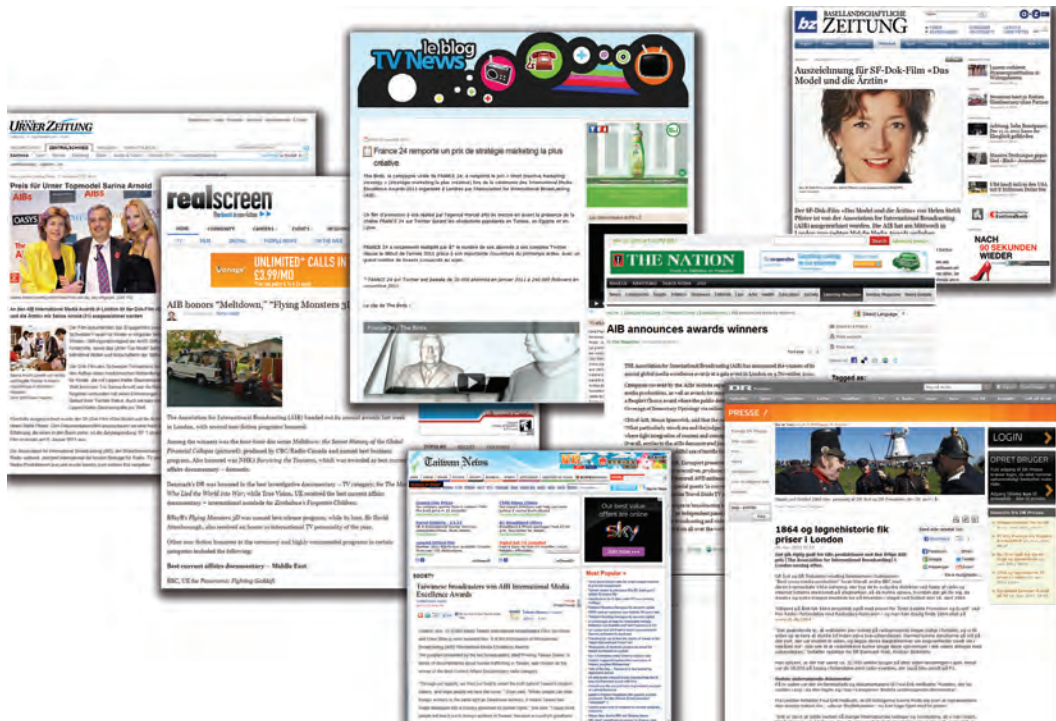
//
Anthony Geffen, Atlantic Productions



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Selected global coverage in 2011



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Among the 2011 winners...



Victoria Derbyshire, BBC Radio 5 Live - Clearest coverage of a single news event (Radio)



Poul-Erik Heilbuth, Danmarks Radio - Best investigative documentary (TV)



Michel Montreuil, CBC-Radio Canada - Best Business Programme



Farshid Manafi, RFE/RL - International Radio Personality

Contacts

We are happy to discuss your ideas regarding your company's involvement in the 2012 AIBs. Please call us today to talk through the opportunity.



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Talk to us...

**and associate your brand
with global media success**