



The AIBs
2021

17th international annual awards for journalism and factual

Partnership opportunities

#theAIBs

Welcome

Align your brand with the world's best journalism

The need for reliable and impartial journalism has never been greater. Across the world, people are hungry for news and information to help them get through the pandemic and return their lives to something approaching normality.

Never has there been a better time to align your brand with the stories that matter across the world and to tell your clients that you recognise and support the best journalism in the world.

I want to invite you to demonstrate your support by partnering with the *AIBs* 2021.

This annual competition was established 17 years ago. It's truly international, attracting entries from every continent. The range, breadth and depth of work that is showcased every year is astonishing.

In 2021, we are running the *AIBs* as usual, building on the success of almost two decades of rewarding the best journalism and factual productions from around the world. This year as last, we're not letting the pandemic stand in the way of rewarding the individuals and teams that have continued to bring audiences globally the programmes they need to make sense of the world.

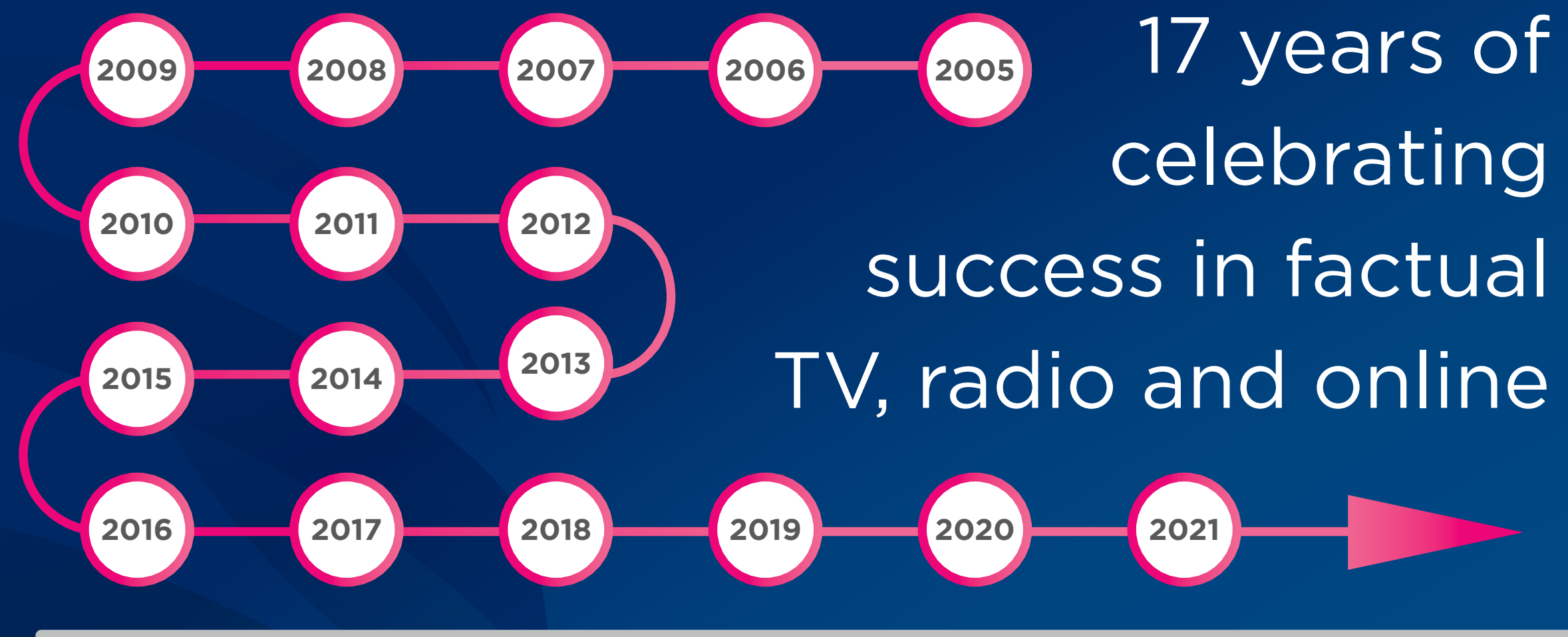
With international travel likely to be restricted for months to come, we will once again be staging the *AIBs* on screen, rather than as a live event. We were successful in doing this in 2020. We received plaudits from people throughout the world on the way we ensured that entrants were properly celebrated and the winners appropriately rewarded.

Join us as we set off on our 17th annual journey to find the world's best journalism and factual productions across television, radio and digital platforms.



Simon Spanswick
Chief Executive, AIB

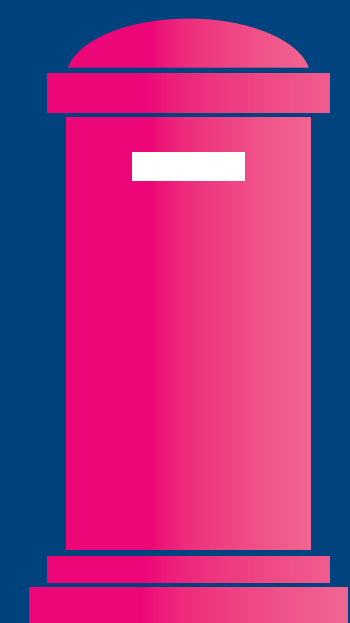




400+ hours of content entered



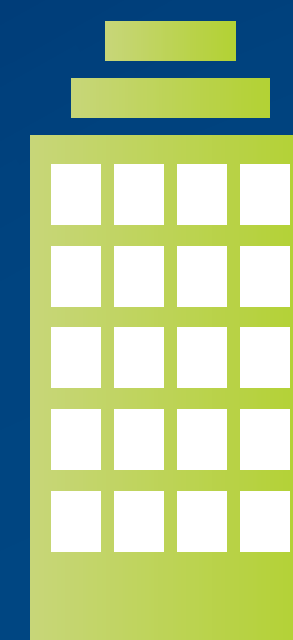
21 AIBs presented in 2020



4,000 printed entry books mailed internationally



9 months of promotion & reporting



2,500+ media companies reached globally



2 awards shows broadcast globally



50+ expert judges from media companies around the world



40+ countries enter the competition

335,000+



Individual Marketing Impressions

Get involved

There are compelling reasons to sponsor the 17th annual *AIBs*.

Sponsorship demonstrates that your brand is closely associated with the world's very best journalism and factual productions across television, radio and digital platforms. Sponsorship delivers outstanding value and global reach for up to nine months of constant brand exposure in more than 150 markets.

In 2021, there will be a mix of physical and digital marketing to ensure greatest possible exposure of the *AIBs* and the brands that choose to partner with this major competition, ensuring we reach those working from home as well as those who are in their offices.

Align with the worlds best

Aligning your brand with the *AIBs* allows you to demonstrate that you are committed to the very best in journalism and factual productions on a truly 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 and a range of networking events in key locations across the world.



The event

The AIBs 2021 will be presented in our two-part online programme in November.

With international travel likely to be severely restricted until 2022, it is unrealistic for us to plan for our traditional live event in central London this year.

In its place, our awards will take the form of “as live” programmes, maintaining the excitement and surprise of our usual events as we do not tell anyone that they’ve won until the programmes go out. It’s a huge amount of work for us but we believe it’s worth it – and the comments from participants and viewers tell us that the audience think we have got it right, too!

Take a look at the programmes we produced in 2020. It’s a model we are refining and improving in 2021 – and now your brand can be aligned with this high-quality production and the international work that we showcase. www.theaibs.tv



Reasons to sponsor the AIBs 2021

This isn't just another awards ceremony – that's what our judges and our entrants tell us every year. It is recognised as the principal showcase of international journalism and factual programming across television, radio and digital platforms.

The *AIBs* are truly global and are a highly respected competition.



The AIBs



Premium brand exposure

The *AIBs* offer a remarkable opportunity to reach both programme makers and broadcasting executives across the world over an extended nine-month period. Partners and sponsors will experience extraordinary value from the high-level recognition and publicity that are generated by the competition and its international marketing. You will reach an outstanding, and carefully targeted, group of influential media practitioners throughout the global broadcasting industry.

A range of branding opportunities has been developed to suit every budget, ensuring your company remains front of mind among media leaders from the launch of the AIBs in April through to the awards presentation in November.

Partners and sponsors benefit from enhanced brand exposure in digital and print throughout this nine-month period. And naturally we are happy to explore all the ideas you may have to make your brand stand out in the competitive media marketplace.

For consumer brands, the *AIBs* offer a way to reach the world's most influential journalists, presenters, editors and producers who have a combined weekly audience of well in excess of one billion 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.



Event partners

We are inviting organisations to participate in the *AIBs* 2021 as Event Partners.

We offer a flexible range of packages to accommodate the needs of either a single Event Partner or multiple Event Partners, depending on the level of commitment. Since every package is individually constructed, the Association for International Broadcasting is able to help Partners derive the very best return on investment.

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 in the awards television programmes 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.

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* 2021 in December.

Membership

Event Partners will be able to join the Association as a full member at a discounted rate for their first year.

Pre-event

- Logo in prime position on the special AIB awards websites and on the Association for International Broadcasting's main website
- Company description on the *AIBs* website
- Link from the *AIBs* website to their websites
- 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

Although in 2021 we are not able to stage our usual live awards evening, our two-part TV programme will be viewed around the world. Key highlights for partners include:

- Logo on studio backdrop
- Acknowledgement of sponsor partnership by studio presenter
- Short video introduction as part of one or both of the programmes
- Premium placement of full-page advertisement and editorial copy in the AIBs Winners and Finalists book
- Company name engraved on physical award trophy sent to winners after the programmes have been screened

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



Category sponsors

Celebrating the best in factual programme-making across TV, radio and digital, the *AIBs* reward the most compelling storytelling and demonstrate the most creative production values.

As a category sponsor, you will gain extensive brand visibility before, during and after the 2021 *AIBs* thanks to the large-scale promotional work we undertake and 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 www.theAIBs.tv. You'll have extensive branding during the awards programmes around your specific sponsored category. And you will receive on-the page advertising in a range of AIB publications, including our Entry Book (for sponsorships agreed before 2 April 2021) and our Winners and Finalists Book.

Pre-event

Logo and company description on the *AIBs* website and on the Association for International Broadcasting 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 around the sponsored category during the awards programme

Logo and company description in the awards programme available online

Half page advertisement in the *AIBs* Winners Book

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* 2021 press releases

Cost

Price on application



Winners book advertising

This beautifully produced, perfect-bound book celebrates our winners and those receiving high commendations. The Winners Book includes comments from our global panel of judges, high-quality photography and more. In addition, we include feature articles in the Winners Book to make it a great read as well as being an excellent souvenir of the year's awards.

All winners and finalists receive a printed copy. We're regularly asked for additional copies by participants who want to share their success with colleagues (and competitors, perhaps, too!).

The Winners Book is also available online to the global audience that the Association for International Broadcasting reaches throughout the year.

In addition to the Winners Book, advertisements can be placed in our guide for the two awards TV programmes that contains credits for all shortlisted entries and other information about the awards. This guide is distributed in advance of the screening of the programmes to all entrants, as well as being made available through the *AIBs* website.

Cost

Prices on application





Looking ahead

We are planning that, after two years without being able to hold our traditional live event with guests from around the world, in 2022 we'll move into our new venue: Church House Westminster.

We are really looking forward to getting back to our renowned live awards dinner and we'll make it a specially rewarding night.

Church House is one of London's true gems, set within Dean's Yard with stunning views of Westminster Abbey. Church House is just moments from Big Ben, the Houses of Parliament and St James's Park.

The main 2022 AIB awards show will take place in The Assembly Hall with the drinks reception taking place in Bishop Partridge Hall.

The *AIBs* 2022 will take place on 11 November. Talk to us about getting involved with both our 2021 and 2022 events!



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* 2021 – 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

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