

# 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..."



"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'."



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



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

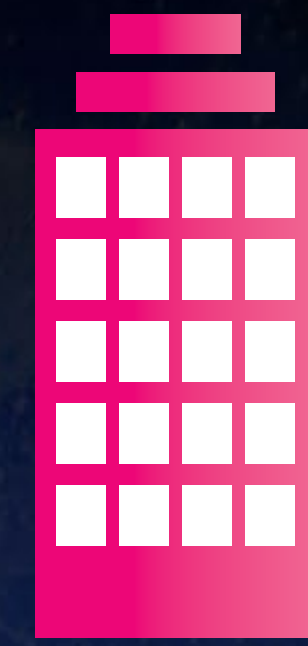


40+ countries are represented

335,000+



individual marketing impressions



2,500+ media companies reached globally

9 months of promotion & reporting



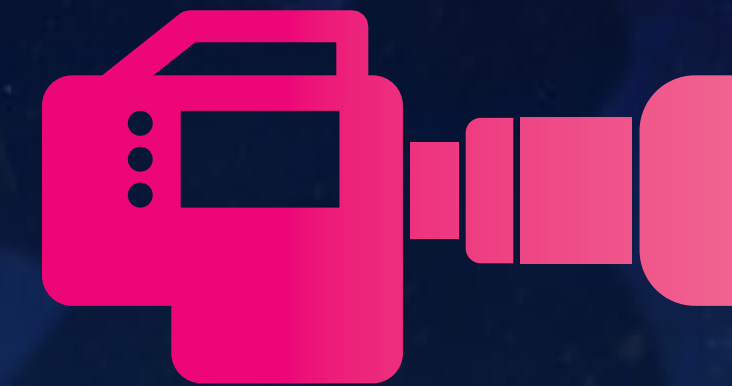
Live

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](https://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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