



The AIBs

**SPONSORSHIP
PARTNERSHIPS
ADVERTISING**

Join the world's leading showcase for excellent journalism

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

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

This booklet gives ideas for packages that allow brands to support the **AIBs**; in addition, 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 continue to produce this important truly global journalistic event.

The AIBs | CELEBRATING QUALITY JOURNALISM



Join Us in Championing Trusted Journalism in an Uncertain World

In an era marked by geopolitical instability, armed conflict, democratic stress, climate disruption, and the rapid spread of misinformation, the role of clear, accurate, and independent journalism has never been more critical.

Against this backdrop, the **AIBs** stand at the forefront of global journalistic standards. The AIBs attract entries from the world's most influential broadcasters alongside pioneering independent producers, recognising journalism and factual production that helps audiences make sense of an increasingly volatile and unpredictable world.

The competition showcases the exceptional skill, courage, and commitment of individuals and teams who inform, scrutinise power, provide context, and give voice to communities whose stories might otherwise go unheard. These are the journalists and producers working at the sharp edge of global change.

Supporting the **AIBs** aligns your organisation with the highest standards of editorial integrity, accuracy, and creative excellence. It is a visible statement of commitment to journalism that strengthens public understanding, democratic resilience, and informed global dialogue at a time when trust in information is under sustained pressure.

The AIBs | CELEBRATING QUALITY JOURNALISM



Why Support the AIBs?

Global Reach and Influence

The **AIBs** are genuinely international, with entries from every continent and content reaching audiences across the world. Sponsorship provides high-value exposure to a global network of media professionals — producers, editors, presenters, commissioners, and senior executives — who shape public discourse and the international media agenda.

Association with Credibility and Excellence

By supporting the **AIBs**, your brand is associated with journalism that meets the highest benchmarks of accuracy, fairness, innovation, and impact. At a time of widespread conflict, polarisation, and information warfare, this association sends a clear signal about your organisation's values and its support for trusted, responsible media.

High-Level Networking and Engagement

The **AIBs** ceremony in London is a flagship event in the international media calendar. It brings together leading figures from global broadcasting and digital media in a prestigious setting, offering exceptional opportunities to build relationships, deepen partnerships, and engage with decision-makers at the heart of the industry.

Championing Diversity, Innovation, and New Voices

The **AIBs** recognise that diverse perspectives and innovative storytelling are essential to meaningful journalism. Sponsorship directly supports work that broadens representation, explores new formats and technologies, and ensures that complex global issues are reported with depth, humanity, and nuance.

Flexible, Purpose-Driven Sponsorship Packages

We offer a range of sponsorship and partnership packages designed to meet different strategic objectives and budgets. Whether your focus is brand visibility, thought leadership, audience engagement, or corporate responsibility, we will work with you to create a tailored partnership that delivers measurable value.



The AIBs | SUPPORTING QUALITY JOURNALISM

What guests say

VRT NWS

"Thank you for the wonderful (and for us) unforgettable evening - the win means a lot to us as a small public broadcaster"

Sir Michael Palin

"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."

RFE/RL

"We're extremely grateful for the recognition - it is a real morale boost for all of us."

BBC

"It was clear that so much care and attention had been paid to the smooth running of everything, the introductory videos for the nominees were fantastic and very appreciated."

Jury member

"A truly brilliant investigation, exemplary use of mobile phone archive and complementary graphics"

Jury member

"Technically brilliant and engaging, it presented equally the views, opinions, impacts and potential solutions with total impartiality"

The AIBs | CELEBRATING QUALITY JOURNALISM



The AIBs



40+
countries
are represented

335,000+



individual marketing impressions

Live

awards show
broadcast
globally



200+
guests
on the night

Expert judges from all continents



Key statistics



2,500+
media
companies
reached
globally

9 months of promotion
& reporting

APR
07



DEC
31

400+
hours of
content
entered
each year



23 AIBs
presented
in 2025



WHY SPONSOR THE AIBs

The **AIBs** are an international and highly respected competition.

The **AIBs** are not just another awards ceremony. The awards are the principal showcase of outstanding journalism and factual content across video, audio, and digital platforms throughout the world.

In addition, the **AIBs** are a platform for the exchange of ideas and expertise between journalists and producers across the world.

This brochure offers a range of ideas of how you can reach this influential group, starting with brand exposure from the competition's launch in April through to the awards gala event in November and subsequent press coverage.

You can harness the power of the **AIBs** to reinforce your company's presence across the world, provide thought leadership on issues affecting journalism and factual TV, radio, podcasts and more, and to be seen supporting the internationally important role of fair and impartial journalism.



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.

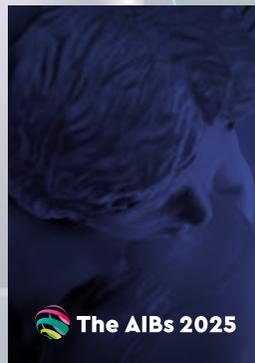
This means that our guests keep the programme to find details of the journalism and productions included in the **AIBs**, and they share the book with colleagues. This gives the programme book a life well beyond the awards night.

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 thousands of media leaders in over 150 countries.



Above **Event guide**
Right **Winners Book**



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 2026 press releases



CATEGORY SPONSORS

As a category sponsor, you will gain extensive brand visibility before, during and after the **AIBs 2026** 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 2026 press releases





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 2026** 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
- Branding featured in awards press releases with winners and other details

INSPIRE YOUR CLIENTS

A table at the **AIBs** 2026 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.

The awards gala attracts guests from all over the world, including:

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

Reserve places at the event and meet media leaders from all parts of the industry and help to celebrate their international success.

You can book individual places, or reserve tables of ten to bring your own guests to join in this remarkable and renowned global celebration.



21 YEARS OF GLOBAL WINNERS



3FM
5 News
72 Films
7digital Creative
ABC Australia
ABC Radio Australia
ABS-CBN
AFP
Al Jazeera Arabic
Al Jazeera Children's
Al Jazeera Digital
Al Jazeera English
Al Jazeera I Unit
Alhurra
Antena 3 CNN
Antica Productions
APTN
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
Contemporary Music Centre
Czech Radio
Danmarks Radio
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 Inc.
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 2026** – we're open to suggestions as we want all our supporters to be part of the collaborative approach that the Association encourages in everything it does.

Please contact **Clare Fuller**, Producer, The **AIBs**

AIB | PO Box 112 | Downham Market | PE38 8DX | United Kingdom

+44 (0) 20 7993 2557

clare.fuller@aib.org.uk

www.theaibs.tv