



# 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

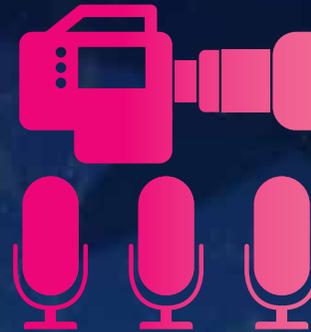
9 months of promotion  
& reporting

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.

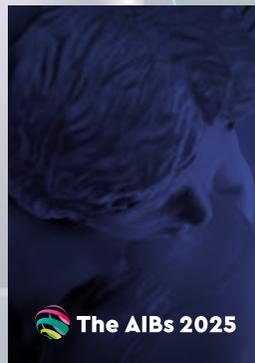
This means that our guests keep the programme to find details of the journalism and productions included in the **AIBs**, and they share the book with colleagues. This gives the programme book a life well beyond the awards night.

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**

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