

The AIBs

A row of several AIB trophies, which are silver-colored figurines of a woman holding a basketball, set against a dark background. The trophies are arranged in a line, with the one in the center being the most prominent and in focus. The lighting creates strong highlights and shadows on the metallic surfaces.

**SPONSORSHIP
PARTNERSHIPS
ADVERTISING**

AIBs
2023

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 their best factual productions 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 custom sponsorship proposals, donations or in-kind support, that help our not-for profit organisation continue to produce this important and truly global journalistic event.

The AIBs | CELEBRATING QUALITY JOURNALISM





Champion trusted journalism in an uncertain world

In an era marked by geopolitical instability, armed conflict, eroding democracy, 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 productions that help 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

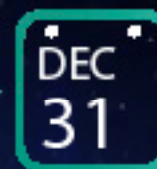
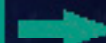
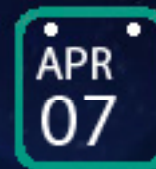


Key statistics



2,500+
media
companies
reached
globally

9 months of promotion
& reporting



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 demonstrate your support for the internationally important role of fair and impartial journalism.

The AIBs | CELEBRATING QUALITY 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.

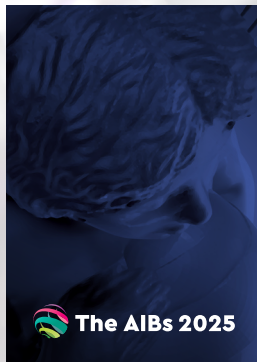
This means that our guests keep the programme to find details of the journalism and productions included in the **AIBs**, and they share the book with colleagues. This gives the programme book a life well beyond the awards night.

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.

As the **AIBs** Event Partner you will have exceptional brand exposure for your company throughout the 2026 competition, including 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 a great 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	Freelancers
Editors	Digital media producers
CEOs	Digital storytellers
Senior media executives	PR and marketing executives
Producers	Diplomats
Directors	

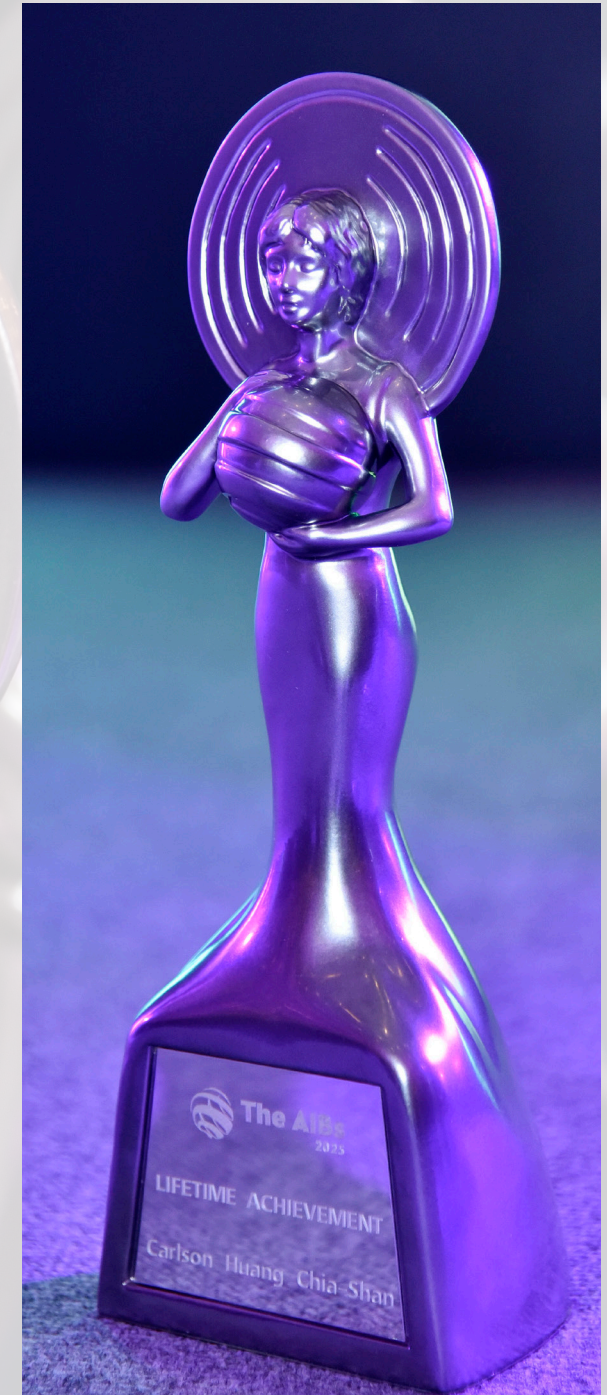
Reserve places at the event and meet and connect with media leaders from all parts of the industry.

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	BBC World News	Hayloft Productions	SABC
5 News	BBC World Service	Hungry Jay Media	SBS Australia
72 Films	BFBS	Ideal Shopping Direct	Seftel Productions DBA
7digital Creative	BlokMedia	ITN Productions	Smartpants Pictures
ABC Australia	Bloomberg News	ITV News	Shree FM
ABC Radio Australia	Blue Chalk Media	Link Research	Sky News
ABS-CBN	Boffin Media	Lofty Sky Entertainment	Sky News StoryCast
AFP	Brinkworth Productions	Love Nature	Snappin' Turtle
Al Jazeera Arabic	BSkyB	LVL Studio	Sony Professional and HBS
Al Jazeera Children's	Candour Productions	Matter of Factual	Strix TV
Al Jazeera Digital	Caravan	Media Stockade	Stuff
Al Jazeera English	CBC/Radio-Canada	Mongoose Pictures	Sunset+Vine
Al Jazeera I Unit	CBS News	NDTV	Sveriges Radio
Alhurra	Channel 4	New Normal Culture	Sveriges Television
Antena 3 CNN	Channel 5	NFL Network	SW Radio Africa
Antica Productions	Christian Broadcasting Association	NHK	TBI Media
APTN	Chrysaor Productions	Nicolas Bertrand	The Financial Times
Arte France	Classic FM	Nine Network	The Guardian
Artemis Media	Clover Films	Nuala Macklin	Three Arrows Media
Atlantic Productions	CNA - Mediacorp Pte Ltd	Omnibus Systems	Tinderbox Production
Audible	CNBC	On Our Radar	Top Hat Productions
Bayerischer Rundfunk	CNN	OR Media	Tortoise Media
BBC Africa Eye	Contemporary Music Centre	PBS	True Vision
BBC Audio Wales	Czech Radio	Perfect Storm	TV2
BBC Burmese	Danmarks Radio	Phoenix Satellite Television	TVE
BBC Current Affairs	DB Corp Radio Division	Plan A Productions	twenty2television
BBC Eye	DW Deutsche Welle	Prime Video	UNESCO
BBC Global News	e-News Channel	Project Brazen	Universo
BBC Long Form Audio	Erica Starling Productions	Pyramedia	VICE News
BBC Natural History	Eurosport	Quicksilver Media	Voice of America (VOA)
BBC News	Exile Content Studios	Radio Farda	VRT één
BBC News Arabic	Financial Times	Radio Free Asia	VRT NWS
BBC News Persian	Finestripe	Radio New Zealand	WDR
BBC Newsround	Fisheye Films	Radio Taiwan International	WGBH
BBC Our World	Flicker Productions	Rees Films	Whisper Films
BBC Panorama	Flying Cloud Productions	RFE/RL	Whistledown Productions
BBC Radio 1 iPlayer	France 24	Rockhopper TV	Wild Pacific Media
BBC Radio 4	Fusion	Roses Are Blue	Wildbear Entertainment
BBC Radio 5 Live	GMA Network Inc.	RTÉ	Wondrium
BBC Radio Bristol	Grey Heron Media	RTHK	Yeti Television
BBC Sport		Ruth Evans Production	Zandland Films



The AIBs



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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