



1 April 2024

Dear Colleagues,

Greetings from Asia-Pacific Broadcasting Union (ABU)!

ABU PRIZES 2024 SPONSORSHIP OPPORTUNITY

The ABU Prizes, which honours the best Television, Radio and Digital content programmes from our member organisations, serve as an encouragement and a testament to the growth of broadcasting throughout the Asia-Pacific region. Every year, the impact of this prestigious award competition resonates throughout Asia-Pacific and beyond as outstanding works in TV, Radio and online contents are revered and celebrated.

As the status and popularity of ABU Prizes grow year by year, the success of this competition is made possible through the generous endowments from our sponsors. As we gear up to the preparations of this year's ABU Prizes Award Ceremony scheduled to be held in Seoul, Korea, we would like to extend a cordial invitation to your organisation to support our event as one of our esteemed sponsors.

The contributions from our sponsors will serve as award money for the winners of this competition to acknowledge their outstanding efforts in producing quality and remarkable TV, Radio and online contents. In addition, part of the donations will contribute towards capacity development opportunities at ABU Prizes Workshops so that not only the winners but also ABU members in general will benefit more from the sponsorship money.

Sponsorship Package and Benefits

The ABU Prizes sponsorship package starts at USD 2,000. As a valued sponsor, your organisation is entitled to, among others, the following benefits:

- Designation of your organisation as an Official Sponsor of ABU Prizes 2024
- Recognition of your organisation as an Official Sponsor, with placement of your Corporate Logo on ABU Prizes marketing and promotional materials, mailers etc.
- Recognition of your organisation as an Official Sponsor, with the placement of your Corporate Logo and write-up on ABU Prizes web page
- Visibility of your organisation at the ABU Prizes Award Ceremony at ABU General Assembly
- Official Invitation to the 2024 ABU Prizes Award Ceremony

We are very flexible and always open to discuss with you the kind and amount of contribution that is most favourable to your organisation. We are also open to your suggestions on how best we can customise the sponsorship package and benefits to fit to your needs.

If you wish to become a sponsor for this event, our Secretariat (abuprizes@abu.org.my) would be happy to furnish you with more details on the sponsorship opportunity.

We look forward to a favourable reply from you.

Yours sincerely,

ABU Prizes Secretariat