

IRISH JOURNALISM AWARDS 2026

In Association With:



Supported By:



THE IRISH JOURNALISM AWARDS 2026



PARTNERSHIP 2026



Irishjournalismawards.ie

About the Awards

The Irish Journalism Awards, now in its 13th year, is the premier event in the Irish media calendar, celebrating the very best of Irish journalism.

Open to all national news titles that are members of the Press Council of Ireland, the awards recognise and celebrate excellence in professionally produced, multiplatform journalism that informs, inspires and entertains.

The Irish Journalism Awards Sponsorship Opportunity

This is a unique opportunity to align your brand with excellence in Irish journalism and support one of the most respected events in the Irish media calendar. Previous awards have welcomed distinguished guests including An Taoiseach Micheál Martin, Minister for Justice Jim O'Callaghan, and former Minister for Media Catherine Martin, reflecting the significance of the event within Irish public life.

We have outlined a selection of sponsorship opportunities for this year's awards below. Tailored partnership packages are also available to maximise the benefit and exposure for your brand.

2026 Awards

The 2026 Journalism Awards event will take place on Thursday, November 12th in Dublin's Mansion House.

Hosted by Matt Cooper to an audience of over 350 top journalists, editors, publishers, and members of the media and business community. The awards celebrate the very best of modern journalism and the stories that shape our society - from political reporting and investigative journalism to arts, sport and foreign coverage, as well as impactful reporting on social issues. They also recognise excellence in digital innovation, video journalism, podcasts and emerging talent across the industry.



PR and Marketing Opportunities

Activity does not begin and end at the awards event itself. Sponsors can enjoy over five months of activity ensuring that your brand profile is at the forefront. The Journalism Awards team will work in complete partnership with you to ensure your sponsorship is maximised to its full capacity.

With 350 leading news media industry executives in the room, this premiere event is a unique opportunity for you and your team to network amongst top-level journalists and editors.

Sponsors will receive branding and recognition in all promotional activity related to the awards. The following outline provides a good summary of the benefits and coverage a sponsor will receive.

Sponsorship Details

The below is an outline of the benefits of partnership; please contact us to discuss the complete, detailed offering.

Partnership Options

Category Partnership

Align your brand with one of the most prestigious accolades in Irish journalism. As a Category Partner, you will be associated with excellence, integrity and outstanding journalism, while enjoying high-profile exposure throughout the awards campaign, judging process and awards ceremony. A unique opportunity to demonstrate your support for quality journalism and connect with Ireland's leading media professionals. This partnership is based around selecting a specific category exclusively for your brand. Including five seats at the awards luncheon.

*Investment: €5,000**

Awards Patron

Becoming an Awards Patron will place your organisation at the heart of the Irish Journalism Awards. As Awards Patron, your brand will be prominently featured across event communications, marketing activity, showcasing your commitment to quality journalism and the vital role it plays in Irish society. A powerful platform for thought leadership, visibility and reputation-building. Including three seats at the awards luncheon.

*Investment: €3,000**

Drinks Reception Partner

Become the sponsor of the afternoon's most important networking opportunity. The Drinks Reception brings together journalists, editors, publishers, media leaders and guests before the awards ceremony begins. This partnership offers strong brand visibility and direct association with the excitement, anticipation and celebration that defines the Irish Journalism Awards experience. Including all the partner benefits of an Awards Patron AND a specific activation around the glassware for the drinks reception for your brand and five seats at the awards luncheon.

*Investment: €4,000**

Wine Partner

Enhance the guest experience by becoming the official Wine Partner of the Irish Journalism Awards. Your brand will be showcased throughout the awards lunch, creating a memorable association with celebration, achievement and hospitality. An ideal partnership for brands seeking premium exposure among a highly influential audience of media and business leaders. Including all the partner benefits of an Awards Patron AND a specific activation around the wine at all guest tables for your brand and five seats at the awards luncheon.

*Investment: €4,000**

Call to Entry Phase and Pre Awards

	Category Partner	Awards Patron	Drinks Partner	Wine Partner
Your brand and logo on the awards website - Homepage & dedicated Sponsors page	✓	✓	✓	✓
Your brand and logo in awards emails, newsletters & any other marketing material	✓	✓	✓	✓
Your brand and logo on awards entry system used by all journalists and editors	✓	✓	✓	✓
Specific category assigned to your brand	✓			
Specific strand of comms activity around your sponsored category to drive entries	✓			
Specific social announcement – Twitter, LinkedIn to announce your partnership*	✓	✓	✓	✓
Specific eZine story to the industry on how your brand supports Irish Journalism*	✓	✓	✓	✓

Awards Ceremony - November 12th

	Category Partner	Awards Patron	Drinks Partner	Wine Partner
Seats at the awards	5	3	5	5
On screen branding and recognition during the reception and awards ceremony	✓	✓	✓	✓
Branding on 'In Event' material - Awards Programme, Menu etc	✓	✓	✓	✓
Sponsor logo on the award trophy for sponsored category	✓			
On stage to present your sponsored category	✓			
Branding on Drinks Reception Glassware - Wrapping glass stem			✓	
Branding on guest tables to identify your brand as wine sponsor				✓
Photograph of your award presentation	✓			

After the Awards

	Category Partner	Awards Patron	Drinks Partner	Wine Partner
Branding on awards website winners page for your specific category	✓			
Participation in post-award social campaign to congratulate winners	✓	✓	✓	✓
Post event profile of winner in your category on awards website / eZine & socials	✓			
Continuing presence on the Awards website offering coverage of the winners	✓	✓	✓	✓

Why Sponsor the Awards

- Showcase your brand to an influential audience of journalists, editors, publishers, and business leaders.
- Build valuable relationships through exclusive networking opportunities with leading figures from across the news media industry.
- Enhance your organisation's reputation and credibility through association with excellence, integrity, and trusted journalism.



Demonstrate Your Support for Quality Irish News Media Organisations

If your organisation is interested in sponsoring the Awards, we are always open to innovative suggestions, so please contact - Event Director: Des Doris

E: des.doris@alchemyevents.com

P: +353 87 2469815