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IEMMYS 2025 –
PARTNERSHIP
OPPORTUNITIES



Austria as official partner country at the International Emmy® World Television Festival

Austria has been named the official partner of the Opening Cocktail at the International Emmy® World Television Festival. This event, organized by the International Academy of Television Arts & Sciences, will take place on 21 November 2025. It will kick off three days of high-level industry events surrounding the **International Emmy® Awards**. They are recognized as one of the most esteemed platforms for global television productions.

With this role, **Austria joins an exclusive circle of partner countries**, including past partners such as **Italy and Norway**, placing a powerful international spotlight on the country's **vibrant creative industries** - from television and film to audio and content creation.

This unique opportunity also sets the stage for a targeted economic mission: up to **15 selected Austrian companies** will have the chance to be present on-site, engage in executive-level networking, and explore new business opportunities.

📌 Key Dates:

- **Opening Cocktail** (hosted by Austria): Friday, 21 November 2025, 6-8 PM
- **World Television Festival**: Saturday, 22 & Sunday, 23 November 2025
- **International Emmy® Awards Gala**: Monday, 24 November 2025

Österreich wird Gastland bei den International Emmy Awards in New York

Rund um die Preisverleihung am 24. November stellt sich die heimische TV- und Streamingbranche bei Branchenevents und Networking-Formaten einem internationalen Fachpublikum vor

3. Juli 2025, 18:30

2 Postings

Später lesen



About the International Academy

The **International Academy of Television Arts & Sciences** honors excellence in television produced outside the U.S. with the prestigious **International Emmy® Awards**, held each November in New York City. Awards span categories including Drama, Comedy, Documentary, Kids, News, and more, along with two Special Awards: the **Directorate** and **Founders Awards**.



The Academy is a global membership organization of top media and entertainment leaders from over 60 countries, hosting business, networking, and social events worldwide and online.

International Emmy® World Television Festival Where the World of Television Meets

Over **600 television professionals from more than 60 countries** convene annually in New York City for the **International Emmy® World Television Festival**. Traditionally held the weekend before the **International Emmy® Awards**, the Festival is the only place to watch all the nominated programs, meet the creators, and attend special events with key members of the global television community.



The 2025 International Emmy® World Television Festival will take place on **November 22-23, 2025**.

Opening Cocktail (hosted by Austria):

Friday, 21 November 2025, 6-8 PM

Venue: Radio Park @ Rockefeller Center



Location: 9th floor of 50 Rockefeller Plaza

Venue: Indoor lounge and half-acre garden atop Radio City Music Hall

Capacity: 300 (standing cocktail reception)

Setting: Austrian Christmas Market where partners can present themselves in dedicated stalls

Program:

- Arrival with welcome drinks
- Visit to Christmas market stations
- Welcome speech at 7:15 P.M.
- Traditional Austrian Christmas food and informal networking

Setting - atmosphere & mood



- Warm Christmas lights (incl. logos)
- Patio heaters for warmth and ambiance
- Scent elements like cinnamon, cloves and pine oil
- Background Christmas music

Setting - stalls & partner stations

- Each partner hosts a themed stall featuring branded giveaways or (interactive) content - for example: a Christmas bakery with branded cookies and gingerbread, a mulled wine bar with creatively named drinks, or a wintry Tyrol VR experience.
- Tables with decorations such as fir branches, cinnamon sticks, oranges, ribbons, vanilla crescents, gingerbread, red fabric, Christmas balls
- Logo wall



Partnership Opportunities

Let's join forces to present Austria in the best possible light at this highly prestigious global TV event, attended by an exclusive and influential international audience. Explore our tailored sponsorship packages below:

Bronze Sponsor

€3,000

- 5 tickets to the opening cocktail
- 1 general access ticket to the International Emmy® World Television Festival
- Opportunity to include a small branded giveaway or flyer in the opening cocktail gift bags (quantity: 300)
- Name recognition in selected printed materials, including the delegation booklet included in the goodie bag (print run: 800)

Silver Sponsor

€4,000

Includes all Bronze Sponsor benefits, plus:

- Full-page ad in the delegation booklet for the goodie bag (circulation: 800)
- Logo placement on the photo backdrop at the opening cocktail
- Logo presence as a static on-screen graphic at the opening cocktail, displayed alongside other partners and participants

Gold Sponsor

€5,000

Includes all Bronze and Silver Sponsor benefits, plus:

- Attractive "Christmas Stall" presentation stand at the opening cocktail - including furnishings (table), signage, and festive Christmas decorations
- Exclusive logo presence as a static on-screen graphic at the opening cocktail, shown in a loop with other partners
- Presence at the Austrian table during the festival

Platinum Sponsor

€8,000

Includes all Bronze, Silver, and Gold Sponsor benefits, plus:

- Prominent brand integration into the Christmas lighting at the opening cocktail
- Screening of a trailer or video on a video screen at the opening cocktail
- 1 exclusive Gold Ticket for the International Emmy® Awards Gala

Product Sponsorships

We also welcome in-kind contributions such as food and beverages, or branded giveaways for gift bags.

To become a sponsor, please email Reanne.Leuning@wko.at and indicate your preferred sponsorship level. Let your brand shine on an international stage!