

Ready to publish and broadcast video reports
for your sponsors, brands and businesses



Sponsored and Commissioned Video Reporting

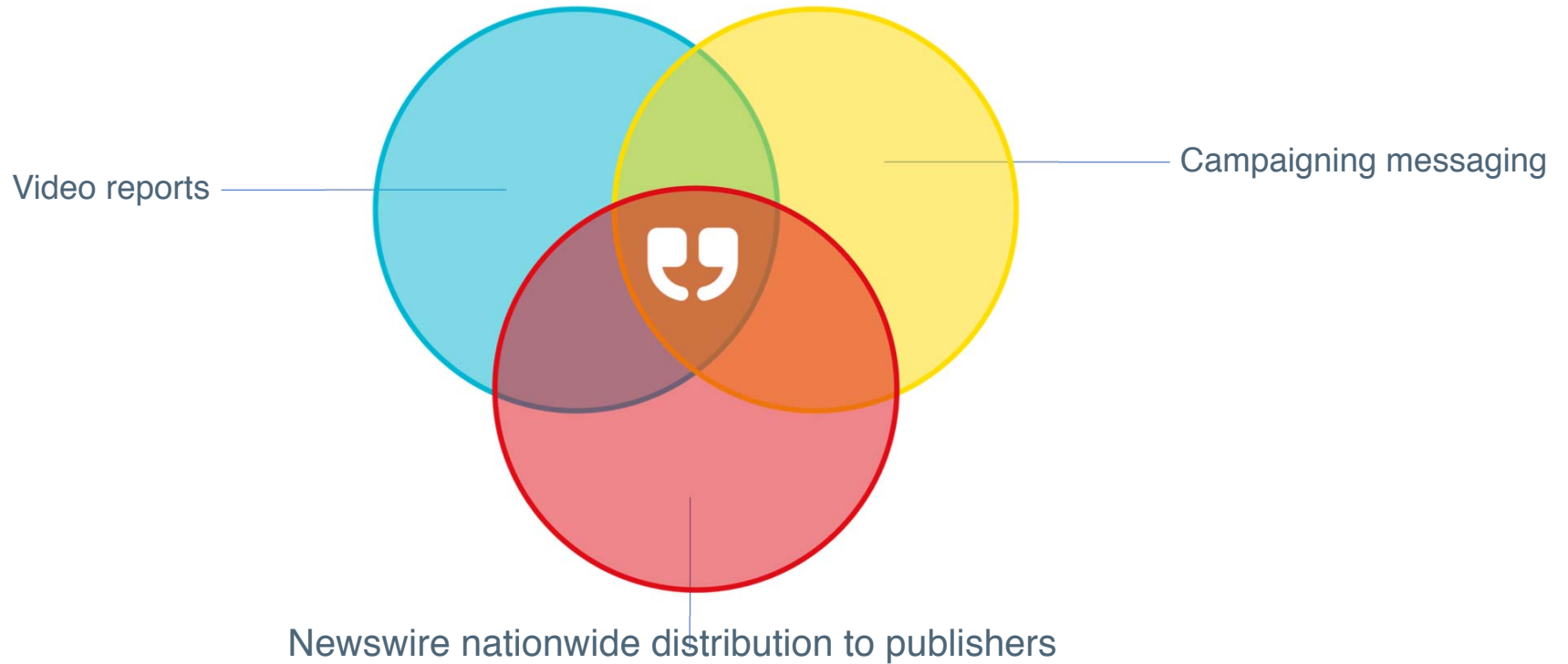
WinkBall video reporting

Video reports that capture the essential user experience. Bringing a journalistic mindset, our reporters create inspired reports that speak directly to an audience with intellect and passion.

- Ubiquitous, cyclical, content source...
Events, local stories, music, festivals, trade shows, sporting events, public surveys, openings, launches, awards, special interest, general interest
- Reports are created using the classic news report format enhanced to include personalised messaging and branding for digital media consumption
- Professional and personalised
Topical, relevant and broadcast standard



Video reporting using a journalistic mindset



Powerful brand association. Targeted messaging. Bespoke campaigns.





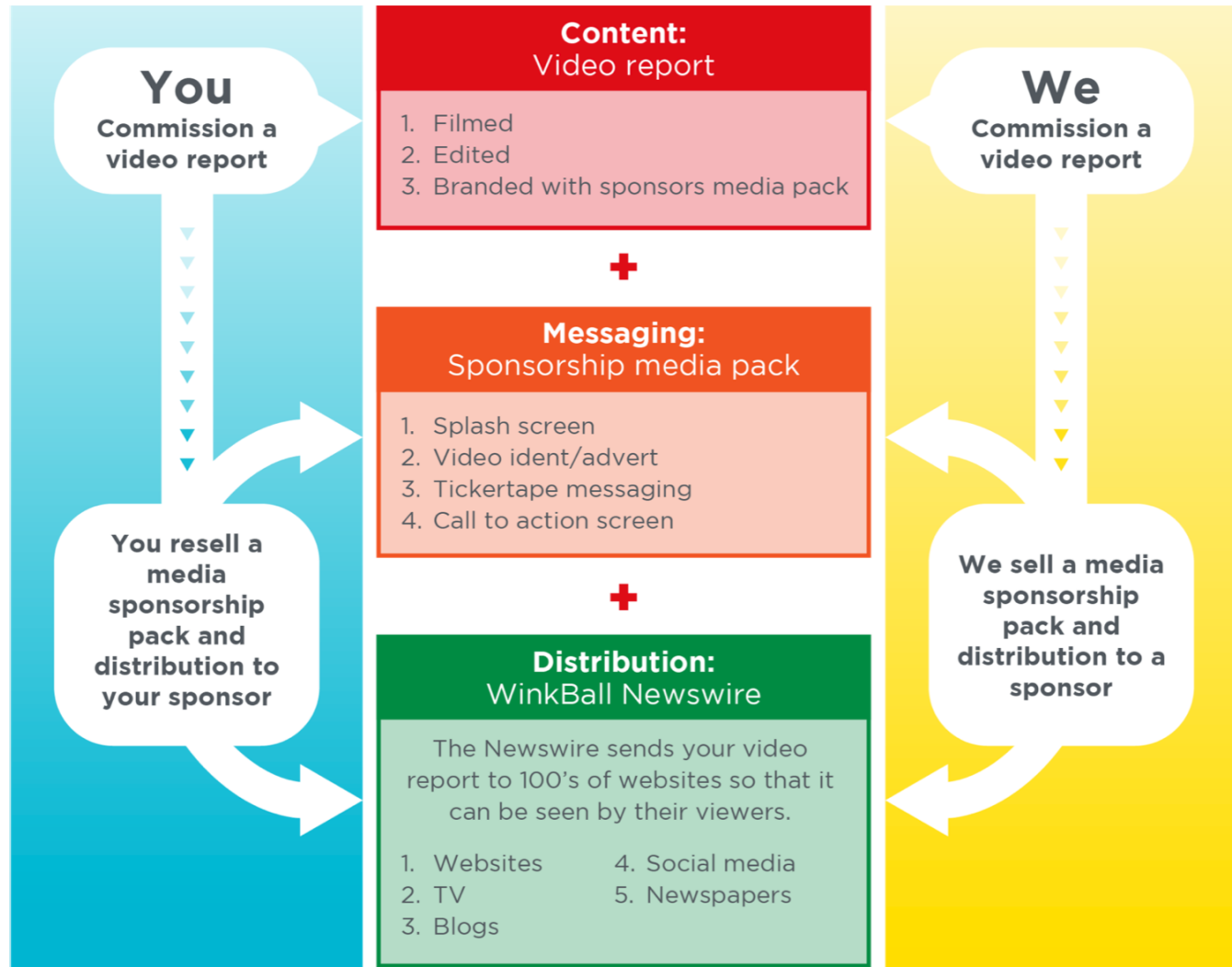
What can WinkBall give YOU?

What can WinkBall do for you? Watch this report at: <https://www.winkball.com/events/721>



Your business benefits from a complete sponsorship package with distribution.

Or you can choose to resell the complete package to your sponsor.



Commission video reports for your sponsors, brands and businesses

- Capture the heart, passion and essence of your event.
- Essential media coverage for any brand, PR agency or marketer planning a campaign.
- Video reports provide high value - and are financially smart, as they enable maximum content viewing returns via the WinkBall video newswire.
- Sponsorship display space within the video report can be resold to your own sponsor
- You benefit from or can resell a complete video sponsorship package to your client



Video sponsorship package

The ability to create your own unique narrative

- An editorialised story on your event or business using a journalistic mindset.
- Your brand's logo embedded within the video report.
- Your brand's messaging throughout the report on a graphic 'ticker tape'.
- Deliver key messages via video interviews.
- A dynamic call to action ident at the end of the video report.
- Distributed via WinkBall Newswire and established social media platforms.





SMEG ROYAL VISIT

s Report has been sponsored by *Smeg*: Technology with style

SMEG. Watch this report at: <https://winkball.com/events/647>



Video sponsorship package

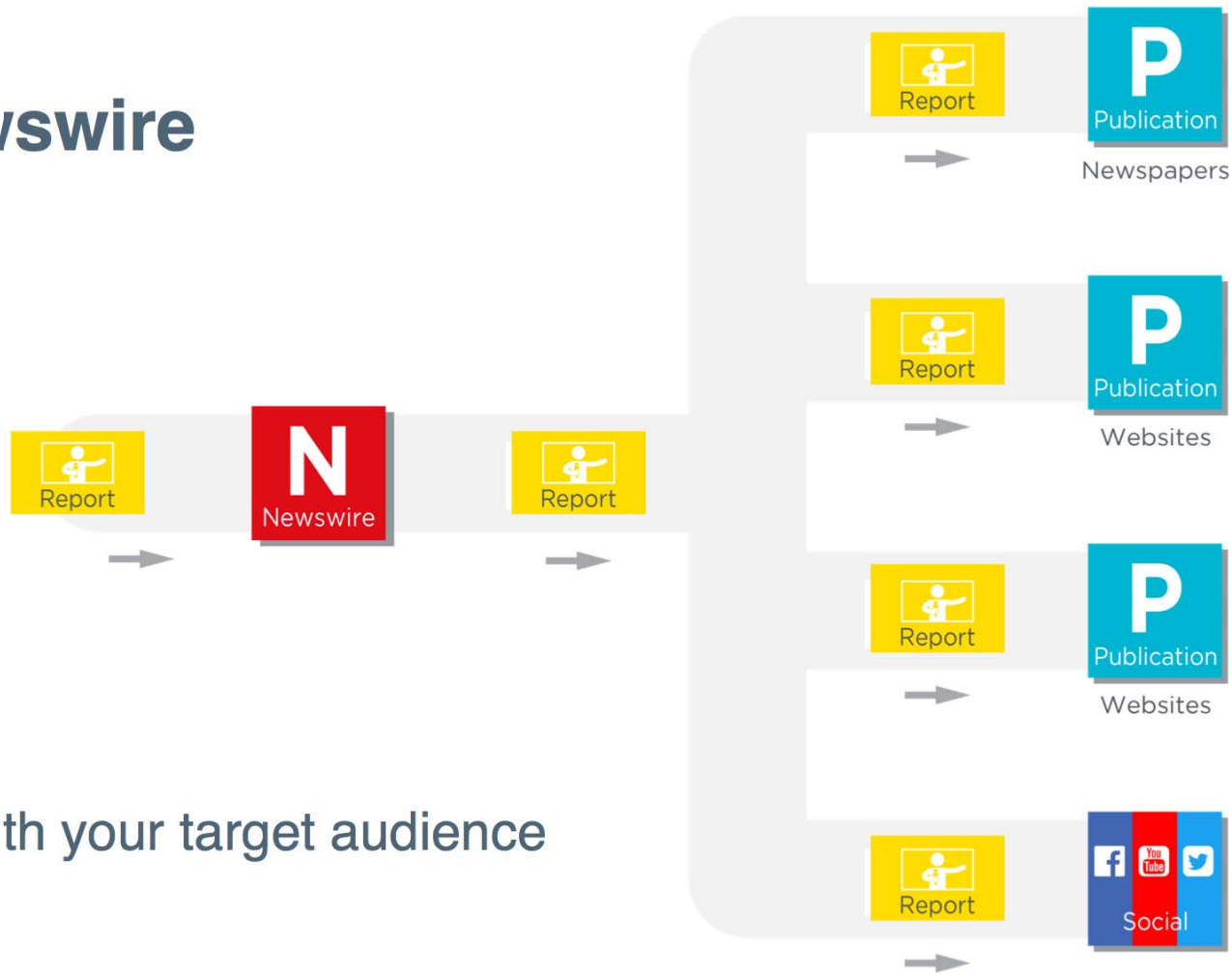
Ubiquitous	brand association
Bespoke	interview messaging
Relevant	target audience
Targeted	effective, cost effective



How we distribute video reports



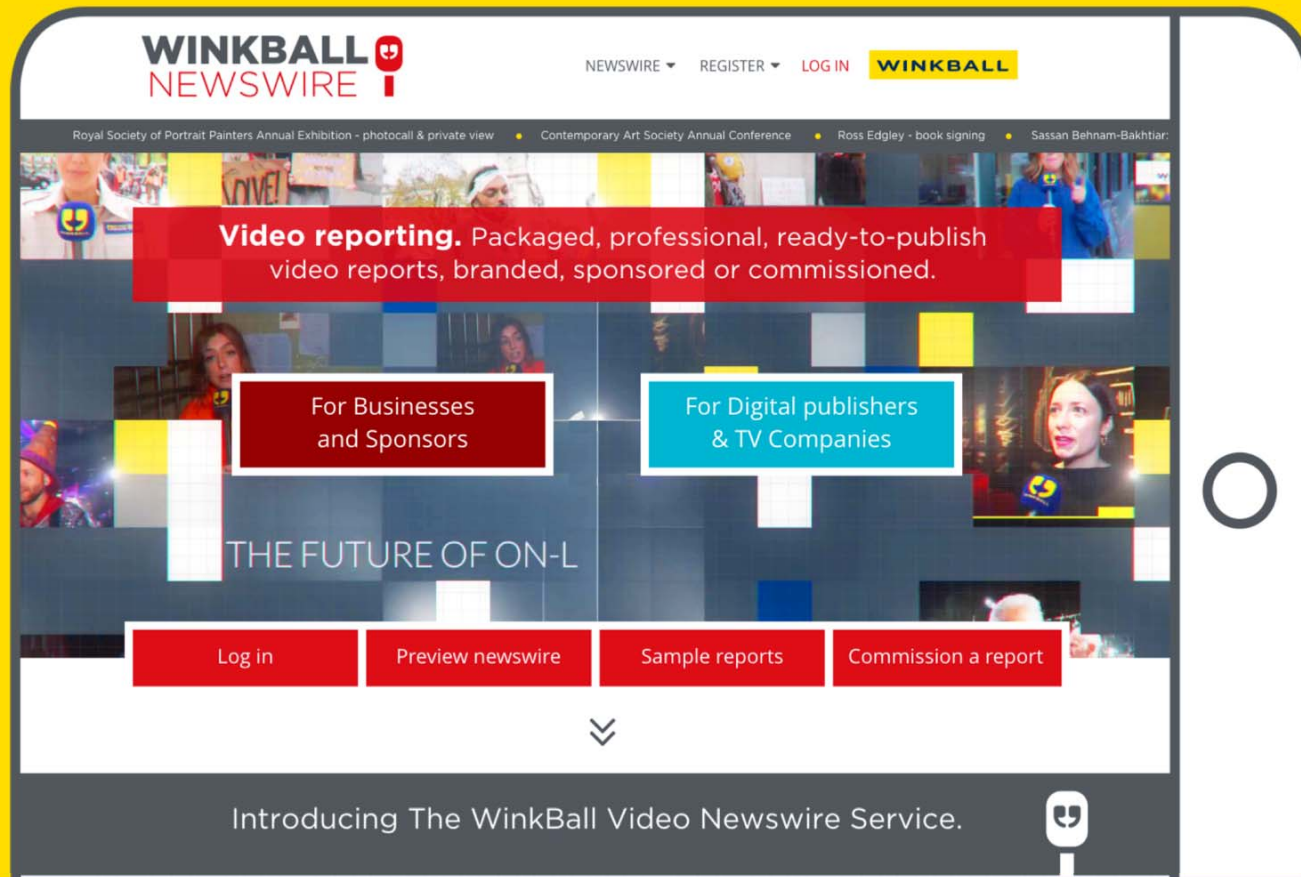
Distribution WinkBall Video Newswire



The direct way to engage with your target audience



WinkBall Video Newswire





Upcoming reports to commission

UPCOMING REPORTS FREE-TO-AIR REPORTS COMMISSION A REPORT

Search all FUTURE reports

Categories Please select Sort by Date

JUN 9  **World Naked Bike Ride- London**
📍 Hyde Park, London 🕒 Saturday 9 June 2018. 13:00
👤 Reporter: Vicky Carter 🌐 Visit event website
Travel & Transport Health Charities Lifestyle
Sponsor this event 525,000 potential viewers See possible publications I will publish this
Commission report 📄
Buy exclusive rights 🔒

JUN 11  **Serpentine Gallery Summer Pavilion - press preview**
📍 Serpentine Gallery 🕒 Monday 11 June 2018. 8:00
👤 Reporter: Dan Richards 🌐 Visit event website
Art Launch events
Event Sponsored ✓ 525,000 potential viewers See possible publications I will publish this

Frida Escobedo, Mexican architect designs 18th annual architectural exhibition for pavilion displayed beside the Serpentine Gallery. African award-winning architect Diébédo Francis Kéré displayed designed the pavilion last year. Expected to take place today.




Free-to-air video reports

UPCOMING REPORTS FREE-TO-AIR REPORTS COMMISSION A REPORT

Q Search all FREE-TO-AIR reports

Categories Please select Sort by Date



Julian Schnabel: The re-use of 2017 by 2018 MAY 16

📍 Pace Gallery 🕒 Wednesday 16 May, 2018


👤 Reported by Emma Becque and Itteshad Hossain

← Art ← Museums & Galleries ← Culture

London - Pace is honoured to present Julian Schnabel: The re-use of 2017 by 2018. The re-use of Christmas, birthdays. The re-use of a joke. The re-use of air and water. This is the first solo presentation by the artist at Pace in London. The exhibition features twelve recent paintings using imagery and an approach to painting that the artist has refined throughout his career. "It is about the power to take ordinary things, and by arranging them, to produce a transcendence of their ordinariness." - Julian Schnabel. Emma Becque and Itteshad Hossain report for WinkBall.

Brand and download for your publication

More information ▾



I Don't Have Time for This: Hattie Stewart MAY 15

📍 NOW Gallery 🕒 Tuesday 15 May, 2018

👤 Reported by Sam Davis and Jackie Adedeji

← Art ← Museums & Galleries ← Culture

NOW Gallery on Greenwich Peninsula announces I Don't Have Time For This by visionary artist/illustrator Hattie Stewart, as its very first commission that



winkball.com showcases reports and reporters

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WinkBall is a Video Reporter Network that records the cultural heartbeat of your community, your city - your world.

Our trained network of reporters reflect life in all its colour, from the local to global, from the village fete to the World Cup.

We are WinkBall.

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Posie Chikara, Annouka Pope, Jerry Percy, Lauren Adams, Gully Singh, Anabel Khan, Darve Frenck

Peter Sacks: Migrations Exhibition, The London Coffee Festival 2018, Pro-Wrestling Eve, Native Sessions: Exploration of Grime and UK Rap

Hire That Look, Live at Television Centre Festival, East End Film Festival: Opening Night Gala - Boom For Real, Just a Splash

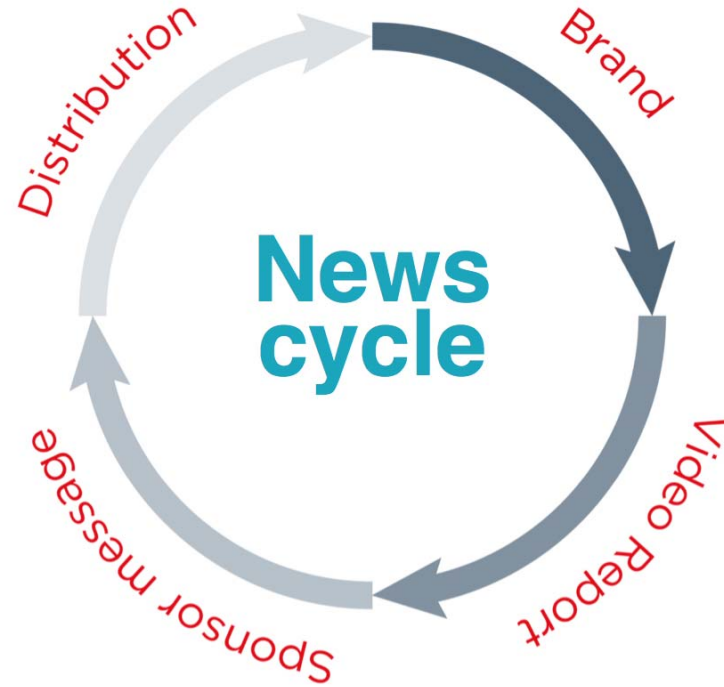


Benefits of video reporting

- Reach your target audience by sponsoring professionally produced video reports.
- The best possible way to create brand awareness and to communicate your key messages.
- Deliver coverage of your news, events, launches and PR campaigns with direct access to WinkBall's national network of reporters.
- Reach millions of viewers via social media and digital publishers across the UK with WinkBall Newswire.

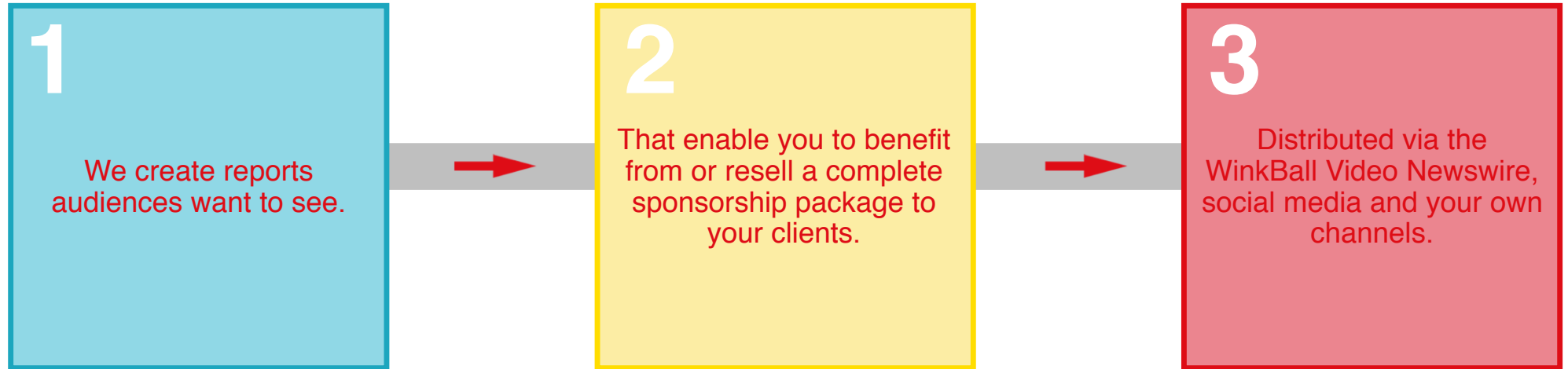


Our video reports enable you to engage with the news cycle



In summary

What, how and who for?



In summary

We provide a complete service

Reporting

Global professional
& dedicated reporting
teams

Production

Report and interview
processing system

Embedded video
sponsorship system

Studio editing suite

Distribution

Video newswire

Social media

Publications

Publishing

Personalised branding
systems for publishers
and television



Companies we have worked with



CHRISTIE'S

Frieze
London



SAATCHI GALLERY



roberto cavalli



THE
NATIONAL
GALLERY



CREDIT SUISSE



DISHOOM
FROM BOMBAY WITH LOVE



Awards we have reported





Thank you