

10 March 2026

Dear

## **ATISN 26693 - Wales Media Awards and the Journalists' Charity**

### **Information requested**

Copies of correspondence, relating to:

1. Decisions to set sponsorship at £10,000 in 2023, 2024, and 2025.
2. Invitations to ministers to speak or present awards.
3. Arrangements for Welsh Government tables of ten.
4. Agreements on Welsh Government branding at the Wales Media Awards.

You have asked that a targeted search be limited to the period 1 January 2023 to present, and restricted to correspondence held by:

- Creative Wales.
- Marsh Marketing; and
- The Journalists' Charity.

You have also asked that if any information is withheld, we clearly specify:

- The exemption relied upon.
- Why it applies.
- Whether a public interest test has been conducted.

### **Our response**

Our response is based on correspondence held by Creative Wales; we do not have access to correspondence held directly by either Marsh Marketing or The Journalists' Charity. Both organisations can be contacted directly via:

<https://marshmarketing.co.uk/contact/>  
<https://journalistscharity.org.uk/contact/>

1. Decisions to set sponsorship at £10,000 in 2023, 2024, and 2025 can be found at Annex 1.
2. Invitations to Ministers to speak or present awards can be found at Annex 2.
3. Arrangements for Welsh Government tables of ten can be found at Annex 3.
4. Agreements on Welsh Government branding at the Wales Media Awards can be found at Annex 4.

## **Next steps**

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,  
Cathays Park,  
Cardiff,  
CF10 3NQ

or Email: [Freedomofinformation@gov.wales](mailto:Freedomofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,  
Wycliffe House,  
Water Lane,  
Wilmslow,  
Cheshire,  
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

**Annex 1 - Decisions to set sponsorship at £10,000 in 2023, 2024, and 2025.**

Answer:

- **2023**

**From:** Evans, Gerwyn (ETC - Culture, Sport & Tourism - Creative Wales)

**Sent:** Tuesday, June 13, 2023 10:23 AM

**To:** WG Official (ETC - Culture, Sport & Tourism - Creative Wales); Langley, Joedi (ETC - Culture, Sport & Tourism - Creative Wales) WG Official 6 (ETC - Culture, Sport & Tourism - Creative Wales)

**Cc:** WG Official 4 (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 5 (ETC - Culture, Sport & Tourism - Creative Wales)

**Subject:** RE: Wales Media Awards - Sponsorship

Thanks – I am happy to approve

**From:** WG Official (ETC - Culture, Sport & Tourism - Creative Wales)

**Sent:** Tuesday, June 13, 2023 10:18 AM

**To:** Evans, Gerwyn (ETC - Culture, Sport & Tourism - Creative Wales) Langley, Joedi (ETC - Culture, Sport & Tourism - Creative Wales) WG Official 6 (ETC - Culture, Sport & Tourism - Creative Wales)

**Cc:** WG Official 4 (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 5 (ETC - Culture, Sport & Tourism - Creative Wales)

**Subject:** Wales Media Awards - Sponsorship

Hi all,

Requesting confirmation, you are happy to proceed with the attached sponsorship of £10,000 for the Wales Media Awards taking place in November of this year.

The Journalists' Charity's annual Wales Media Awards recognise individuals who have made an outstanding contribution to journalism in Wales.

In terms of Creative Wales brand exposure, the sponsor package includes:

- Branding on all awards publicity as support sponsor of the Awards
- Branding as sponsor of the pre-awards Reception
- Speaking opportunity to welcome guests at the pre-awards Drinks Reception
- Table for ten guests at the Awards Dinner
- Verbal acknowledgement as support sponsor at Awards ceremony
- Sponsorship and presentation of two category trophies on stage
- Opportunity to display pop-ups in the pre-awards Reception and in the Awards Dinner Suite
- Full A5 page advert in the Awards printed glossy Programme (artwork to be supplied)
- Full A5 company profile in the Awards printed glossy Programme (copy/images to be provided for design)
- Branding on screen at Awards Dinner/Ceremony
- Branding included on website and social media posts

Thanks,

- **2024**

**From:** Evans, Gerwyn (ETC - Culture, Sport & Tourism - Creative Wales)  
**Sent:** 14 May 2024 12:50  
**To:** WG Official (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 6 (ETC - Culture, Sport & Tourism - Creative Wales)  
**Cc:** WG Official 3 (ETC - Operations - Communications) WG Official 4 (ETC - Culture, Sport & Tourism - Creative Wales) WG Official 5 (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 2 (ETC - Culture, Sport & Tourism - Creative Wales)  
**Subject:** RE: Wales Media Awards 2024 - sponsorship

Hi

Yes, happy to approve, sorry for the delay. They have chased me today.

Thanks  
Gerwyn

**From:** WG Official (ETC - Culture, Sport & Tourism - Creative Wales)  
**Sent:** Tuesday, May 14, 2024 12:47 PM  
**To:** Evans, Gerwyn (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 6 (ETC - Culture, Sport & Tourism - Creative Wales)  
**Cc:** WG Official 3 (ETC - Operations - Communications) WG Official 4 (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 5 (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 2 (ETC - Culture, Sport & Tourism - Creative Wales) <  
**Subject:** RE: Wales Media Awards 2024 - sponsorship

Hi,  
Sorry to chase, but are you happy to proceed with the s/s of the WMA's?  
Thanks,

**From:** WG Official (ETC - Culture, Sport & Tourism - Creative Wales)  
**Sent:** Thursday, May 9, 2024 5:01 PM  
**To:** Evans, Gerwyn (ETC - Culture, Sport & Tourism - Creative Wales) WG Official 6 (ETC - Culture, Sport & Tourism - Creative Wales)  
**Cc:** WG Official 3 (ETC - Operations - Communications) WG Official 4 (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 5 (ETC - Culture, Sport & Tourism - Creative Wales); WG Official 2(ETC - Culture, Sport & Tourism - Creative Wales) <  
**Subject:** Wales Media Awards 2024 - sponsorship

Hello Gerwyn / WG Official 6

Requesting budget and affordability approval to sponsor the Wales Media Awards 2024 of £10,000. The Journalists' Charity's annual Wales Media Awards recognise individuals who have made an outstanding contribution to journalism in Wales.

I have outlined the benefits below as part of our sponsorship package, but it's also worth noting they have more of a focus on Welsh language and diversity this year:

- Work with Creative Wales to identify and attract a diversity of entries and attendance by targeting relevant journalists, media groups and publications across Wales.
- Promote awards to ethnic community journalists and other diverse media outlets to encourage entries and attendance.
- Co-opt appropriate journalists from diverse backgrounds to Judging panels.
- Awards ceremony to be a bilingual English- Welsh event.
- Encourage both English language and Welsh language entries.
- Wales Media Awards section on Journalists' Charity website to be bilingual.
- Promote awards to Welsh language media including micro-local publications such as Papurau Bro; encourage entries and attendance.
- Social media promotional posts in both Welsh and English.

Benefits include:

- Branding on all awards collateral as support sponsor of the Awards
- Branding as sponsor of the pre-awards Drinks Reception
- Speaking opportunity at the pre-awards Drinks Reception
- Table for ten guests at the Awards Dinner
- Verbal acknowledgement as support sponsor at Awards ceremony
- Sponsorship and presentation of two category trophies on stage
- Opportunity to display pop-ups in the pre-awards Reception and in the Awards Dinner Suite
- Full A5 page advert in the Awards printed glossy programme (artwork to be supplied)
- Full A5 company profile in the Awards printed glossy programme (copy/images to be provided for design)
- Branding on screen at Awards Dinner/Ceremony
- Branding included on website and social media posts
- Post-event publicity

Thanks,

Diolch yn fawr,

- **2026**

**From:** Langley, Joedi (EET - Creative Wales) <Email address>

**Sent:** 06 May 2025 10:23

**To:** WG Official 2 (EET - Creative Wales)

WG Official (EET - Creative Wales); WG Official 6 (EET - Creative Wales)

**Cc:** WG Official 4 (EET - Creative Wales); WG Official 3 (EET - Creative Wales)

Official (EET - Creative Wales)

**Subject:** RE: Wales Media Awards Sponsorship Form

In which case I'm happy

**From:** WG Official 2 (EET - Creative Wales) >

**Sent:** 06 May 2025 09:53

**To:** WG Official (EET - Creative Wales); Langley, Joedi (EET - Creative Wales) WG Official 6 (EET - Creative Wales)

**Cc:** WG Official 4 (EET - Creative Wales); WG Official 3 (EET - Creative Wales) WG Official (EET - Creative Wales)

**Subject:** RE: Wales Media Awards Sponsorship Form

Hi

Apologies for the delay. I can see Steph has confirmed availability and from a policy perspective I think it would be a good one to sponsor again if possible as it demonstrates our ongoing recognition of the importance of the media sector.

Thanks

**From:** WG Official (EET - Creative Wales)

**Sent:** 01 May 2025 17:58

**To:** Langley, Joedi (EET - Creative Wales) WG Official 2 (EET - Creative Wales) WG Official 6 (EET - Creative Wales)

**Cc:** WG Official 4 (EET - Creative Wales); WG Official 3 (EET - Creative Wales); WG Official (EET - Creative Wales)

**Subject:** FW: Wales Media Awards Sponsorship Form

Hi all,

Sorry to chase but are we happy to support for £10k again this year. If so, please could you confirm budget and affordability. Tracey has a committee meeting on the 7<sup>th</sup> May and was hopeful to give an update to them then.

Thanks,

**From:** WG Official (EET - Creative Wales)

**Sent:** 29 April 2025 14:19

**To:** Langley, Joedi (EET - Creative Wales) WG Official 2 (EET - Creative Wales) WG Official EET - Creative Wales)

**Cc:** WG Official 3 (EET - Creative Wales) WG Official (EET - Creative Wales); WG Official (EET - Creative Wales)

**Subject:** FW: Wales Media Awards Sponsorship Form

Hi all,

Just following up re WMA, and whether we would like to support again this year (they are chasing me for an update).

If we are content to support again for £10,000, please could you confirm budget and affordability.

Thanks,

**From:** WG Official (EET - Creative Wales)

**Sent:** 07 April 2025 14:09

**To:** WG Official 2(EET - Creative Wales) Langley, Joedi (EET - Creative Wales) WG Official 6 (EET - Creative Wales)

**Cc:** WG Official 3 (EET - Creative Wales); WG Official 4 (EET - Creative Wales); WG Official (EET - Creative Wales)

**Subject:** FW: Wales Media Awards Sponsorship Form

Hello all,

Wales Media Awards have been in touch to ask if we would like to sponsor the awards again this year. It would be good to get your views. (if yes to supporting, please could you provide budget and affordability approval).

CREATIVE WALES - SUPPORT SPONSORSHIP for £10,000:

- Branding on all awards collateral as support sponsor of the Awards
- Speaking opportunity at the Awards Dinner
- Table for ten guests at the Awards Dinner
- Verbal acknowledgement as support sponsor at Awards ceremony
- Sponsorship acknowledgment and presentation of two category trophies on stage
- Opportunity to display light boxes at entrance and in the pre-awards Reception
- Full A5 page advert in the Awards printed glossy programme
- Full A5 company profile in the Awards printed glossy programme
- Branding on screen at Awards Dinner/Ceremony
- Branding on Awards website
- Sponsors post included in social media posts
- Post-event publicity via press release and social media posts

## **Annex 2 - Invitations to ministers to speak or present awards.**

Answer:

- **2023**

**From:** WG Official

**Sent:** Thursday, September 28, 2023 1:50 PM

**To:** DS Deputy Minister for Arts, sport and tourism

**Subject:** Wales Media Awards - 10th November.

Hi Jen, how are you doing?

Just wondered whether the Deputy Minister is available on the evening of Friday November 10<sup>th</sup>? Creative Wales is sponsoring and has a table at the Wales Media Awards, just looking to see whether she would be available to attend?

I know she's already informally discussed the event with representatives of the National Union of Journalists.

Happy to discuss.

Thanks.

- **2024**

Mid 2024 saw a period of Ministerial change regarding responsibility for culture. As such an invitation was not issued by Creative Wales for Ministerial attendance at the awards ceremony.

- **2025**

**From:** WG Official

**Sent:** 04 September 2025 09:52

**To:** DS Minister for Culture, Skills & Social Partnership; PS Minister for Culture, Skills & Social Partnership Thomas, Jason (EET - Directors Office - TME&C)

**Cc:** Langley, Joedi (EET - Creative Wales) Creative Wales Gov. Bus. / Cymru Greadigol Bus. Llyw WG Official 3 (EET - Creative Wales)

**Subject:** Creative Wales supported events – attendance opportunities

Bore da pawb,

Please find below a list of upcoming events supported by Creative Wales. We would be grateful if you could advise whether any of the listed events are of interest to attend.

<b>Events</b>	<b>Date</b>	<b>Venue</b>	
Black Welsh Music Awards	4 <sup>th</sup> October – Saturday – 12pm-5.30pm	Royal Welsh College of Music and Drama, Cardiff	The Black Welsh Music Awards (BWMA) aims to celebrate and promote Black excellence in music-making across Wales, providing a professional platform for artists of Black origin who have historically been underrepresented in the Welsh music industry.
BAFTA Cymru Awards	5 <sup>th</sup> October – Sunday – 6pm	ICC, Newport	Table x 10 – tbc
Welsh Music Prize	6 <sup>th</sup> October – Monday – 7pm	WMC, Cardiff Bay	The Welsh Music Prize is an annual award that celebrates the best album from Wales, chosen by members of the music industry based on artistic

			merit, regardless of genre, sales, or record label.
Wales Screen Summit	7-8 <sup>th</sup> October – Tues/Wed – 9am/9.30am	Parkgate Hotel, Cardiff	The Wales Screen Summit is a leading annual event for the film and television industry in Wales, bringing together UK and international professionals to pitch ideas, forge partnerships, and shape the future of screen production in and from Wales.
Iris Prize	13-19 <sup>th</sup> Oct – times tbc	Cardiff – locations tbc	The Iris Prize LGBTQ+ Film Festival aims to amplify LGBTQ+ stories globally and support new LGBTQ+ filmmaking. The festival features 55 short films and 12 feature films, with the prestigious Iris Prize at its core - includes reinstated industry day (15 <sup>th</sup> Oct). No single awards evening – programme launch 11 <sup>th</sup> Sep.
TIGA awards	4 <sup>th</sup> Nov – Tuesday – 6.30pm	The Hurlingham Club, London	The TIGA Awards celebrate excellence across the UK games industry, recognising top achievements in development, business, and education. Table tbc.
<b>Wales Media Awards</b>	<b>16<sup>th</sup> Jan 2026 – Friday – time tbc</b>	<b>Parkgate Hotel, Cardiff</b>	<b>The Wales Media Awards celebrate outstanding journalism in Wales across print, broadcast, and digital media. Hosting table.</b>

### Annex 3 - Arrangements for Welsh Government tables of ten.

Answer:

For 2023, 2024 and 2025, Creative Wales / Welsh Government hosted table of 10 at the Wales Media Awards saw invitations sent to members of the Wales Public Interest Working Group and wider industry stakeholders, including academia and trade union representatives, on a first come first served basis.

Attendance on the table included entrance to the awards ceremony, pre-awards drinks reception, and a three-course meal with a choice of limited alcoholic and non-alcoholic beverages.

### Annex 4 - Agreements on Creative Wales / Welsh Government branding at the Wales Media Awards.

Answer:

For 2023, 2024 and 2025, sponsorship of the Wales Media Awards by Welsh Government/ Creative Wales saw agreed branding via:

- Branding across all Awards collateral as a support sponsor

- Speaking opportunity at the Awards Dinner
- Verbal acknowledgement as a support sponsor during the Awards ceremony
- Sponsorship acknowledgement and presentation of two category trophies on stage
- Opportunity to display Creative Wales lightboxes at the entrance and during the pre-Award's reception
- Full A5 page advert in the printed Awards glossy programme (artwork supplied)
- Full A5 page company profile in the printed Awards glossy programme (copy and images supplied for design)
- On screen branding during the Awards Dinner and ceremony
- Branding on the Awards website
- Inclusion in sponsors' social media posts
- Post event publicity via press release and social media