

THE CANADIAN JOURNALISM FOUNDATION AWARDS



SPONSORSHIP OPPORTUNITIES

JUNE 4, 2014 | THE FAIRMONT ROYAL YORK | TORONTO | #CJFAWARDS
CELEBRATING 17 YEARS OF JOURNALISTIC EXCELLENCE

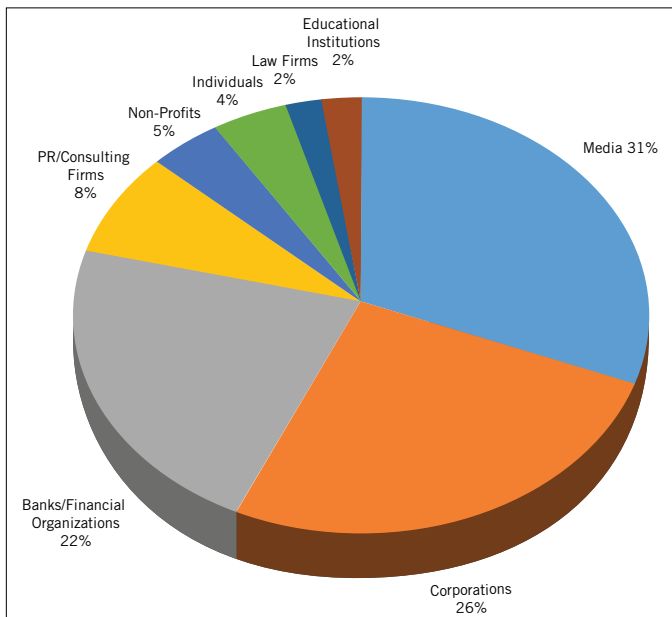


THE INDUSTRY'S MUST-ATTEND EVENT,
WHERE CANADA'S TOP NEWSMAKERS MEET CANADA'S TOP NEWS PEOPLE

THE CANADIAN JOURNALISM FOUNDATION IS A NON-PROFIT ORGANIZATION THAT CELEBRATES EXCELLENCE IN JOURNALISM.

“We know what we do is important, we know great work when we see it, and I think it's good to gather around a campfire and celebrate excellence in our midst. Because it's dark out there and it's nice to sit around a warm, nice, bright campfire and tell stories about the great things that we've done.”

— David Carr, Business Columnist and Culture Reporter, *The New York Times*



2013 CJF AWARDS STATS

- Attracts 500 guests
- 31% media, 26% corporations, 22% banks/financial organizations, 8% PR/consulting firms, 5% non-profits, 4% individuals, 2% law firms and 2% educational institutions
- Loyal attendance base

THE EVENING FEATURES AN OPENING COCKTAIL RECEPTION, DINNER AND CJF AWARDS PRESENTATION, AND A POST-CEREMONY RECEPTION TO TOAST AWARD RECIPIENTS AND HONOUREES.



"This must-attend annual event brings together journalists and executives from the private and public sectors to celebrate and recognize the very best in Canadian journalism. We see great value in supporting it."

*— Paul Deegan,
Vice-President, Government
and Public Relations,
BMO Financial Group*

SPONSORSHIP OPPORTUNITIES

In addition to a table for **eight** guests at the dinner in the elegant Canadian Room at The Fairmont Royal York, two prominent journalists as media guests at your table, and recognition on the CJF website and at the event, sponsors will enjoy the following benefits:

\$25,000 FEATURE SPONSOR

- INCLUDES**
- Premium table position
 - **FIRST** choice of **TWO** prominent journalists as media guests at your table
 - Company logo and credit in all videos featured during the Awards ceremony, that will appear after the event on CJF's dedicated TV channel, CJF Awards website and on broadcasts of the Awards ceremony (CPAC, CBC)
 - Full-page ad on the inside front cover of the Awards program
 - Scripted acknowledgement as the evening's Feature Sponsor by Awards host
 - Branding in multimedia slideshow at the Awards
 - Identification in all Awards news releases distributed by CNW

SOLD TO BMO

SPONSORSHIP OPPORTUNITIES

"Accenture proudly supports the CJF and its commitment to excellence in journalism — a mandate which is upheld with integrity and a strong sense of stewardship for all Canadians."

— Theresa Ebdon, Director, Media and Analyst Relations (Canada), Accenture



\$20,000 CJF TRIBUTE BREAKFAST SPONSOR

Includes an intimate breakfast with the CJF Tribute recipient and up to 12 guests at The Fairmont Royal York. The CJF Tribute recipient is a media luminary or organization that has made an impact on the international stage. Past recipients include **David Carr**, business columnist and culture reporter, on behalf of *The New York Times*; **Robert MacNeil**, news anchor, author, journalist and co-creator of the *MacNeil/Lehrer Report*; **Morley Safer**, correspondent with CBS News; and **Graydon Carter**, editor of *Vanity Fair*.

INCLUDES

- Premium table position
- **PRIORITY** choice of **TWO** prominent journalists as media guests at your table
- Scripted acknowledgement by Awards host
- Half-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW

\$20,000 RECEPTION SPONSOR

INCLUDES

- Premium table position
- Standalone photo signature in reception room
- Branding on reception cocktail menu
- **PRIORITY** choice of **TWO** prominent journalists as media guests at your table
- Scripted acknowledgement by Awards host
- Half-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW



SPONSORSHIP OPPORTUNITIES

\$12,500 TRAVEL SPONSOR

INCLUDES

- Premium table position
- **TWO** prominent journalists as media guests at your table
- Opportunity to request the specific media guests to be seated at your table
- Scripted acknowledgement by Awards host
- One-third page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW

\$12,500 POST RECEPTION SPONSOR TOASTING THE EVENING'S WINNERS

INCLUDES

- Premium table position
- Stand-alone logo signage in reception room
- **TWO** prominent journalists as media guests at your table
- Opportunity to request the specific media guests to be seated at your table
- Scripted acknowledgement by Awards host
- One-third page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW

\$12,500 SUPPORTING SPONSOR HONOURING FAST AWARD WINNERS

\$12,500 SUPPORTING SPONSOR HONOURING EMERGING JOURNALISTS

\$12,500 SUPPORTING SPONSOR HONOURING LIFETIME ACHIEVEMENT AWARD RECIPIENTS

\$12,500 DISCRETIONARY JURY SPONSOR

INCLUDES

- Premium table position
- **TWO** prominent journalists as media guests at your table
- Opportunity to request the specific media guests to be seated at your table
- Scripted acknowledgement by Awards host
- One-third page ad in the Awards program
- Branding in multimedia slideshow at the Awards
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SPONSORSHIP OPPORTUNITIES

"The celebration of great journalists and the celebration of the organizations that encourage them is important — we need to keep doing that: it matters. We need to remind each other that what we're doing is worthwhile and it's worthwhile looking for stories right here in our own backyard and beyond."

— Anna Maria Tremonti, Host, CBC Radio One's *The Current*



TABLE SPONSORSHIPS

\$10,000 ASPIRING JOURNALISTS TABLE (ONE OPPORTUNITY)

Sponsor a table of up to eight students from a Canadian journalism school.

INCLUDES

- Opportunity to sponsor school(s) of your choice
- Opportunity to host your sponsored table of future journalists at the event
- **TWO** prominent journalists as media guests at your table
- Recognition of your sponsorship in the Awards program
- Scripted acknowledgement by Awards host
- Identification in all Awards news releases distributed by CNW

\$7,500 CHAIRMAN'S CIRCLE TABLE (THREE OPPORTUNITIES)

INCLUDES

- Tables for eight guests
- Premium table position
- **TWO** prominent journalists as media guests at your table
- Recognition of your sponsorship in the Awards program

TAKE ADVANTAGE OF THE EARLY BIRD RATES

\$6,000 AWARDS TABLE (EARLY BIRD RATE)

- \$6,500 after April 15, 2014

INCLUDES

- Tables for eight guests
- **TWO** prominent journalists as media guests at your table

\$600 TICKETS (EARLY BIRD RATE)

- \$650 after April 15, 2014

CUSTOMIZED SPONSORSHIP

The CJF can design a customized opportunity to meet your organization's objectives. For further information please contact:

NATALIE TURVEY

Executive Director
416.955.0394 x501
nturvey@cjf-fjc.ca

AWARDS PRESENTED



"The CJF Award is one of those things you want to see on your mantle. I'm always excited to be at a night like this. It's like old home week, and a great opportunity to applaud your colleagues."

— Lisa LaFlamme,
Chief Anchor and Senior Editor,
CTV National News

LIFETIME ACHIEVEMENT AWARD

The Canadian Journalism Foundation

The Lifetime Achievement Award recognizes an individual who has made an outstanding lifetime contribution to journalism in Canada.



EXCELLENCE IN JOURNALISM AWARD

The Canadian Journalism Foundation

The Excellence in Journalism Award honours an organization that embodies exemplary journalistic standards and practices with a resulting impact on the community it serves. It is awarded to both a large or national media outlet and a small or local media outlet.



CJF TRIBUTE

The Canadian Journalism Foundation

The CJF Tribute recognizes a media luminary or organization that has made an impact on the international stage.



AWARDS PRESENTED

“My job is easy: I come here to be inspired by people. I sit and talk on the radio in a very safe space in the studio. It’s a lot of fun and we do some interesting things, but you meet people at these events that make you raise the bar a lot higher.”

— Matt Galloway, Host,
CBC Radio One's Metro
Morning, Toronto



GREG CLARK AWARD

The Canadian Journalism Foundation

The Greg Clark Award offers journalists, at the beginning of their careers, the opportunity to spend a week observing the inner workings of an organization not usually accessible to the working journalist.

TOM HANSON PHOTOJOURNALISM AWARD

The Canadian Journalism Foundation and The Canadian Press

The Tom Hanson Photojournalism Award offers a six-week paid internship at The Canadian Press to a photojournalist in the early stages of his or her career. The annual internship is designed to give a photographer trying to break into the business a chance to perform on the national stage.

WILLIAM SOUTHAM JOURNALISM FELLOWSHIPS

University of Toronto and Massey College

The William Southam Journalism Fellowships, awarded annually, provide emerging journalists with a year at Massey College to pursue a course of study of their choosing.

MARTIN WISE GOODMAN CANADIAN NIEMAN FELLOWSHIP

The Martin Wise Goodman Trust

The Martin Wise Goodman Canadian Nieman Fellowship is awarded biennially and allows the recipient to enjoy a one-year sabbatical at Harvard University. The fellowship was last awarded in 2013.

THE ATKINSON FELLOWSHIP IN PUBLIC POLICY

The Atkinson Charitable Foundation

The Atkinson Fellowship in Public Policy provides a grant for a Canadian journalist to undertake a year-long research project on a topical policy issue. It is designed to further both the tradition of liberal journalism in Canada and the commitment to social and economic justice of Joseph E. Atkinson.



THE CANADIAN JOURNALISM FOUNDATION IS WORKING FOR BETTER JOURNALISM. AS JOURNALISM GOES, SO GOES DEMOCRACY.



ABOUT THE CANADIAN JOURNALISM FOUNDATION

The Canadian Journalism Foundation promotes excellence in journalism by celebrating outstanding journalistic achievement:

- Through an annual awards program
- By organizing events that facilitate dialogue among journalists, business people, academics and students about the role of the media in Canadian society
- By supporting journalism websites, J-Source.ca (English) and ProjetJ.ca (French), in cooperation with the country's leading journalism schools
- By fostering opportunities for journalism education, training and research

YOU CAN FIND US ON:



cjffjc



@cjffjc #CJFAwards



CJFvideo



**SUPPORT
THE CJF**

For further information and to confirm your sponsorship please contact:

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Charitable registration number 132489212