

# THE CANADIAN JOURNALISM FOUNDATION AWARDS



## SPONSORSHIP OPPORTUNITIES

JUNE 3, 2015 | THE FAIRMONT ROYAL YORK | TORONTO | #CJFAWARDS

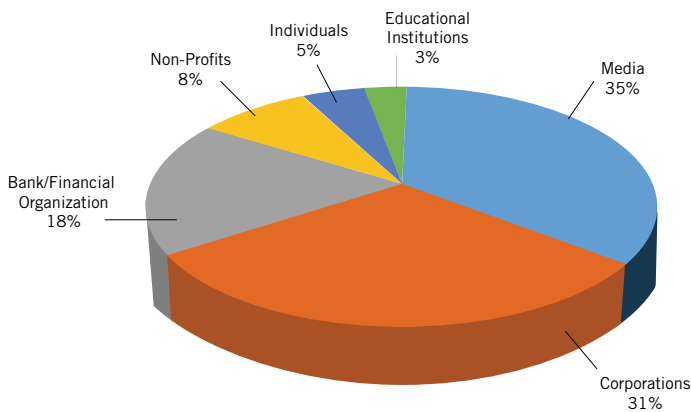


THE MEDIA'S MUST-ATTEND EVENT,  
WHERE CANADA'S TOP NEWSMAKERS MEET CANADA'S TOP NEWS PEOPLE

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



## 2014 CJF AWARDS ATTENDANCE



## 2014 CJF AWARDS STATS

- Attracts more than 500 guests
- 35% media, 31% corporations, 18% banks/financial organizations, 8% non-profits, 5% individuals, and 3% educational institutions
- Loyal attendance base



# SPONSORSHIP OPPORTUNITIES

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

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 at the event and on the CJF website, sponsors will enjoy the following benefits:

### **\$30,000 PRESENTING SPONSOR**

#### **INCLUDES**

- Premium table position
- **FIRST** choice of **TWO** prominent journalists as media guests at your table
- Company logo and credit featured during the Awards ceremony
- One seat at the head table
- Opportunity for signage at the entrance of the Canadian Room
- Letter of support in program
- Full-page ad on the inside front cover of the Awards program
- Scripted acknowledgement as the evening's Presenting Sponsor by Awards host
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW

### **\$20,000 CJF TRIBUTE BREAKFAST SPONSOR**

Includes an intimate breakfast discussion with the CJF Tribute recipient and up to 12 guests the morning after the gala. The CJF Tribute recipient is a media luminary or organization that has made an impact on the international stage. This year's Tribute will honour **Malcolm Gladwell** in recognition of his pioneering work as a journalist and author.

#### **INCLUDES**

- Premium table position
- **PRIORITY** choice of **TWO** prominent journalists as media guests at your table
- Scripted acknowledgement during Tribute presentation
- 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
- Stand-alone logo signage in reception room
- Opportunity for custom branding (e.g. cocktail napkins)
- **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

### **~~\$15,000 SUPPORTING SPONSOR~~ SOLD TO MEDTRONIC HONOURING PAST AWARD-WINNERS**

### **~~\$15,000 SUPPORTING SPONSOR~~ SOLD TO SCOTIABANK HONOURING EMERGING JOURNALISTS**

### **~~\$15,000 SUPPORTING SPONSOR~~ SOLD TO ACCENTURE HONOURING LIFETIME ACHIEVEMENT AWARD RECIPIENTS**

### **\$15,000 SUPPORTING SPONSOR HONOURING CJF JURIES**

#### **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~~ SOLD TO TOASTING THE EVENING'S WINNERS POSTMEDIA**

#### **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



# SPONSORSHIP OPPORTUNITIES

*"There is a tendency in this job to get buried in your own work. Journalism demands that of us. But it's important to take a moment, stand back, and appreciate the best the industry has to offer – not just for show, but to see what's working, who's doing it right, what obstacles they overcame, and how those lessons can be applied. It's inspiring."*

— Grant Robertson, senior business writer with *The Globe and Mail* and one of last year's CJF Tribute honourees



## TABLE SPONSORSHIPS

### **\$10,000 ASPIRING JOURNALISTS TABLE (TWO OPPORTUNITIES)**

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

#### INCLUDES

- Opportunity to sponsor speakers 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 (FIVE 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 February 27, 2015

#### INCLUDES

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

### **\$600 TICKETS (EARLY BIRD RATE)**

- \$650 after February 27, 2015

## 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

*"Twenty-five years ago we gathered to find a way to celebrate excellence in journalism. Every year the event has reached new heights in both quality and quantity. The prize is the excuse for the gathering. The journalistic works are the legacy of the CJF."*

— Sally Armstrong, journalist, documentary filmmaker, author, human rights activist and past CJF Lifetime Achievement Award recipient



## CJF TRIBUTE

*The Canadian Journalism Foundation*

The CJF Tribute recognizes a media luminary or organization that has made an impact on the international stage. This year's Tribute will honour **Malcolm Gladwell**, in recognition of his pioneering work as a journalist and author.



### INNOVATION AWARD \*NEW\*

*The Canadian Journalism Foundation*

At a time when news organizations are facing unprecedented challenges and demands for change, this award recognizes innovations that have a demonstrated impact in advancing the quality of journalism done by a news organization.

### 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 a Canadian organization that embodies exemplary journalism with a resulting impact on the community it serves. It is awarded to both a large media organization and a small media organization.



# AWARDS PRESENTED



## CJF ABORIGINAL JOURNALISM FELLOWSHIPS

*The Canadian Journalism Foundation*

Two fellowship opportunities offer early-career Aboriginal journalists the chance to explore issues of interest to First Nations, Métis or Inuit Peoples. The fellows are hosted for one month by CBC News at its Aboriginal Centre in Winnipeg.

## THE LANDSBERG AWARD

*The Canadian Journalism Foundation, in association with the Canadian Women's Foundation*

Named after Michele Landsberg—award-winning journalist, author, social activist and feminist—this award celebrates a journalist who is raising awareness about women's equality issues in Canada and aims to inspire an increase in the media coverage and voice of women. The recipient receives a \$5,000 prize.

## 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.



## THE ATKINSON FELLOWSHIP IN PUBLIC POLICY

*The Atkinson Foundation*

This fellowship provides a seasoned Canadian journalist with \$100,000 and an opportunity to pursue a year-long investigation into a current policy issue. This award is a collaborative project of the Atkinson Foundation, the Honderich Family and the *Toronto Star*.

## WILLIAM SOUTHAM JOURNALISM FELLOWSHIPS

*University of Toronto and Massey College*

The William Southam Journalism Fellowships, awarded annually by the University of Toronto and Massey College, reward mid-career journalists with an academic year to audit any course in the discipline of their choice and to participate fully in life at the College and the University. The fellowships are presented in association with Canadian Journalists for Free Expression, Journalists for Human Rights and The Canadian Journalism Foundation.

## MARTIN WISE GOODMAN CANADIAN NIEMAN FELLOWSHIP

*The Martin Wise Goodman Trust*

The Martin Wise Goodman Canadian Nieman Fellowship is awarded biennially and allows a mid-career journalist the opportunity to study for an academic year at Harvard University.



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



## ABOUT THE CANADIAN JOURNALISM FOUNDATION

Established in 1990, The Canadian Journalism Foundation promotes excellence in journalism by celebrating outstanding journalistic achievement. Our signature events include an annual awards program featuring a must-attend annual industry gala where Canada's top newsmakers meet Canada's top news people. Through J-Talks, our popular speakers series, we facilitate dialogue among journalists, business people, academics and students about the role of the media in Canadian society and the ongoing challenges for media in the digital era. The Foundation also supports journalism websites J-Source.ca (English) and ProjetJ.ca (French) and fosters 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:

### **NATALIE TURVEY**

Executive Director

416.955.0394 x501

nturvey@cjf-fjc.ca

**WWW.CJF-FJC.CA**

Charitable registration number 132489212



CELEBRATING 25 YEARS OF JOURNALISTIC EXCELLENCE