THE CANADIAN JOURNALISM FOUNDATION AWARDS
CELEBRATING MORE THAN 25 YEARS OF EXCELLENCE IN JOURNALISM

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

2016 CJF AWARDS ATTENDANCE
- 28% Media
- 20% Corporations
- 17% Individuals
- 14% Banks/Financial Organizations
- 9% Public Relations
- 7% Non-Profits
- 5% Law Firms

2016 CJF AWARDS STATS
- Attracts more than 600 guests
- Regular attendees include top journalists, high-profile media representatives and key decision-makers from Canada’s leading institutions.
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 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:

**25 THOUSAND PRESENTING SPONSOR**
- Premium table position
- Stand-alone logo recognition as the evening sponsor on the website, in the program and on keynote slides at the Awards
- FIRST choice of two prominent journalists as media guests at your table
- Company logo featured during the Awards ceremony
- Opportunity for signage at the entrance of the Canadian Room
- Full-page, centrefold ad in 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
- Opportunity to provide a branded product or gift in event gift bags

**20 THOUSAND CJF TRIBUTE SPONSOR**
The CJF Tribute recipient is a media luminary or organization that has made an impact on the international stage. Last year’s Tribute honoured Tina Brown, former *New Yorker* and *Vanity Fair* editor, and Harold Evans, former *Sunday Times* editor.
- Premium table position
- PRIORITY choice of two prominent journalists as media guests at your table
- One seat at the head table
- Scripted acknowledgement during Tribute presentation
- Full-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW
- Opportunity to provide a branded product or gift in event gift bags

**20 THOUSAND RECEPTION SPONSOR**
- Premium table position
- Stand-alone logo signage in reception room
- Opportunity for custom branding at opening event, e.g. glassware, cocktail napkins
- PRIORITY choice of two prominent journalists as media guests at your table
- Scripted acknowledgement by Awards host
- Full-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW
- Opportunity to provide a branded product or gift in event gift bags
SPONSORSHIP OPPORTUNITIES

15,000
THOUSAND
SUPPORTING SPONSOR

SOLD TO
Ivanhoé Cambridge/ Caisse de dépôt et placement du Québec
(one remaining)

- Premium table position
- **TWO** prominent journalists as media guests at your table
- Scripted acknowledgement by Awards host
- Half-page ad in the Awards program
- **TWO** prominent journalists as media guests at your table
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW
- Opportunity to provide a branded product or gift in event gift bags

TABLE SPONSORS

$7,500 CHAIRMAN’S CIRCLE TABLE
(FIVE OPPORTUNITIES)

- Premium table position
- Tables for eight guests
- **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)

- $7,000 after March 31, 2017
- Tables for eight guests
- **TWO** prominent journalists as media guests at your table

$600 TICKET
(EARLY BIRD RATE)

- $700 after March 31, 2017

As the official dinner wine partner, your brand (18 cases of white and 12 cases of red) will be served exclusively to a high-profile audience during the Awards dinner.
- 2 guest tickets (value $1,300)
- Recognition of your sponsorship in the Awards program
- Scripted acknowledgement by Awards host
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CNW
- Opportunity to provide a branded product or gift in event gift bags

$12,500
SUPPORTING SPONSOR
SUPPORTING ASPIRING JOURNALISTS
(FOUR OPPORTUNITIES)

- Opportunity to host promising students from a Canadian journalism school
- **TWO** prominent journalists as media guests at your table
- Half-page ad in the Awards program
- Scripted acknowledgment by Awards host
- Identification in all Awards news releases distributed by CNW
- Opportunity to provide a branded product or gift in event gift bags

$5,000
DINNER WINE SPONSOR

An opportunity to introduce guests to your brand and allow them to sample your product.
I had no idea I was coming to the equivalent of the Canadian journalism Oscars. Just to be in this room, vibrating with all this fabulous journalistic verve, passion, rigour and righteous zeal. Just when one is feeling demoralized by the plight of media, you come to this room, feel this marvellous surge and see the inventive ways that journalism is being reconceived as well as practised.

— Tina Brown, former *New Yorker* and *Vanity Fair* editor now CEO of Tina Brown Live Media

**CJF TRIBUTE**

The Canadian Journalism Foundation

The CJF Tribute recognizes a media luminary or organization that has made an impact on the international stage. Last year’s Tribute honoured Tina Brown, former *New Yorker* and *Vanity Fair* editor, now CEO of Tina Brown Live Media, in honour of a remarkable career shaping the cultural and media landscape; and Harold Evans, former *Sunday Times* editor now editor-at-large for Reuters, in honour of an exceptional journalism career with significant impact.

**CJF JACKMAN AWARD FOR EXCELLENCE IN JOURNALISM**

The Canadian Journalism Foundation

The CJF Jackman Award for Excellence in Journalism 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.

**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.

**INNOVATION AWARD**

The Canadian Journalism Foundation

This award recognizes innovations that have a demonstrated impact in advancing the quality of journalism done by a news organization. The winning news organization receives a cash prize of $10,000, with thanks to the generous support of new award sponsor Chevrolet.
I say to young people: if you’re coming into this business and you’re creative, you’ve got guts and you’ve got some passion—and you want to make a difference—media is the place to be. And you may in the future, find yourself at a night like this, where you are being celebrated for changing the attitude toward a major institution.

— Lloyd Robertson, longtime anchor of CTV National News, now a special correspondent for CTV News

CJF-CBC INDIGENOUS JOURNALISM FELLOWSHIPS

The Canadian Journalism Foundation and CBC News

Offered to two Indigenous journalists with one to ten years of experience, this award aims to foster better comprehension of Indigenous issues in Canada’s major media and community outlets. The fellows are hosted for one month by CBC News at its Indigenous Centre in Winnipeg. Thanks to generous supporters RBC Foundation, CN, Rosemary Speirs, CJF honorary governor, and Isabel Bassett, former chair and CEO of TVO.

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. Thanks to the generous support of Shaw Communications and Toronto Star.
“The Canadian Journalism Foundation plays a pivotal role in building and enhancing relationships between media and the private and public sector. We are proud to support the work of the CJF and their commitment to being a catalyst for enduring relationships.”

— Paul Gammal, Director, Media and External Relations, BMO Financial Group

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**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. Thanks to the generous support of Nikon.

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**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.

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**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*.

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**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.

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CUSTOMIZED SPONSORSHIP

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

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IN-KIND

THE GLOBE AND MAIL  MACLEAN’S  NATIONAL POST  metro  TORONTO STAR

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porter