AS JOURNALISM GOES, SO DOES DEMOCRACY.
THE CANADIAN JOURNALISM FOUNDATION IS A NON-PROFIT ORGANIZATION THAT CELEBRATES EXCELLENCE IN JOURNALISM.

I am so honoured to be getting this commendation from the Canadian Journalism Foundation. And I’m so proud of the work you all are doing. We all need every person in the room who’s banging their heads against the wall trying to break the big stories. We need it now more than ever.

— RONAN FARROW
Investigative reporter with The New Yorker
Recipient of the 2018 CJF Special Citation

2018 CJF AWARDS ATTENDEES

- 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 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:
**PRESENTING SPONSOR**

**SOLD TO DEEGAN PUBLIC STRATEGIES**

- **$30,000**

**INCLUDES:**
- Premium table position
- Stand-alone logo recognition as the evening sponsor on the web site, 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
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CISION

**PRESENTING SPONSOR**

**SOLD TO LABATT BREWERIES OF CANADA**

- **$25,000**

**INCLUDES:**
- Premium table position
- Stand-alone logo signage in reception room
- Opportunity for custom branding at opening reception (e.g. glassware, cocktail napkins)
- PRIORITY choice of **TWO** prominent journalists as media guests at your table
- Full-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CISION

**PRESENTING SPONSOR**

**SOLD TO CJF TRIBUTE**

- **$20,000**

**INCLUDES:**
- Premium table position
- PRIORITY choice of **TWO** prominent journalists as media guests at your table
- One seat at the head table
- Full-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CISION

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Last year’s Tribute honoured Megan Twohey and Jodi Kantor, investigative reporters with *The New York Times*, for courageous reporting that fuelled a global movement against sexual harassment.
SPONSORSHIP OPPORTUNITIES

RECEPTION SPONSOR

‘TOAST THE WINNERS’

$20,000

- Premium table position
- Stand-alone logo signage in reception room
- Opportunity for custom branding at post reception (e.g. glassware, cocktail napkins)
- TWO prominent journalists as media guests at your table
- Half-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CISION

SOLD TO THOMSON REUTERS

SOLD TO MEDTRONIC

SOLD TO GM CANADA

SOLD TO ROGERS

SOLD TO ACCENTURE

SUPPORTING SPONSOR

$15,000

- Premium table position
- TWO prominent journalists as media guests at your table
- Half-page ad in the Awards program
- Branding in multimedia slideshow at the Awards
- Identification in all Awards news releases distributed by CISION

1. SOLD TO GM CANADA (1 OPPORTUNITY REMAINING)
   SUPPORTING SPONSOR
   (TWO OPPORTUNITIES)

2. SOLD TO MEDTRONIC
   SUPPORTING SPONSOR
   HONOURING PAST AWARD WINNERS

3. SOLD TO ROGERS (2 OPPORTUNITIES REMAINING)
   SUPPORTING SPONSOR
   HONOURING EMERGING JOURNALISTS
   (THREE OPPORTUNITIES)

4. SOLD TO ACCENTURE
   SUPPORTING SPONSOR
   HONOURING LIFETIME ACHIEVEMENT AWARD RECIPIENTS
SOLD TO CTV NEWS, FACEBOOK JOURNALISM PROJECT & SCOTIABANK

SUPPORTING SPONSOR — THREE OPPORTUNITIES

SUPPORTING ASPIRING JOURNALISTS

$12,500

• 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
• Identification in all Awards news releases distributed by CISION

PROVIDED BY THE CANADIAN PRESS

SUPPORTING SPONSOR

GALA HIGHLIGHTS VIDEO

$12,500

• Half-page ad in the Awards program
• Identification in all Awards news releases distributed by CISION
• Video services may be provided in-kind as sponsorship

TABLE SPONSORS

CHAIRMAN’S CIRCLE TABLE

(FIVE OPPORTUNITIES)

$7,500

• 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

$6,500 AWARDS TABLE (EARLY-BIRD RATE)

• $7,000 after February 28, 2019
• Tables for eight guests
• TWO prominent journalists as media guests at your table

$650 TICKET (EARLY-BIRD RATE)

• $700 after February 28, 2019
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 Megan Twohey and Jodi Kantor, investigative reporters with The New York Times, for courageous reporting that fuelled a global movement against sexual harassment.

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.

THE CJF LIFETIME ACHIEVEMENT AWARD

The Canadian Journalism Foundation

The CJF Lifetime Achievement Award recognizes an individual who has made an outstanding lifetime contribution to journalism in Canada.
CJF-FACEBOOK JOURNALISM PROJECT NEWS LITERACY AWARD

The Canadian Journalism Foundation and the Facebook Journalism Project

The CJF-Facebook Journalism Project News Literacy Award was a joint initiative with the Facebook Journalism Project, established to promote news literacy among Canadians in an age of widespread information on various platforms and from different sources. The award, which carries a $10,000 prize, will celebrate journalistic efforts that encourage Canadians to understand and assess the quality of news in their communities.

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.

“...

We can’t change what happened to you in the past, but with the power of journalism, we may be able to help turn pain into some constructive purpose.”

— MEGAN TWOHEY

Investigative reporter with The New York Times

Recipient, with Jodi Kantor, of the 2018 CJF Tribute
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.

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.

THE ATKINSON FELLOWSHIP IN PUBLIC POLICY

The Atkinson Foundation

The Atkinson Foundation, the Honderich Family and Toronto Star provide a seasoned Canadian journalist with $100,000 and a year to investigate a critical public policy issue. Atkinson Fellows write a series of articles for publication in the Star at the conclusion of their fellowship.

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.
ABOUT THE CANADIAN JOURNALISM FOUNDATION

Founded in 1990, The Canadian Journalism Foundation promotes, celebrates and facilitates excellence in journalism. The foundation runs a prestigious awards and fellowships program featuring an industry gala where news leaders, journalists and corporate Canada gather to celebrate outstanding journalistic achievement and the value of professional journalism. Through monthly J-Talks, a public speakers’ series, the CJF facilitates 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 fosters opportunities for journalism education, training and research.

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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