

CELEBRATING MORE THAN 25 YEARS OF EXCELLENCE IN JOURNALISM

# THE CANADIAN JOURNALISM FOUNDATION AWARDS

## SPONSORSHIP OPPORTUNITIES



**JUNE 16, 2016**

**THE FAIRMONT ROYAL YORK**

**#CJFAWARDS**

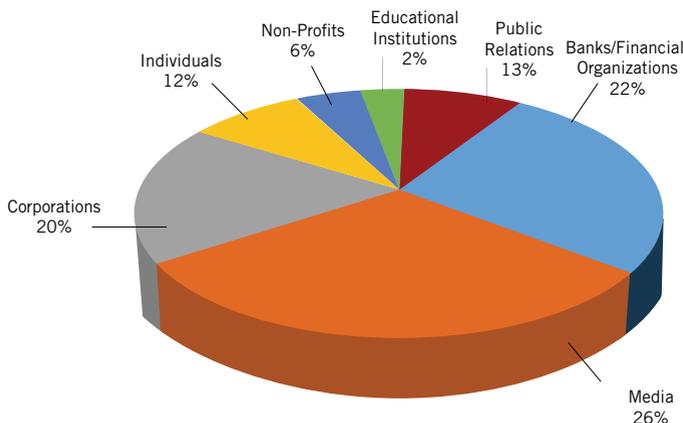


**THE MEDIA'S MUST-ATTEND EVENT,  
WHERE CANADA'S TOP NEWSMAKERS MEET CANADA'S TOP NEWS PEOPLE**

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



## 2015 CJF AWARDS ATTENDANCE



## 2015 CJF AWARDS STATS

- Attracts more than 600 guests
- 26% media, 20% corporations, 22% banks/financial organizations, 13% public relations, 6% non-profits, 12% individuals, and 2% educational institutions
- Regular attendees include high-profile representatives and key decision-makers from Canada's leading media companies and top financial institutions

# 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
- 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
- One seat at the head table
- Opportunity for signage at the entrance of the Canadian Room
- 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
- Opportunity to provide a branded product or gift in event gift bags

### ~~\$20,000~~ 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 **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
- 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

### ~~\$20,000~~ RECEPTION SPONSOR

#### INCLUDES

- Premium table position
- Stand-alone logo signage in reception room
- Opportunity for custom branding (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 our event gift bags

### ~~\$15,000~~ SUPPORTING SPONSOR

(TWO OPPORTUNITIES)

**SOLD TO BMO**

**SOLD TO IVANHOÉ CAMBRIDGE / CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC**

### ~~\$15,000~~ SUPPORTING SPONSOR

**HONOURING PAST AWARD-WINNERS**

**SOLD TO MANULIFE**

### ~~\$15,000~~ SUPPORTING SPONSOR

(THREE OPPORTUNITIES)

**HONOURING EMERGING JOURNALISTS**

**SOLD TO ROGERS**

**SOLD TO MEDTRONIC**

**SOLD TO RBC**

### ~~\$15,000~~ SUPPORTING SPONSOR

**HONOURING LIFETIME ACHIEVEMENT AWARD RECIPIENTS**

**SOLD TO ACCENTURE**

#### INCLUDES

- Premium table position
- **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
- Opportunity to provide a branded product or gift in event gift bags

### ~~\$12,500~~ 'TOAST THE WINNERS' RECEPTION SPONSOR

**SOLD TO THOMSON REUTERS**

#### INCLUDES

- Premium table position
- Stand-alone logo signage in reception room
- **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
- Opportunity to provide a branded product or gift in event gift bags

# SPONSORSHIP OPPORTUNITIES

*“Journalists live in a professional paradox. We take pride in delivering our work seamlessly but when it comes to telling the challenging and exciting and sometimes terrifying story of our own business, that is reflecting the human condition, we often fall short. The CJF Awards provides the opportunity for our industry to tell its own story and with that, build appreciation and long-lasting trust in journalism.”*

— David Walmsley, editor-in-chief of The Globe and Mail and CJF Board member



~~\$12,500 SUPPORTING SPONSOR~~  
~~SUPPORTING ASPIRING JOURNALISTS~~  
(TWO OPPORTUNITIES) **SOLD TO SCOTIABANK**  
**SOLD TO BARRICK GOLD CORPORATION**

**INCLUDES**

- Opportunity to host promising students from a Canadian journalism school
- **TWO** prominent journalists as media guests at your table
- One third-page ad in the Awards program
- Scripted acknowledgement 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~~  
**SOLD TO CHARTON HOBBS**

As the official dinner wine partner, your brand (18 cases of white wine and 12 cases of red wine) will be served exclusively to a high-profile, exclusive audience during the awards dinner. This is an opportunity to introduce guests to your brand and allow them to sample your product.

**INCLUDES**

- 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

## TABLE SPONSORS

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

**INCLUDES**

- 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)**  
• \$6,500 after February 26, 2016

**INCLUDES**

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

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

- \$650 after February 26, 2016

# AWARDS PRESENTED

*"The CJF Awards is an evening to celebrate the impact journalism has, and be inspired by those who believe in in-depth reporting, investigative work and good storytelling. It's great to be reminded that good journalism really can make a difference."*

— Michelle Shephard, national security reporter with the Toronto Star and recipient of the 2015 Atkinson Fellowship in Public Policy



## 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 **Malcolm Gladwell**, in recognition of his pioneering work as a journalist and author.



## 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*

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.

# AWARDS PRESENTED

*"I never expected to share a stage with Malcolm Gladwell. But thanks to the CJF Awards, I did. That's because this event isn't just about celebrating Canada's most influential journalists, it's about giving young journalists like myself a voice – a voice that without the CJF might not have been heard."*

— Nikki Wiart, one of two 2015 CJF Aboriginal Journalism Fellowship recipients



## 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. Thanks to generous supporters CBC News, 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.

## 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.

# AWARDS PRESENTED

*"As the Canadian news media landscape continues to be reimagined, creating challenges and opportunities, the CJF Awards provide the industry with the chance to recognize outstanding journalism, great storytelling, new techniques, and the news organizations that set themselves apart. What we do is important. It matters. It is always worthwhile to gather around and celebrate excellence in our midst."*

— Peter Mansbridge, chief correspondent for CBC News, host of *The National* and host of *Mansbridge One on One*



## 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*.

## 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.

## 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. *This award will next be presented in 2017.*



# 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**

## 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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**WWW.CJF-FJC.CA**

Charitable registration number 132489212

# SPONSORS

## PLATINUM

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## GOLD

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## SILVER

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## IN-KIND SUPPORTERS

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## CHAIRMAN'S CIRCLE

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*DINNER WINES PROUDLY SPONSORED BY CHARTON HOBBS*