

As journalism goes, so goes democracy.



The Canadian
Journalism Foundation

La Fondation pour le
journalisme canadien

CJF AWARDS 2024

SPONSORSHIP OPPORTUNITIES

#CJFAwards

Celebrating Champions of Truth

June 12, 2024

6 PM ET – Cocktail Reception

7 PM ET – Awards Presentation

The Fairmont Royal York, Toronto





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



“In these times, especially in these times, the role of the journalist, the responsibility of the journalist — to hold those in power accountable, to equip our constituents with facts, to shine a light in the darkness — has never been more vital.”

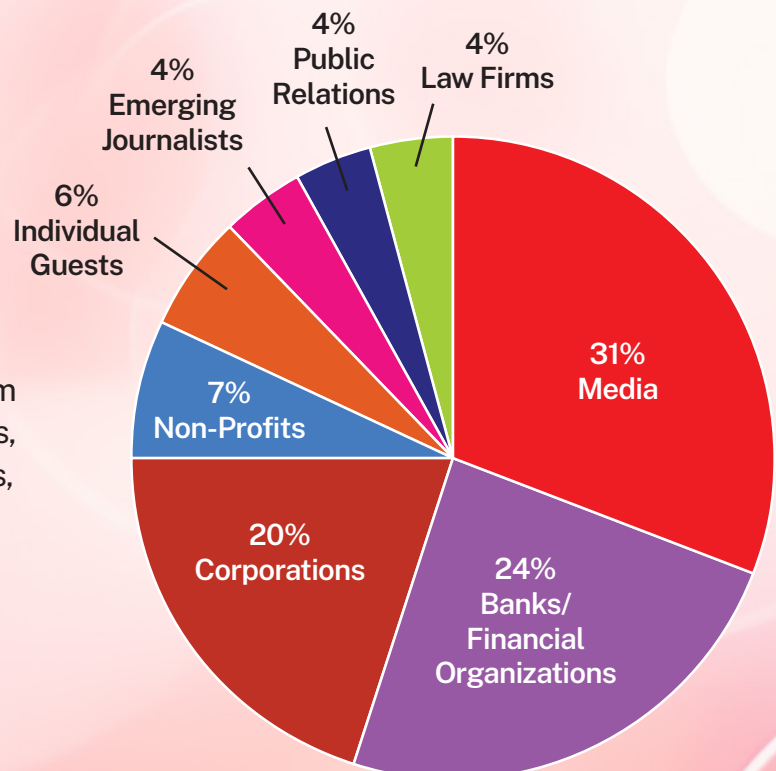
— **Matt Galloway**

Host, *The Current* on CBC Radio One

2022 CJF Awards Host

CJF Awards Attendance

- Anticipated 550 guests
- Our audience includes top journalists, media leaders, key decision-makers from Canada’s leading institutions, academics, communications professionals, students, and engaged citizens.



2023 Awards Attendance

Featuring



Host

Omar Sachedina

Chief News Anchor and Senior
Editor, CTV NATIONAL NEWS

CJF Tribute

Kara Swisher

Tech Journalist and Editor

For her trailblazing career in journalism,
fearlessly speaking truth to power
within the technology industry.



Sponsorship Opportunities



The evening features an opening cocktail reception, dinner and CJF awards presentation, and a post-ceremony reception to toast award recipients and honorees.

A portion of all sponsorships and table purchases are eligible for a charitable tax receipt.

In addition to a table for ten guests at the dinner in the elegant Concert Hall at the Fairmont Royal York, two prominent journalists as media guests at your table, a copy of Tribute honouree Kara Swisher's *Burn Book: A Tech Love Story* for every guest, and recognition at the event and on the CJF website, sponsors will enjoy the following benefits:

Presenting Sponsor \$50,000

SOLD

- Premium table position
- One seat at a CJF Head Table
- Top branding with company logo featured on screen throughout the Awards ceremony and in all promotional materials, including full page CJF Awards ads in major media
- Opportunity to provide a 30-second ad to run in the lead up to the show
- Sponsor acknowledgement by the host in the opening remarks
- One promotional e-blast to 8,000+ subscribers will include a quote from a company representative about your commitment to supporting the CJF and quality journalism
- Company logo on the CJF Awards website
- Recognition on all CJF social media channels
- Identification in all Awards news releases distributed by CISION
- First choice of TWO prominent journalists as media guests at your table
- Premium-placement full-page ad in the digital program
- **Impact metrics post-event on engagement statistics, media coverage and audience demographics**
- First right of refusal for sponsorship the following year

Sponsorship Opportunities

Supporting Next-Generation Journalists Sponsor \$40,000

- Premium table position
- Second table for student journalists from Canada's top J-Schools, invited by the CJF on behalf of your organization
- Opportunity to seat one or two company representatives as hosts of the second table
- Company logo featured on screen during the Awards ceremony and in all promotional materials, including full page CJF Awards ads in major media
- Sponsor acknowledgement by the host in the opening remarks
- One promotional e-blast to 8,000+ subscribers will include a quote from a company representative about your commitment to supporting the CJF and the next generation of journalists in Canada
- Company logo on the CJF Awards website
- Recognition on all CJF social media channels
- Identification in all Awards news releases distributed by CISION
- Priority choice of TWO prominent journalists as media guests at your table
- Full-page ad in the digital program
- First right of refusal for sponsorship the following year

CJF Tribute Sponsor \$30,000

- Premium table position
- One seat at a CJF Head Table with Tribute honoree Kara Swisher
- Sponsor acknowledgement by the host during the event
- **Exclusive recognition as the evening's book sponsor: celebrating Tribute honoree Kara Swisher by providing each guest with a personal copy of *Burn Book: A Tech Love Story***
- Each of your ten (10) guests will receive a **signed copy of *Burn Book: A Tech Love Story* by Kara Swisher**
- One promotional e-blast to 8,000+ subscribers will include a quote from a company representative about your commitment to supporting the CJF and quality journalism
- Company logo featured during the Awards ceremony and CJF Tribute presentation
- Logo recognition in full page CJF Awards ads in major media
- Company logo on the CJF Awards website
- Recognition on all CJF social media channels
- Identification in all Awards news releases distributed by CISION
- Priority choice of TWO prominent journalists as media guests at your table
- Full-page ad in the digital program
- First right of refusal for sponsorship the following year

SOLD

Sponsorship Opportunities

Reception Sponsor \$25,000

SOLD

- Premium table position
- Top branding during the reception for sponsors
- Opportunity to provide branded product to VIPs and honorees
- Company logo featured during the Awards ceremony
- Verbal recognition by event host
- Recognition on all CJF social media channels
- Identification in all Awards news releases distributed by CISION
- Logo recognition in full page CJF Awards major media
- Opportunity for signage in the reception room
- Company logo on the CJF Awards website
- Priority choice of TWO prominent journalists as media guests at your table
- Full-page ad in the digital program
- First right of refusal for sponsorship the following year

“Toast the Winners” Post-Reception Sponsor \$20,000

SOLD

- Premium table position
- Stand-alone logo signage in reception room
- Opportunity for custom branding at post reception (e.g. glassware, cocktail napkins, etc.)
- Logo recognition in full page CJF Awards ads in major media
- Recognition on all CJF social media channels
- Sponsor acknowledgement by the host during the event
- Company logo featured during the Awards ceremony
- Identification in all Awards news releases distributed by CISION
- TWO prominent journalists as media guests at your table
- Full-page ad in the digital program
- First right of refusal for sponsorship the following year

Lifetime Achievement Award Sponsor \$20,000

- Premium table position
- Company logo featured during the Awards ceremony
- Verbal recognition by event host
- Recognition on all CJF social media channels
- Company logo on the CJF Awards website
- Identification in all Awards news releases distributed by CISION
- Logo recognition in full page CJF Awards ads in major media
- TWO prominent journalists as media guests at your table
- Full-page ad in the digital program
- First right of refusal for sponsorship the following year

Sponsorship Opportunities

Champion of Diversity Sponsor (Five opportunities) \$15,000

SOLD

- Premium table position
- Sponsorship includes support for the CJF Black Journalism Fellowship Program
- Sponsors will be acknowledged as new fellowship opportunities are launched
- Company logo featured during the Awards ceremony
- Company logo on the CJF Awards website
- Verbal recognition by event host
- Recognition on all CJF social media channels
- Identification in all Awards news releases distributed by CISION
- Logo recognition in full page CJF Awards ads in major media
- TWO prominent journalists as media guests at your table
- Half-page ad in the digital program
- First right of refusal for sponsorship the following year

Champion of Excellence Sponsor (Two opportunities) \$15,000

- Host up to FIVE of our award winners and nominees at this special table.
- Premium table position
- Company logo featured during the Awards ceremony
- Company logo on the CJF Awards website
- Verbal recognition by event host
- Recognition on all CJF social media channels
- Identification in all Awards news releases distributed by CISION
- Logo recognition in full-page CJF Awards ads in major media
- Half-page ad in the digital program
- First right of refusal for sponsorship the following year



Sponsorship Opportunities



Table Sponsor Champions of Journalism \$10,500

- Recognition on all CJF social media channels
- Identification in all Awards news releases distributed by CISION
- Logo recognition in full page CJF Awards ads in major media
- TWO prominent journalists as media guests at your table
- A portion of all table purchases are eligible for a charitable tax receipt
- A copy of CJF Tribute recipient Kara Swisher's recently published *Burn Book: A Tech Love Story* for each of your table guests
- Acknowledgement in the digital program
- Acknowledgement during the Awards ceremony
- Acknowledgement on the CJF Awards website

Individual Ticket – Friends of the CJF \$1,000

- A portion of your ticket is eligible for a charitable tax receipt
- A copy of CJF Tribute recipient Kara Swisher's recently published *Burn Book: A Tech Love Story*

New Awards & Fellowships

The CJF-Narcity News Creator Fellowship

This new fellowship offers six emerging journalists a unique opportunity to participate in building the future of local news in Canada. This six-week fellowship is designed to provide aspiring news creators with comprehensive training and mentorship from Narcity Media's editors and journalists, focusing on the creation of engaging local news videos for publication. Thanks to the generous support of YouTube Canada and the Google News Initiative.

The CJF-Globe and Mail Black Business Journalism Fellowship

The fellowship, offered in partnership with The Globe and Mail, will provide a unique opportunity for an early-career Black journalist — with one-to-five years' experience — to spend six months working with Canada's top business editors and reporters at the Globe's newsroom in Toronto. While hosted, the fellow will receive: mentoring and training; a full-time stipend; and the opportunity to produce content for publication by The Globe and Mail and the Report on Business. Thank to the generous support of Canada Life.

CJF Black Journalism Fellowship Program 2023 Recipients



Leïla Ahouman

CJF-CBC/Radio-Canada Black
Journalism Fellowship



Rahma Shafi

CJF-CBC/Radio-Canada
Black Women's Journalism
Fellowship



Serena Lopez

CJF-CTV News Black
Journalism Fellowship



Daniel Reale-Chin

CJF-Globe and Mail Black
Journalism Fellowship



Mzwandile Poncana

CJF-IJB Black Journalism
Fellowship

Awards Presented



CJF LIFETIME ACHIEVEMENT AWARD

The Canadian Journalism Foundation

The CJF Lifetime Achievement Award recognizes a Canadian who has made an outstanding lifetime contribution over multiple decades to journalism. Last year's award honoured Haroon Siddiqui in recognition of his trailblazing career telling impactful stories and broadening Canadians' understanding of our multicultural society.

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 Award honoured Lisa LaFlamme in recognition of her extraordinary career in global reporting and national news.

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 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 from the Canadian Women's Foundation.

Awards Presented

CJF-EDWARD BURTYNSKY AWARD FOR CLIMATE PHOTOJOURNALISM

This award celebrating provocative, impactful and inspirational climate photography from around the world recognizes a single image that furthers people's understanding of the causes and effects of the climate crisis. The recipient receives a \$5,000 prize. Thanks to the generous support of Sony Canada, Clair Balfour and Marci McDonald, and Lisa Balfour Bowen.

CJF AWARD FOR CLIMATE SOLUTIONS REPORTING

The Canadian Journalism Foundation

This award recognizes excellence in reporting on what is being done in Canada and beyond to address the impact and threat of climate change—the policies, practices and people that could potentially be part of the solution to this global crisis. The recipient receives a \$10,000 prize, thanks to the generosity of founding sponsor Intact Financial Corporation.

CJF-CBC INDIGENOUS JOURNALISM FELLOWSHIPS

The Canadian Journalism Foundation and CBC News

Offered to three 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 the generous support of Sobeys Inc.

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 their 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 Sony Canada.

The Canadian Journalism Foundation is working for better journalism.

As journalism goes, so goes democracy.



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ABOUT THE CANADIAN JOURNALISM FOUNDATION

Founded in 1990, The Canadian Journalism Foundation fosters excellence in journalism through the support and recognition of emerging and experienced journalists and their organizations and enhances the public's understanding of fact-based journalism. The CJF facilitates dialogue about the role of journalism in Canadian society and the ongoing challenges for journalism in the digital era through its J-Talks public speakers series, which are hosted at venues across Canada and online. The Foundation recognizes excellence in journalism through its prestigious awards programs, which are showcased at the CJF's annual gala. Through its fellowships programs, the Foundation provides opportunities for journalism education, training and research to encourage a diverse Canadian media.



CJFFJC



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Canadian Journalism Foundation



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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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