

As journalism goes, so goes democracy.

**CJF AWARDS**

**Champions of Truth: Celebrating 35 Years**

**#CJFawards**

# **2025 SPONSORSHIP OPPORTUNITIES**

**June 12, 2025**

6 PM ET – Cocktail Reception

7 PM ET – Awards Presentation

The Fairmont Royal York, Toronto



The Canadian  
Journalism Foundation

La Fondation pour le  
journalisme canadien

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





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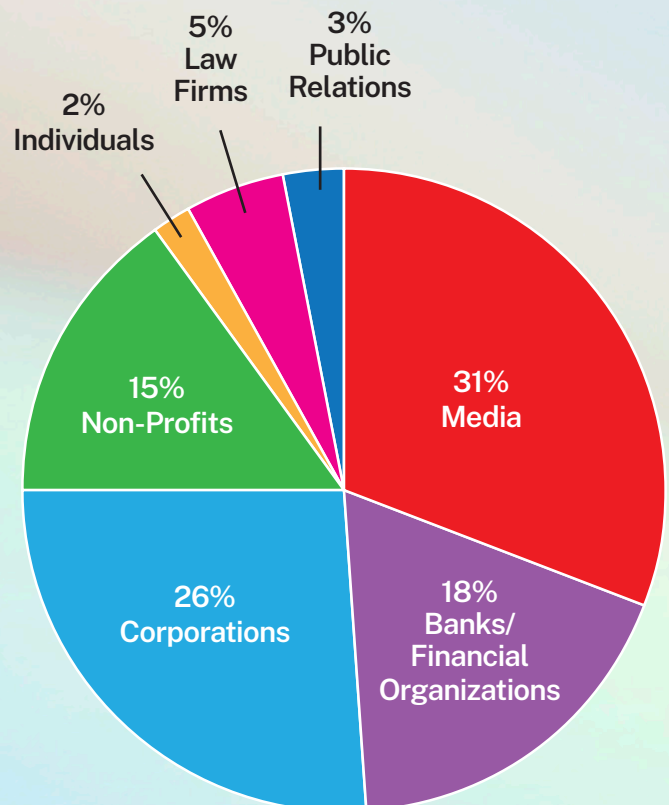


*“Stories and storytelling form the soul of our civilization. That is why a vibrant fourth estate is so essential – even existential – to our democracy.”*

— **OMAR SACHEDINA**  
**Chief News Anchor and Senior Editor,**  
**CTV NATIONAL NEWS**  
2024 CJF Awards Host

## CJF Awards Attendance

- Anticipated 500+ guests
- Our audience includes top journalists, media leaders, key decision-makers from Canada’s leading institutions, communications professionals, academics, journalism students, and engaged citizens.



2024 CJF Awards Attendance

# FEATURING



**Host**

**Elamin Abdelmahmoud**

Host, *COMMOTION*, CBC Radio and best-selling author

**CJF Tribute**  
**Tanya Talaga**

Journalist, podcaster,  
documentary filmmaker, and  
award-winning author

For courageously bringing Indigenous stories to the forefront across diverse platforms, elevating voices and deepening Canadians' understanding of Indigenous perspectives.



## 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 10 guests at the dinner in the elegant Canadian Room at the Fairmont Royal York, with two prominent journalists as media guests at your table, and recognition at the event, sponsors will enjoy the following benefits:

### Presenting Sponsor \$40,000

- 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 7,000+ 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 full-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- 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 7,000+ 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
- Premium full-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- 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 Tanya Talaga
- 10 signed copies of Tribute honoree Tanya Talaga's new book *The Knowing* for your table guests
- Sponsor acknowledgement by the host during the event
- One promotional e-blast to 7,000+ 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
- Second choice of TWO prominent journalists as media guests at your table
- Premium full-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- First right of refusal for sponsorship the following year

## Sponsorship Opportunities

### Reception Sponsor \$25,000

- 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
- Sponsor acknowledgement by the host during the event
- 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
- 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
- Premium full-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- First right of refusal for sponsorship the following year

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

- 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
- 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
- Premium full-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- First right of refusal for sponsorship the following year

### News Innovation Sponsor (One opportunity) \$20,000

Allows CJF to host five journalists in the room from digital-first media outlets

- Premium table position
- Verbal recognition by event host
- Recognition on all CJF social media channels
- Company logo featured during the Awards ceremony
- 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
- Premium full-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- First right of refusal for sponsorship the following year

## Sponsorship Opportunities



### Canadian Voices LIVE Sponsor \$20,000

- Premium table position
- Exclusive recognition as the evening's musical performance sponsor, featuring an acclaimed Canadian musical artist
- **Past performers have included: Arkells, Loreena McKennitt, Jesse Cook, Laila Biali, Sarah Harmer, Serena Ryder and Hannah Georgas**
- Company logo prominently displayed during the performance
- Company logo featured during the Awards ceremony
- Company logo on the CJF Awards website
- Sponsor acknowledgement by the host during the event
- Recognition on all CJF social media channels with performance highlights
- 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
- Premium full-screen digital display ad showcasing your brand during the dinner hour
- Premium full-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- First right of refusal for sponsorship the following year
- Recognition in performance-related social media content and video highlights

## Sponsorship Opportunities

### Champion of Diversity Sponsor (Five opportunities) \$15,500

- 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
- 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
- Premium half-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- First right of refusal for sponsorship the following year

### Champion of Excellence Sponsor (Two opportunities) \$15,500

- 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
- 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
- Premium half-screen digital display ad showcasing your brand during the dinner hour, maximizing visibility with 500+ media and business leaders in attendance
- First right of refusal for sponsorship the following year





## Sponsorship Opportunities



### Table Sponsor Champions of Journalism \$10,500

- Acknowledgement during the Awards ceremony
- Acknowledgement 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
- A portion of all table purchases are eligible for a charitable tax receipt

### Individual Ticket – Friends of the CJF \$1,050

- A portion of your ticket is eligible for a charitable tax receipt

## New Awards & Fellowships

### The CJF Indigenous Health Journalism Fellowship In partnership with the Canadian Medical Association (CMA)

This NEW year-long fellowship is a groundbreaking initiative, aimed at fostering expert reporting on critical health issues affecting Indigenous communities in Canada. Open to Indigenous (First Nations, Inuit, and Métis) journalists with a minimum of five years of professional experience, this prestigious Fellowship provides a one-year research stipend of \$100,000, up to \$20,000 for expenses and up to \$30,000 additional funding to support an early career journalist support and/or travel to remote communities. Fellows will collaborate with a national media partner to produce impactful stories in one or more of the following media: broadcast documentary series, podcast, series of published articles with a national publication partner or media distributor by the end of 2026.

The CJF is grateful for the support of our Fellowship partner, the Canadian Medical Association.

### The CJF-CP 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 The Canadian Press 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.

## CJF Black Journalism Fellowship Program 2024 Recipients



**Aajah Sauter**  
CJF-CBC/Radio-Canada Black  
Journalism Fellowship



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



**Zuhra Jibril**  
CJF-CTV News Black  
Journalism Fellowship



**Dominique Gené**  
CJF-Globe and Mail Black  
Business Journalism  
Fellowship



**Démar Grant**  
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 Phillip Crawley in recognition of his inspiring leadership at the helm of *The Globe and Mail*.

### 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 Kara Swisher in recognition of her trailblazing journalism career, fearlessly speaking truth to power within the technology industry.

### 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 First Nation, Inuit or Métis journalists with one to ten years of experience to explore an issue of interest, while being hosted for one month at CBC Indigenous in Winnipeg or Montreal. The award aims to foster better comprehension of Indigenous issues in Canada's major media and community outlets. 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.



The Canadian  
Journalism Foundation

La Fondation pour le  
journalisme canadien

## 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



@cjffjc #cjfawards



@canadianjournalismfoundation



@CanadianJournalismFdn



Canadian Journalism Foundation



canadianjournalismfoundation

## 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:

**NATALIE TURVEY**

**PRESIDENT AND EXECUTIVE DIRECTOR**

**[nturvey@cjf-fjc.ca](mailto:nturvey@cjf-fjc.ca)**

CHARITABLE REGISTRATION NUMBER: 132489212

**[cjf-fjc.ca](http://cjf-fjc.ca)**

# Thank you to our 2024 CJF Awards Sponsors

Presenting Sponsor:



In-Kind Sponsors:



Table Sponsors:

- |                                 |                                       |                                      |
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| The Balsillie Family Foundation | Canadian Women's Foundation           | Rishi Nolan Strategies               |
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