

AS JOURNALISM GOES, SO GOES DEMOCRACY



The Canadian  
Journalism Foundation  
La Fondation pour le  
journalisme canadien

2023 SPONSORSHIP  
OPPORTUNITIES

# CJF AWARDS

CELEBRATING CHAMPIONS OF TRUTH

#CJFAwards

**June 13, 2023**  
Fairmont Royal York,  
Toronto

**6 PM ET – Cocktail Reception**  
**7 PM ET – Awards Presentation**





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

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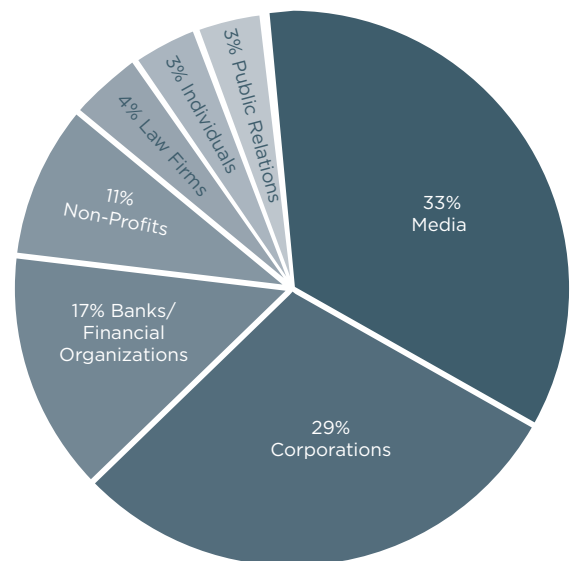
*“We are seeing a new era of authoritarianism, of totalitarianism, and telling the news is more important than ever.”*

**– MARGARET ATWOOD**

Canadian Literary Icon  
2022 CJF Awards Opening Speaker

## CJF AWARDS ATTENDANCE

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



2022 Awards Attendance

## FEATURING



**HOST**

**FARAH  
NASSER**

**ANCHOR, GLOBAL NEWS  
AT 5:30 & 6**

**CJF TRIBUTE**

**LISA  
LAFLAMME**

**VETERAN NEWS ANCHOR**

Honouring her extraordinary career in global reporting and national news—and her contributions to journalism and its next generation.



## 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 ten 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

\$50,000

#### INCLUDES:

- Premium table position
- 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 6,000+ subscribers will include a quote from a company representative about your commitment to supporting the CJF and quality journalism
- Top branding for 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
- First right of refusal for sponsorship the following year

## SPONSORSHIP OPPORTUNITIES

SOLD

### TRIBUTE SPONSOR

\$30,000

**INCLUDES:**

- Premium table position
- Sponsor acknowledgement by the host during the event
- One promotional e-blast to 6,000+ 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
- Full-page ad in the digital program
- First right of refusal for sponsorship the following year

SOLD

### SUPPORTING NEXT- GENERATION JOURNALISTS SPONSOR

\$30,000

**INCLUDES:**

- Premium table position
- Second table for student journalists from Canada's top J-Schools, invited by the CJF on your behalf
- 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 6,000+ subscribers will include a quote from a company representative about your commitment to supporting the CJF and the next generation of journalists
- 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

### RECEPTION SPONSOR

\$25,000

**INCLUDES:**

- Premium table position
- Top branding during the reception for sponsors
- Opportunity to provide branded product to VIPs and honorees
- Opportunity for custom branding at the reception (e.g. installation, glassware, cocktail napkins, etc.)
- 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
- Full-page ad in the digital program
- First right of refusal for sponsorship the following year

# SPONSORSHIP OPPORTUNITIES



## TOAST THE WINNERS RECEPTION SPONSOR

\$25,000

### INCLUDES:

- Premium table position
- Opportunity for signage in the reception room
- Opportunity for custom branding at post reception (e.g. installation, glassware, cocktail napkins, etc.)
- Logo recognition in full-page CJF Awards ads in major media
- Company logo featured during the Awards ceremony
- 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
- Sponsor acknowledgement by the host during the event

## LIFETIME ACHIEVEMENT AWARD SPONSOR

\$20,000

### INCLUDES:

- 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

## CHAMPION OF EXCELLENCE SPONSOR

*(Two opportunities)*

\$15,000

### INCLUDES:

- 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

## CHAMPION OF DIVERSITY SPONSOR

*(Five opportunities)*

**\$15,000**

### INCLUDES:

- Premium table position
- Sponsorship includes support for the CJF Black Journalism Fellowship Program
- 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

## TABLE SPONSOR

CHAMPIONS OF JOURNALISM

**\$10,000**

### INCLUDES:

- Acknowledgement in the digital program
- Acknowledgement during the Awards ceremony
- Acknowledgement on the CJF Awards website
- Identification in all Awards news releases distributed by CISION
- TWO prominent journalists as media guests at your table

## INDIVIDUAL TICKET — FRIENDS OF THE CJF

**\$1,000**

### INCLUDES:

- A portion of your ticket is eligible for a charitable tax receipt
- Recognition on the CJF website and in a keynote slide during the event listing Distinguished Patrons





# NEW AWARDS & FELLOWSHIPS

## THE CJF EDWARD BURTYNSKY AWARD FOR CLIMATE PHOTOJOURNALISM

This new 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. Thanks to the generous support of Marci McDonald and Clair Balfour and Lisa Balfour Bowen for funding this award.

## CJF-GLOBE AND MAIL BLACK JOURNALISM FELLOWSHIP

This new fellowship opportunity brings a Black journalist – with one-to-five years' experience to *The Globe and Mail* newsroom for six months, under the guidance of *The Globe and Mail's* editors and senior reporters. It joins the CJF Black Journalism Fellowships in providing opportunities at newsrooms across the country. This fellowship is funded by the CJF thanks to the generous support of our 2021/2022 CJF Awards Champions of Diversity Sponsors and our corporate and individual supporters.

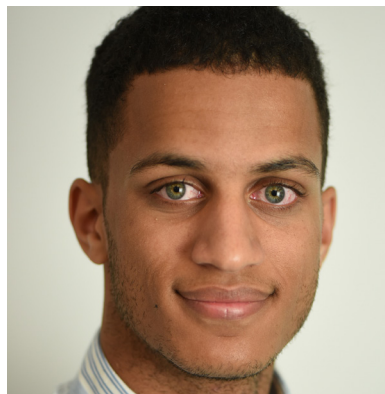
## CJF BLACK JOURNALISM FELLOWSHIP PROGRAM

— 2022 RECIPIENTS —



**WENDY-ANN  
CLARKE**

*CJF-IJB Black  
Investigative  
Journalism Fellow*



**KIERNAN  
GREEN**

*CJF-CBC/Radio-  
Canada Black  
Journalism Fellow*



**DORCAS  
MARFO**

*CJF-CTV News Black  
Journalism Fellow*



**ASHLEIGH-RAE  
THOMAS**

*CJF-CBC/Radio  
Canada Black  
Women's Journalism  
Fellow*



## 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 Michèle Ouimet in recognition of her fearless career and desire to tell impactful stories that provided a voice to the voiceless in Canada and abroad.

## 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 Dr. David Suzuki for his career commitment to educating Canadians on climate change and environmental science.

## 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.

## AWARDS PRESENTED

### 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.

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### 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.

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### CJF-MJP DIGITAL NEWS INNOVATION AWARD

*The Canadian Journalism Foundation and the Meta Journalism Project*

This award recognizes innovations in digital media that have a demonstrated impact in advancing the quality of digital journalism. The winning organization receives a \$10,000 prize, thanks to the generosity of founding sponsor Meta.

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### 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 the generous support of Sobeys Inc.

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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.

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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 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.

# THE CANADIAN JOURNALISM FOUNDATION IS WORKING FOR BETTER JOURNALISM.

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Journalism Foundation

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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.

### FIND US HERE:

 [cjffjc](#)  [@cjffjc](#) [#CJFawards](#)  [CJFvideo](#)

## 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](http://WWW.CJF-FJC.CA)

CHARITABLE REGISTRATION NUMBER: 132489212

THANK YOU TO OUR 2022 CJF AWARDS SUPPORTERS

# Google News Initiative



## IN KIND SUPPORTERS



## TABLE SPONSORS

