

# JOIN US IN HELPING YOUNG CANADIANS BECOME MEDIA LITERATE

**We know how difficult it is for adults to keep up with young people's media and technology use. Since 1995, MediaSmarts has been helping parents and teachers by giving them the tools and confidence they need to help children and youth safely and wisely navigate the digital world.**

In today's rapidly evolving media landscape, our mission has never been more important: we invite you to join our growing list of sponsors and donors who are helping us provide young Canadians with the skills they need today and for the future.

## **What your contribution supports**

Contributions from companies like yours represent a major source of our annual revenue. Our committed and generous sponsors allow us to continue to build our capacity to respond to the growing need for resources that address the extraordinary challenges and opportunities of digital media in the lives of children and youth.

Over 90 per cent of our award-winning resources are accessible through our website ([mediasmarts.ca](http://mediasmarts.ca)). Your support helps ensure our programs remain freely available to homes and schools across Canada in urban, rural and Northern communities.

## **Our commitment to you**

MediaSmarts creates value for its corporate sponsors by supporting their corporate social responsibility activities.

MediaSmarts provides its sponsors with custom programs and resources; maximum benefits and recognition for their support; and access to decision makers.

MediaSmarts is a strong voice for public policies that support educational responses to media issues of concern.

MediaSmarts is committed to working with you to find the right sponsorship level for your company.

The following sponsorship levels are available:

- Platinum Level (\$75,000+)
- Gold Level (\$50,000+)
- Silver Level (\$25,000+)
- Bronze Level (\$10,000+)
- Associate Level (\$5,000+)

Sponsorship benefits and recognition details are outlined on the back of this page.

# SPONSORSHIP RECOGNITION AND BENEFITS

	ASSOCIATE	BRONZE	SILVER	GOLD	PLATINUM
Opportunities to have MediaSmarts develop custom resources or programs tailored specifically to the sponsor's needs.					X
Exclusive branding on a specific MediaSmarts resource or program.				X	X
Participation in senior-level briefings by MediaSmarts' management and Board members to government departments and regulatory agencies.				X	X
Use of specific MediaSmarts content for distribution, either online or through other print or electronic means, to the sponsor's clients or key audiences.			X	X	X
Invitation to attend networking events and key presentations with senior government officials and other corporate partners both nationally and in local markets.			X	X	X
Logo placement in briefings to government departments.			X	X	X
Logo placement at education conference presentations made by MediaSmarts' staff.		X	X	X	X
Logo placement in MediaSmarts' licensed professional development programs.	X	X	X	X	X
Sponsorship recognition in MediaSmarts' newsletters.	X	X	X	X	X
Sponsorship recognition in daily email news service.	X	X	X	X	X
Logo placement on the MediaSmarts' website.	X	X	X	X	X
Logo placement at MediaSmarts' annual VIP Reception and Annual General Meeting.	X	X	X	X	X
Sponsorship recognition in press kits and media events.	X	X	X	X	X
Logo placement in MediaSmarts' Annual Report.	X	X	X	X	X



## CORE PROGRAMS SUPPORTED BY OUR SPONSORS

### Young Canadians in a Wired World

[mediasmarts.ca/research-policy](http://mediasmarts.ca/research-policy)

*Young Canadians in a Wired World (YCWW)* is Canada's longest-running and most comprehensive study of children and teens' Internet use. Since 1999, MediaSmarts has investigated the online activities and behaviours of more than 17,000 young Canadians in every province and territory.

### USE, UNDERSTAND & CREATE: A Digital Literacy Framework for Canadian Schools

[mediasmarts.ca/teacher-resources/use-understand-create-digital-literacy-framework-canadian-schools](http://mediasmarts.ca/teacher-resources/use-understand-create-digital-literacy-framework-canadian-schools)

*USE, UNDERSTAND & CREATE* provides a road map for teaching digital literacy skills in Canadian schools. The framework draws on seven key aspects of digital literacy – ethics and empathy, privacy and security, community engagement, digital health, consumer awareness, finding and verifying, and making and remixing – and provides teachers with supporting lessons and interactive resources that are linked to curriculum outcomes for K-12 students in every province and territory.

### Media Literacy Week

[www.medialiteracyweek.ca](http://www.medialiteracyweek.ca)

Media Literacy Week is an annual initiative of MediaSmarts and the Canadian Teachers' Federation. The week highlights the importance of critical thinking skills for active and informed digital citizens and consumers. Each year, more

than 100 collaborating organizations, including several ministries of education, organize events and activities across Canada.

### Stay on the Path

[mediasmarts.ca/stay-path-teaching-kids-be-safe-and-ethical-online-portal-page](http://mediasmarts.ca/stay-path-teaching-kids-be-safe-and-ethical-online-portal-page)

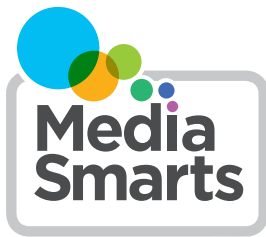
*Stay on the Path* is a digital citizenship program for parents and teachers to help kids to be ethical online citizens. It promotes ethical online behaviours by teaching young people to respect people's privacy (by not oversharing), feelings (by not bullying) and property (by understanding copyright and plagiarism).

### Diversity and Media Toolbox

[mediasmarts.ca/diversity-and-media-toolbox-portal-page](http://mediasmarts.ca/diversity-and-media-toolbox-portal-page)

MediaSmarts has been producing award-winning diversity programs since 2000. The *Diversity and Media Toolbox*, features online tutorials, interactive modules, lesson plans and community guides to help teach young people about online hate and media portrayals of ethnicity, race, religion, disability, sexual orientation and Aboriginal peoples.

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**In addition to our core programs, MediaSmarts works with its Platinum, Gold and Silver Sponsors to develop unique branded programs and resources to benefit Canadian parents, teachers, children and youth.**  
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MediaSmarts hosts the world's largest digital and media literacy website. Millions of people visit [mediasmarts.ca](http://mediasmarts.ca) each year to download its bilingual resources and programs for homes, schools and communities.

The site's free materials include:

- 300 lesson plans for K-12 classrooms on topics as varied as alcohol marketing, body image, cyber security, digital citizenship, food advertising, movies, privacy, media violence, cyberbullying and authenticating online information.
- Online games with accompanying guides for parents and teachers.
- Interactive tutorials for parents, teachers and community leaders.
- Blogs with tips for managing media in the home and integrating media literacy into the classroom.
- Curriculum charts which align our classroom resources with educational outcomes in all provincial and territorial K-12 curricula.
- Original research reports on young Canadians' Internet use.
- Extensive issues sections containing articles, essays and background information on a wide-range of media topics.

**Media Smarts**  
CANADA'S CENTRE FOR DIGITAL AND MEDIA LITERACY

Search this site

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## Bearing Witness to Bullying

Read our latest post on bullying and bystander intervention.

### CyberSense and Nonsense: The Second Adventure of The Three CyberPigs

In this sequel to Privacy Playground, for ages 8-10, the three CyberPigs learn some important lessons about authenticating online information and observing rules of netiquette. They also learn how to distinguish between fact and opinion and how to...

[Learn More](#)

### Jo Cool or Jo Fool (Grades 6-8)

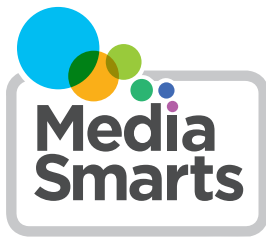
This interactive online module takes students through a CyberTour of twelve mock websites to test their savvy surfing skills. It includes a 20-question online quiz that provides additional food for thought about the Web issues that the brother and...

[Learn More](#)

### MyWorld: A digital literacy tutorial for secondary students

This tutorial aims to teach students essential digital literacy skills through simulating their favourite online experiences. The tutorial is divided into four chapters, each of which focuses on a particular aspect of digital literacy: researching and...

[Learn More](#)



# MEDIASMARTS' IMPACT

**MediaSmarts has been supporting Canadian schools, families, and communities since 1995.**

## **We host the world's largest bilingual website for digital and media literacy:**

- 3,000 pages of free resources
- 3.1 million views annually
- 200,000 downloads annually

## **Our licensed educational programs reach:**

- 3.6 million students (76% of student enrolment)
- 11,000 schools (two thirds of Canadian schools)
- 18 of the 20 largest school districts in Canada

## **Our *Young Canadians in a Wired World* study is the largest research of its kind in Canada:**

- 13 years tracking Canadian students' Internet use
- 17,000 children and youth surveyed
- Conducted in every province and territory

## **We share our expertise through:**

- 100+ media interviews per year
- Presentations and workshops to 5,000+ people annually

## **We partner with police, libraries, community and youth-serving organizations:**

- 100+ organizations participate in Media Literacy Week each year
- 2,000 girls achieved their "CyberCitizen" badge developed with Girl Guides of Canada
- 5,000 copies of the *Responding to Online Hate Guide* distributed through police services
- 1.7 million library users have access to our materials through their local libraries

## **Testimonials**

"A key component of *Saskatchewan's Action Plan to Address Bullying and Cyberbullying* is to ensure that all students have the tools and knowledge they need to develop appropriate and responsible online behaviour. We are pleased to partner with MediaSmarts to provide educators with resources to help keep students safe online." --Saskatchewan Education Minister Don Morgan

"Well done Media Smarts! Truly impactful research. My colleagues in the U.S. at Harvard and Boston College have also been commenting on the study via Twitter to tens of thousands of their followers and sending it through their professional networks." --Philip McRae, Ph.D., Alberta Teachers' Association

"When gathering factual data on media use in Canada, we have found that all roads lead to the incredible work that MediaSmarts has done." --School District Representative

"I must thank your organization for assisting law enforcement, teachers and parents educate our children and our communities about hate crime." --Ontario law enforcement official

"PREVNet is grateful for its partnership with MediaSmarts as it is a national leader in bringing research to practise on critical issues facing the role of children and youth and technology. Through our partnership, we have co-created research projects and knowledge mobilization resources, and worked actively to engage youth at the forefront of our activities." --Dr. Wendy Craig, Scientific Co-Director, PREVNet