



CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY

LE CENTRE CANADIEN
D'ÉDUCATION AUX MÉDIAS ET
DE LITTÉRATIE NUMÉRIQUE

Sponsorship Opportunities

MediaSmarts is a Canadian, charitable educational organization and an internationally-recognized leader in digital and media literacy. MediaSmarts develops bilingual education and awareness programs which are shared with people living in all regions of Canada and around the world through the mediasmarts.ca website.

Do you want to make a difference?

Kids today are immersed in digital media — and they love it! But adults are struggling to keep up. In the same way we have always taught kids to be “street smart” we now need to teach them to be “media smart”. By supporting our work, you are helping Canadian children and teens learn to be safe, savvy and informed media users.

Become a sponsor

MediaSmarts is privileged have the support of many dedicated companies and organizations who believe in our vision and mission. We invite you to join with our current generous sponsors to help ensure MediaSmarts' award-winning resources and programs remain freely available for Canadian homes, schools and communities.

Sponsorship opportunities include:

- **Gold Sponsors (\$50,000+):** At the most generous level of sponsorship, Gold Sponsors are positioned as leaders in promoting digital and media literacy in Canada through their support of MediaSmarts.
- **Silver Sponsors (\$25,000+):** Contributions from Silver Sponsors help to build MediaSmarts programs and resources and ensure they reach the widest possible audiences.
- **Bronze Sponsors (\$10,000+):** Through their annual contributions, sponsors in our Bronze Category provide much-needed core funding for MediaSmarts.
- **Associate Sponsors (\$5,000+):** Associate Sponsors are important contributors to MediaSmarts' mission and vision.
- **Benefactors:** Funding received through this category is approved by the CRTC as part of tangible benefits commitments made in applications for broadcasting transactions.
- **Signature Program Sponsors:** Sponsors can choose to direct funding towards a specific program or project. These signature programs, which depend on these targeted funds, are branded with the sponsor's name.





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Core programs supported by our Sponsors

In addition to the following core programs, MediaSmarts works with Sponsors to develop unique branded programs and resources to benefit Canadian parents, educators, children and youth.

Digital literacy for teachers and librarians

MediaSmarts' *Web Awareness Workshop Series* program has been educating teachers and librarians about issues related to children's Internet use since 2000. The program is available in two-thirds of Canadian classrooms, representing 80 per cent of student enrolment. The workshops look at a wide range of topics, including cyberbullying, safety, copyright, online marketing, and authentication of online information.

Digital literacy for parents and communities

MediaSmarts' public awareness programs include digital citizenship badges with Girl Guides of Canada, Internet safety workshops for parent councils and community groups, online tutorials for parents, and public service announcement campaigns on safe Internet use.

National research on children's Internet use

Initiated in 2000, *Young Canadians in a Wired World* is the most comprehensive and wide-ranging study of children's Internet use in Canada. This long-term research project has tracked and investigated the behaviours, attitudes and opinions of more than 11,000 Canadian children and youth with respect to their use of the Internet. Phase III of the *Young Canadians* research project is currently underway.

Online resources

MediaSmarts' hosts the world's largest digital and media literacy website. More than 7 million people visit www.mediasmarts.ca each year for its extensive offerings of free resources and programs. These include lesson plans, interactive games and e-learning modules, professional development tools and background information on a wide-range of media issues.

Anti-racism and anti-hate resources

MediaSmarts has been producing award-winning anti-racism and anti-hate programs since 2000. Our newest program, the *Diversity and Media Toolbox*, is an extensive suite of resources — online tutorials, interactive modules and lessons — that teaches young people about online hate and media portrayals of ethnicity and race, religion, disability, sexual



Sponsorship Benefits

MediaSmarts is committed to ensuring its sponsors receive maximum benefits and recognition for their generous support in accordance with their individual needs. The following is a list of benefits and recognition we can offer our sponsors. These will change in accordance with the level of support.

Sponsors receive access to MediaSmarts award-winning content through:

- the use of specific content for distribution, either online or through other print or electronic means, to the sponsor's clients or key audiences;
- branding on MediaSmarts resources or programs that meet the needs of individual sponsor's corporate strategy; and
- resources and events tailored specifically to the sponsor's need (such as sponsor-hosted workshops for employees, educators or community members).

Sponsors receive substantial name and logo recognition, including:

- on 20 licensed professional development and classroom-based programs. The reach of these materials is extensive; they are available to millions of Canadians through licences in every province and territory, to two-thirds of Canadian schools (representing 80% of the student population) and through faculties of education and library systems;
- in presentations made by MediaSmarts to thousands of key stakeholders at Canadian and international conferences and speaking events, and in briefings to government departments;
- on the MediaSmarts' website, which receives more than 7 million unique visitors annually;
- in news releases and press kits, and at press conferences and launch events; and
- in MediaSmarts' Annual Report, which is distributed to targeted executives representing regulatory agencies, governments, industry and the education and not-for-profit sectors.

