



CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY

MediaSmarts' Sponsorship Guidelines

MediaSmarts and its corporate sponsors are proud of their relationships, which are based on a mutual commitment to digital and media literacy and strong, clear guidelines that safeguard the independence and integrity of MediaSmarts' programs. Our Sponsorship Guidelines have been developed and approved by MediaSmarts' Board of Directors, which includes representatives of the education and library communities, industry, the not-for-profit sector and the Government of Canada.

The Sponsorship Guidelines below provide direction to MediaSmarts' staff and board members in the recruitment of sponsorship support, and ensure that all existing and potential sponsors are clear about their entitlements related to their support of this not-for-profit institution.

1. Sponsorship identification on MediaSmarts' website will be noted on the Home Page and Sponsors Page. In the case of project-specific sponsorship, sponsor recognition will be incorporated into project materials as appropriate. (For more information on recognition see Sponsors Benefits.)
2. Sponsorship acknowledgement will promote the sponsor's corporate name and will not include reference to any specific product or service.
3. MediaSmarts' recognition of, and thanks to, sponsors will not be included in any materials produced for children or youth.
4. Sponsors are welcome to publicize their support of MediaSmarts in their corporate promotion vehicles as a demonstration of their contributions to digital and media literacy, good citizenship and community service. This does not apply to any promotional materials, online or off, that are targeted to children or youth. Companies are not permitted to directly link their support of MediaSmarts with the advertising or promotion of any specific product or service.
5. MediaSmarts has sole control of the content of its educational programs and website.



6. MediaSmarts will not endorse any commercial product or service of its corporate sponsors, nor participate in support of a corporate sponsor in government or regulatory processes, other than to acknowledge the sponsor's "good citizenship" in supporting the work of MediaSmarts, if so requested.
7. MediaSmarts reserves the right to decline sponsorship from a company whose products or activities, in the view of the Board, have a negative impact on the well-being of children and young people or run counter to the mission of the organization. Application of this guideline would exclude, for example, sponsorship from manufacturers of alcohol and tobacco products.
8. Some of MediaSmarts' educational materials are designated for use by the organization's Gold and Silver Sponsors. We may also, from time to time, authorize other sponsors to use some of our materials or content. Sponsors may distribute these either online or through other print or electronic means to their clients in the form provided by MediaSmarts and/or as adapted by the sponsor in consultation with MediaSmarts. In all cases, use of our content is governed by the following guidelines adopted by MediaSmarts' Board of Directors:
 - All revisions, adaptations and uses of its materials and content by the sponsor must be approved in writing by MediaSmarts.
 - The sponsor is not permitted to include corporate branding, or to advertise or promote any of its products or services, in materials adapted from MediaSmarts' content where those materials are distributed to, or intended for use by, children or youth.
 - All original MediaSmarts' content and materials must have our copyright clearly indicated using, unless otherwise authorized, the following wording:
© MediaSmarts, www.mediasmarts.ca. All Rights Reserved.
 - Should a sponsor discontinue its financial support of MediaSmarts, it will forfeit the right to use MediaSmarts content or materials, either in the format provided by us or as previously adapted by the sponsor.

