

media

LITERACY WEEK

2018 Sponsorship Opportunities



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Fact or Fake:

Help the World Stop Misinformation in Its Tracks

November 5-9, 2018

MediaLiteracyWeek.ca | [#MediaLitWk](https://twitter.com/MediaLitWk)



Canadian Teachers' Federation
Fédération canadienne des enseignantes et des enseignants

Media Literacy Week (MLW) is hosted annually by MediaSmarts and the Canadian Teachers' Federation (CTF) to promote digital and media literacy education in Canadian homes, schools and communities. Join us in supporting Canada's thirteenth annual Media Literacy Week November 5-9, 2018!

2018 Theme: Fact or Fake

The official theme of Media Literacy Week 2018 is **Fact or Fake: Help the World Stop Misinformation in Its Tracks**. Through the theme we will highlight the importance of verifying that online information is true, unbiased and relevant.

Impact

Since the first Media Literacy Week in 2006, this annual event has captured the attention and imagination of teachers, youth and organizations across the country and around the globe. Thirteen years later, we have grown from a handful of founding partners to over 100 committed organizations and companies supporting the vision of the week: to ensure that young people have the critical thinking skills they need to understand and get the most out of the media they love.



Media Literacy Week 2017 launch event at Lisgar Collegiate Institute in Ottawa.

MLW 2017: Inclusion in a Connected World

Events Across Canada

- MLW was launched at Lisgar Collegiate Institute in Ottawa by Terry Duguid, Parliamentary Secretary for Status of Women Canada, where the National Council of Canadian Muslims, Hands On Media Education, Instagram and Twitter ran workshops.
- Quebec-based Wapikoni's Indigenous youth film and production collective brought its travelling studio to film festivals from Vancouver to Halifax.
- The National Film Board of Canada prepared and shared a collection of free resources and videos.
- Regent Park Focus broadcast a special series on digital inclusion and access on Radio Regent.

Incredible Collaborators

MLW 2017 had almost 90 collaborators across Canada, including JAYU (Indigenous youth photography exhibit), Inside Out (LGBT film festivals), Spectrum Productions (media production for people with autism), the Toronto Reel Asian International Film Festival and Wapikoni.

MLW in the United States

The National Association for Media Literacy Education (NAMLE) hosted MLW in the U.S. for the third time in partnership with the Canadian week.

Outstanding Sponsors

MLW 2017 was supported by generous national and international brands, as well as by provincial and territorial teacher associations.



At a Glance:

- 90 collaborators nationwide
- 2.5 million impressions on Twitter
- 30 large-scale events
- 150 students and guests at launch
- Hundreds of teachers undertook classroom activities



Why Support Media Literacy Week?

National Coverage and Beyond

MLW is a truly national initiative, with events hosted in every province and territory, in both official languages.

Although it started in Canada, MLW has grown to become an international awareness week and is now celebrated annually in the U.S. and in countries around the world.

Sponsors have brand exposure with a tremendous number of Canadians, including teachers, community leaders, parents, children and youth – as well as international audiences.

Dedication to Education

MLW is widely recognized as a significant educational event for promoting digital and media literacy in Canada. By supporting MLW, you will demonstrate your organization's or company's commitment to educating, supporting and working for the benefit of Canada's children and youth.

Being an MLW sponsor offers your brand the opportunity to engage with Canada's education sector and teachers in a meaningful way.

Be a Leader

MLW is supported by some of Canada's leading Internet, technology and telecommunications companies, government, and education organizations.

Get Involved

In addition to providing financial support, sponsors can also develop their own messaging and programming around the week and theme to align their brand with the importance of media education to the well-being of Canadian children and youth.



Media Literacy Week is an important Canadian initiative that you and your organization can be a part of. Sponsorships are available at many levels to suit your budget and reach the right audience for your brand.

Sponsorship Levels

Sponsorship Perks and Recognition	Associate \$1,000	Bronze \$2,000	Silver \$5,000	Gold \$10,000	Platinum \$25,000
Logo placement on the sponsors page of the Media Literacy Week website	✓	✓	✓	✓	✓
Logo placement in all editions of the Media Literacy Week e-Bulletin, delivered to thousands of key stakeholders	✓	✓	✓	✓	✓
Logo placement on signage and in media kits at the launch event	✓	✓	✓	✓	✓
Name recognition in news releases and media advisories distributed nationally to 200,000 Canadian teachers and 30 million teachers worldwide		✓	✓	✓	✓
Logo placement in the footer of every page of the Media Literacy Week website			✓	✓	✓
Invitation to participate in the launch event				✓	✓
Invitation to make introductory remarks at the launch event					✓
Recognition as a lead sponsor					✓

Have an idea on an alternate or in-kind way to sponsor Media Literacy Week?
Contact us to share how you can support Media Literacy Week 2018!

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