



Sponsorship

## Overview

Using the power of media and technology to advance social change is a hot zone for activists, journalists, artists, scholars, designers, philanthropists and more. This year, **Media Democracy Day** explores '**Solutions Media**' and asks how media, journalism and technology can be vehicles for advancing progressive social change and fostering deeper civic engagement.

*We are currently working on a dynamic program which includes a Solutions Media showcase, roundtables, a design jam, workshops and interactive public art installation.*

**When:** November 18th, 10am - 6pm

**Where:** Vancouver Public Library, Central Branch

**Partners:** School of Communication at SFU, Faculty of Communication, Art and Technology (FCAT), Vancouver Public Library, Gen Why Media, and Vancouver Design Nerds

## What is Media Democracy Day?

Since 2001, Media Democracy Day (MDD) has been the signature event for independent and democratic media in Canada. It was first organized by a coalition of concerned citizens, researchers, academics and activists in response to the growing concentration of ownership in the media sector. Today, **MDD hosts hundreds of people each year** to engage in screenings, workshops, and public talks on topics related to media, technology, culture and democracy.

## What is Solutions Media?

Solutions Media is media that documents and spreads the word about practical, concrete ways people are making social and environmental change.

# Why should you sponsor MDD?

**We are offering a conference that is free and open to the public:** Solutions Media is worthy of close study and discussion both inside and outside universities. With the School of Communication at Simon Fraser University as the host of Media Democracy Day, we are creating an accessible space where students, practitioners and citizens can learn new skills and explore the key ideas associated with Solutions Media.

**We are creating a big tent:** Solutions Media makers are a broad community. MDD will bring together videographers, coders, storytellers, designers, podcasters, writers, artists... anyone who lends their skills to documenting solutions and making them public.

**We are connecting key players:** Vancouver and its region are a hotbed of Solutions Media producers, including pioneers going back over a decade. MDD attendees will get a chance to encounter over a dozen such people and organizations.

**We are creating a space to find hope:** Solutions Media is a zone of hope in today's dark media climate, focusing on facts, diverse experiences, and positive change.

**We are building a community of practice:** Solutions Media is experiencing an explosion due to the Internet and the new funding models it allows. MDD will provide a space to learn about those models and how they are succeeding.

**We are facilitating deep thinking about change:** Solutions Media is a two-word phrase loaded with fascinating questions about the role of media makers, ideology vs. pragmatism, power relations, theories of social change and more. At MDD, leading thinkers will share their perspectives on the meaning and potential of Solutions Media.

**We are creating a fun space:** This year's MDD will be hosting a 'design jam' where attendees can work together to create a solution to a problem facing media makers, an interactive media-making art installation, a video gallery of media projects and a lightning round presentation of amazing solutions-oriented projects being produced in the Lower Mainland of British Columbia.

## **Platinum Sponsors: \$7,500 - \$10,000**

- Recognition at Keynote Speeches
- Recognition at workshops, solutions media showcase, and Design Jam
- Organizational profile on Website
- Logo on all programming materials
- Back-page advert on program
- 100-word organization description in program
- Inclusion in all PSAs
- Logo and link on website and social media

## **Gold Sponsors: \$2,500 - \$7,499**

- Recognition at Keynote Speeches
- Logo on all programming materials
- Inclusion in all PSAs (only concerning Keynote)
- Logo and link on website and social media
- 100-word organizational description on website

## **Silver Sponsors: \$1,000 - \$2,499**

- Recognition at all roundtables
- Logo placement on programming materials
- Logo and link on website and social media

## **Bronze Sponsors: \$500+**

- Recognition at Design Jam
- Logo placement on programming materials

\*Sponsorship payments will be put towards outreach, speaker honorariums, session facilitation and the video and art installations.

# Some Recent Sponsors



British  
Columbia  
Film +  
Media



British Columbia  
Library Association



emily carr  
university of art + design

Langara.

THE COLLEGE OF HIGHER LEARNING.



CCPA  
CANADIAN CENTRE  
for POLICY ALTERNATIVES  
CENTRE CANADIEN  
de POLITIQUES ALTERNATIVES



FIRST NATIONS FISHERIES COUNCIL  
OF BRITISH COLUMBIA



Health Sciences Association  
of British Columbia



WILDERNESS  
COMMITTEE

AMNESTY  
INTERNATIONAL



Graduate  
School of  
Journalism



Public Service Alliance of Canada  
Alliance de la Fonction publique du Canada

Magazine  
association of



THE NOWGROUP  
communications creating good