

11TH ANNUAL CONFERENCE

MEDIA THAT MATTERS



2015
**SPONSORSHIP &
MARKETING
OPPORTUNITIES**



#MTMDC



OVERVIEW OF THE CENTER AND MEDIA THAT MATTERS

CENTER FOR MEDIA & SOCIAL IMPACT

The Center for Media & Social Impact is an innovation lab and research center that studies, designs, and showcases media for social impact. Focusing on independent, documentary and public media, the Center bridges boundaries between scholars, producers and communication practitioners across media production, media impact, public policy and audience engagement. The Center produces resources for the field and academic research; convenes conferences and events; and works collaboratively to understand and design media that matters.

MEDIA THAT MATTERS CONFERENCE

Media That Matters is an annual conference presented by the Center for Media & Social Impact at American University. It is designed for established and aspiring filmmakers, nonprofit communication leaders, funders, and students who want to learn and share cutting-edge practices to make their media matter.



Previous Speakers & Panelists Include:

- Sheila Leddy, Executive director of Fledgling Fund
- Meg McLagan, Director of Lioness
- Cara Mertes, Director Ford Foundation's JustFilms initiative
- Liz Norton, Director/Founder, Stone Soup Films
- Patrice O'Neill, Co-founder of The Working Group
- Gordon Quinn, Co-founder of Kartemquin Films
- Shaady Salehi, Executive Director of Active Voice
- George Stoney, Documentary Filmmaker
- Pamela Yates & Paco de Onis, Skylight Pictures



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MTM STANDARD SPONSORSHIP PACKAGES

**TIER 1:
\$500**

- 1 complimentary registration
- Verbal sponsorship acknowledgement during conference opener
- Your logo and url listed on our conference website page and in one conference email

**TIER 2:
\$1,000**

- 2 complimentary registrations
- Verbal sponsorship acknowledgement during conference opener
- Your logo and url listed on our conference website, in our conference booklet, and in two conference emails
- An (optional) demonstration table in our Networking Lounge

**TIER 3:
\$1,500**

- 2 complimentary registrations
- Verbal sponsorship acknowledgement during conference opener
- Your logo and url listed on our conference website, in our conference booklet, in all conference emails, and on the main screen during the conference
- An (optional) demonstration table in our Networking Lounge
- Inclusion of a brochure/flyer in all conference attendee packets



AUDIENCE FEEDBACK

“

“It is informative, thought provoking, resourceful, eye opener, interactive and broadens the outlook towards documentary film making and advocacy driven documentaries.”

“One of two must-attend events for the DC-area documentary film community.”

“Inspiring sessions and great networking, well-planned and executed event.”

“Sessions that provide new ideas. Industry contacts. Moments of discovery when sharing with colleagues.”

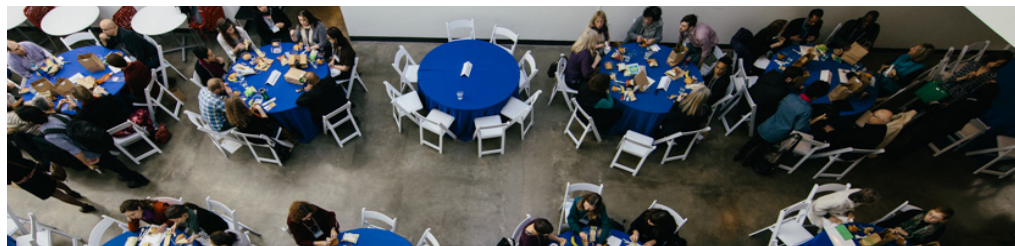
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SPECIAL PROGRAMS SPONSORSHIP

FOR: \$2000-\$3000 YOU GET:

- Media Impact Tools Showcase
- Welcome Reception
- Networking Lunch
- Programs will be held as “Presented by” [Insert your brand here]
- Sponsor’s brand will be prominently displayed and credited in the conference space and materials.
- Additional opportunities apply, contact CMSI for more details.



Ads & IN-KIND

ADVERTISE your product or service in our printed conference program that’s distributed to all attendees: \$250 for ¼ page; \$500 for ½ page and \$1000 for full page ad.

IN-KIND SPONSORSHIP opportunities are available for services like printing, food, raffle giveaways, photography, streaming services and videography in exchange for customized exposure during the conference.

OTHER SPONSORSHIP/ MARKETING OPPORTUNITIES



CUSTOM PACKAGE

WE WANT TO MEET YOUR NEEDS.

Let’s talk about creative ways to connect with our opportunities. From short promo video screenings or dedicated eblasts to workshop sponsorships or cobranded content. Possibilities abound, let’s talk about them.

Contact Angelica Das(associate director): das@amerian.edu



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11TH ANNUAL CONFERENCE

As the Center's flagship program, the annual Media That Matters Conference brings together top players in the field to share their thoughts on media and social change. This year's conference will feature:

Keynote speaker

Caty Borum Chattoo

Topics & Discussions

- Measuring the Impact of Social Cause Advertising
- How to Lower Your Risk Making High-Impact Documentary
- Women, Minorities and Mission: Making the Link in Public Media
- Impact Design: From Production to Measurement
- The Fair Use Transformation
- Media impact as a fundraising tool



***Nearby Accommodations:**

[Chevy Chase Embassy Suite](#)

4300 Military Road, Nw, Washington, DC 20015

[Georgetown Holiday Inn](#)

2101 Wisconsin Ave Nw, Washington, DC 20007

[Washington Marriott Wardman Park](#)

2660 Woodley Road Nw, Washington, DC 20008

*Ask for the American University special rate.



MEDIA THAT MATTERS CONFERENCE

Thursday Location

Mary Graydon
American University Main Campus
4400 Massachusetts Ave, NW
Washington, DC 20016

Friday Location

AU Katzen Arts Center
Abramson Family Recital Hall
4400 Massachusetts Ave. NW
Washington, DC 20016



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Ext. 3641



PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION
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