

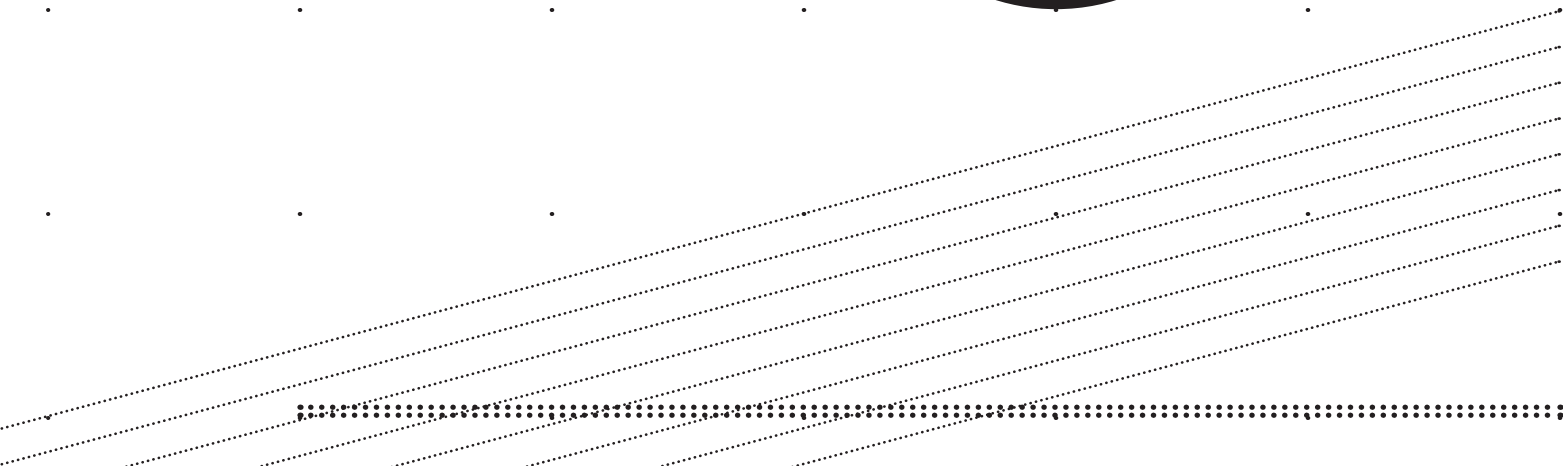








inspiring
media for
social good



inspiring media
for social good



OUR MISSION IS
TO PROMOTE THE
CREATION AND
CONSUMPTION
OF MEANINGFUL
MEDIA TO
ACCELERATE
SOCIAL CHANGE.



september 23-29, 2013
washington, dc



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MEDIA TO
ACCELERATE
SOCIAL CHANGE

We elevate communities
worldwide by:

CELEBRATING success stories
of how content creators,
storytellers, designers and
educators use media for
social good;

EMPOWERING media to
integrate human values, such as
compassion, connectedness and
respect for all; and,

ENCOURAGING partnerships
among media professionals and
changemakers to accelerate
social transformation at the
individual and community level.



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Media Rise, in collaboration with relevant partners, achieves our vision through the following activities:

EVENTS, including an annual festival, workshops, seminars and classes, to build networks and a platform for inspiring media;

RESEARCH, providing actionable insights into the impact of media on human values and society;

PROJECTS, community-centered media projects that grow from the collaboration between members of the Media Rise network; and,

AWARDS, recognizing creative professionals, changemakers and media innovators.

Our target audience includes individuals, families and organizations dedicated to using all types of media for social good. This includes content creators (storytellers, designers, photographers, filmmakers, journalists, bloggers, etc.), media educators, policy makers and NGO activists.



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Ramasubramanian,
Executive Director**

Associate Professor,
Department of Communication,
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**Erica Schlaikjer,
Creative Strategist**

Founder,
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**Mandar Apte, Global
Partnerships Director**

Faculty Member (Leadership
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Association for Human Values



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media
rise festival
2013



THE 2013 MEDIA RISE
FESTIVAL IS A WEEKLONG
SERIES OF EVENTS IN
WASHINGTON, D.C.
THAT CELEBRATES HOW
STORYTELLING, DESIGN,
ART AND MEDIA CAN
CONTRIBUTE TO A
PEACEFUL, JUST, AND
SUSTAINABLE WORLD.



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SUSTAINABLE WORLD

2013 Media Rise Festival is organized
along three main themes:



FEEL

(Empathy),



CONNECT

(Collaboration), and



INSPIRE

(Innovation).



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Our **SIGNATURE EVENTS**, which are fully organized by the festival team, include networking lounges, "unplugged" spaces, opening and closing parties, a 48-hour video challenge, a pitch night for entrepreneurial creatives, a daylong forum of talks and workshops, and a youth festival.

The agenda will also include independently organized **COMMUNITY EVENTS**, held at multiple locations by multiple partners across the city, showcasing the positive impact of media. These events are submitted for review to the agenda and curated by the festival team.

MONDAY, SEPTEMBER 23 – SUNDAY, SEPTEMBER 29

/various times

COMMUNITY EVENTS, showcasing the positive impact of media. These may include a range of activities, such as workshops, panel discussions, film screenings, exhibits and performances.

/various times

NETWORKING LOUNGES, providing a welcoming space for in-person conversations about projects, pitches and opportunities related to storytelling and design for good.

/various times

UNPLUGGED SPACES, to unwind and recharge, without the distractions of laptops, cell phones or other digital tools.



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FRIDAY, SEPTEMBER 27

/6pm-12am

OPENING PARTY, an evening celebration, featuring eco-conscious food and drink, with an interactive art and music showcase produced by cause-oriented creatives. Programming includes:

Welcome, introductions to kick-start the weekend festival.

48-Hour Video Challenge Launch, a weekend competition, inviting filmmakers to create high-impact, high-quality videos for local nonprofits in just two days:

Pitch Night, an evening showcase, giving media creators a chance to give their pitches and proposals in captivating 5-minute presentations, for a chance to win cash prizes from supportive funders and donors.

Music and Dancing, with musicians dedicated to social change, against a beautiful backdrop of meaningful visual art.



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SATURDAY, SEPTEMBER 28

/9am-5am

FORUM, a daylong series of inspiring talks, thought-provoking presentations and workshops, convening people from across the world who are passionate about creating positive change through news and entertainment media and communications. The forum is designed for information-sharing on case studies, best practices, and requests for collaboration in the media and social impact sectors.

The agenda includes workshops, panel discussions, keynote addresses and performances on the festival themes:

Feel (Empathy), Connect (Collaboration), and Inspire (Innovation). Conversations will revolve around topics like transformative leadership and media, storytelling and empathy, participatory citizen media, collaborative cross-sector partnerships, and human-centered design.



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SUNDAY, SEPTEMBER 29

/9:30am-12pm

“THE MATCH” BRUNCH, a data-driven, curated “speed-dating” event for storytellers, designers, scholars, social enterprises and scholars to cultivate longer-term, strategic relationships that further their collective reach and impact. Participants will reconnect, get refreshed and follow-up from the Forum events. They will convene to co-create a vision for sustaining the Media Rise momentum toward actionable ideas.

/12-6pm

YOUTH MEDIA RISE, Youth Media Rise, a festival-within-a-festival for youth (ages 13 to 18), media educators and engaged parents. Workshops for youth will focus on

digital storytelling, social media and digital gaming. Workshops for media educators and parents will focus on media literacy and innovative technologies. The day will include performances, studio spaces, a visual art showcase, and interactive lounges to enhance the curiosity and creative expression of young people in meaningful ways.

/6-10pm

48-HOUR VIDEO CHALLENGE SCREENING, including an awards ceremony to acknowledge the winning filmmakers.

CLOSING PARTY, an evening celebration to say “thank you” and encourage excitement about growing the Media Rise movement.



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FESTIVAL: SPONSORS & PARTNERS

**media
rise** festival
2013



WE WELCOME THE
SUPPORT OF SPONSORS
AND PARTNERS WHO ARE
DEDICATED TO CREATING
POSITIVE SOCIAL CHANGE
THROUGH MEDIA, AND
WHO ARE COMMITTED
TO HELPING US SCALE UP
MEDIA RISE WORLDWIDE.



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In exchange for your support, we
can offer the following benefits:

BRAND EXPOSURE and visibility

ACCESS to thought leaders
and influencers

RECOGNITION for your
success stories



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/FESTIVAL/SPONSORS & PARTNERS/BENEFITS

inspiring media
for social good

	Supporters \$1,000	Collaborators \$3,000	Innovators \$5,000	Creators \$10,000	
BEFORE THE FESTIVAL	Printed marketing materials and e-newsletters	● name + link	● logo + link	● logo + link	
	Recognition on all press releases	●	●	●	
	Recognition on Sponsors page of Media Rise website	● name + link	● logo + link	● logo + link	
DAY OF THE FESTIVAL	Social media mentions	● at least twice	● at least twice	● at least 5 times	
	Social media mentions	● at least twice	● at least twice	● at least 10 times	
	Complimentary tickets to Opening Party, Forum, Youth Media Rise and Closing Party	● x2	● x4	● x6	● x6
	On-site event signage		● name	● logo	● logo
	Company logo on any event interstitials projected on stage during Opening Party, Forum, Youth Media Rise and Closing Party			●	●
	Opportunity to display corporate banners (provided by sponsor) during Opening Party, Forum, Youth Media Rise and Closing Party			●	●
	Recognition from speaking podium during Opening Party, Forum, Youth Media Rise and Closing Party			●	●
	Award sponsorship recognition (Pitch Night, 48-Hour Video Challenge)				●
	Exhibit space for company's branded giveaways or promotional materials (provided by sponsor) at Opening Party, Forum, Youth Media Rise and Closing Party				●
	Recognition in official event videos				● logo
	Recognition at all Networking Lounges and Unplugged Spaces during the week				● logo
Recognition for all meals/receptions during Opening Party, Forum, Youth Media Rise and Closing Party				● logo	



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CONTACT US!

If you have any questions or are interested in other sponsorship opportunities, including cross-promotion partnerships or in-kind donations, we are happy to create a customized package just for you.

Erica Schlaikjer
Sponsorships Director
erica@mediarisenow.org

/FESTIVAL/CONNECT WITH US

www.mediarisenow.org
Twitter: @mediarisenow
Facebook: /mediarisenow
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