



**media  
rise**

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festival 2014



Media Rise connects people and ideas to promote meaningful media. We believe in the power of storytelling, art and design to make the world a better place. We are committed to these calls to action:



## feel

We empower people to create and consume meaningful media that promotes universal human values such as compassion, empathy and respect.



## connect

We encourage collaboration between cause-driven creatives, media professionals, educators, government and nonprofit leaders to focus and amplify their collective impact.



## inspire

We celebrate success stories of how to unleash the power of media to accelerate social change.

Rise with us.



**Dr. Srivi Ramasubramanian**

**Co-Founder & Executive Director**

Associate Professor  
Department of Communication  
Texas A&M University



**Erica Schlaikjer**

**Co-Founder & Creative Director**

Founder, Benevolent Media



**Mandar Apte**

**Co-Founder & Global Partnerships Director**

Senior Faculty Member of Leadership Programs  
International Association for Human Values



The 2014 Media Rise Festival is a weeklong series of events in Washington, D.C. that celebrates the power of storytelling, art and design to make the world a better place.



## Our global network represents the following sectors:

### **communications**

photographers, filmmakers, journalists, bloggers, storytellers, content creators, media professionals.

### **art**

artists, arts administrators, art directors, curators, exhibitors.

### **design**

graphic designers, architects.

### **business**

CEOs & founders, social innovators, marketers, entrepreneurs.

### **government**

civic leaders, engaged citizens.

### **nonprofit/non-governmental**

activists, advocates, policy influencers.

### **education**

academics, researchers, teachers, parents, students.

## Monday, September 22 - Friday, September 26

### **community events** | *various times*

Independently organized workshops, panel talks, exhibits and performances, held at multiple locations by multiple partners across the city.

### **unplugged spaces** | *various times*

To unwind and recharge, without the distractions of laptops, cell phones or other digital devices.

### **networking lounges** | *nightly*

Providing in-person conversations to deepen relationships and share resources about media for social impact.

## Friday, September 26

### **pitch night** | *7:30pm - 9pm*

An evening showcase, giving media creators a chance to give their pitches and proposals in captivating 3-minute presentations, for a chance to win cash prizes from supportive funders and donors.

### **opening party** | *9pm - 2am*

Hosted against a beautiful backdrop of meaningful visual art and music contributed by cause-oriented creatives.

## Saturday, September 27

### **forum** | 9am - 5:30pm

A daylong series of talks, presentations and workshops, convening people who are passionate about creating positive change through media. The forum is designed for information-sharing on case studies, best practices, and requests for collaboration in the media and social impact sectors.

#### Session Topics:

Health & Wellness

Environmental Sustainability

Hollywood & Entertainment

News & Journalism

Media Misfits

### **dinner party** | 6pm - 9pm

DINNER PARTY, an invite-only gathering over food, drink and music, created especially for our speakers, sponsors, partners and volunteers.

## Sunday, September 28

### **early rise brunch** | 9am - 12pm

A networking event for storytellers, designers, scholars and social innovators to cultivate strategic relationships that further their collective reach and impact.



### **youth media rise** | 2pm - 6pm

A festival-within-a-festival for youth (ages 13 to 18), media educators and engaged parents. It includes hands-on workshops, performances, studio spaces, a visual art showcase, and interactive lounges to enhance the curiosity and creative expression of young people in meaningful ways. Workshops for educators focus on digital media literacy and use of innovative technologies for amplifying youth voices.

#### Session Topics:

Peace, Justice & Intergroup Harmony

Environmental Awareness & Sustainability

Creativity, Innovation & Misfits

### **48-hour video challenge** | 6:30pm - 8pm

A weekend competition, inviting filmmakers to create high-impact, high-quality videos for local nonprofits in just two days. The challenge concludes with a film screening, including an awards ceremony, to acknowledge the winning filmmakers.





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.

# elevating media for social good

## sponsorship opportunities

		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	▲ logo + link
	Recognition on all press releases	▲	▲	▲	▲
	Recognition on Sponsors page of Media Rise website for 12 months	▲ name + link	▲ logo + link	▲ logo + link	▲ X logo + link
During the Festival	Social Media Mentions	▲ at least twice	▲ at least twice	▲ at least 5 times	▲ X at least 10 times
	Social Media Mentions	▲ at least twice	▲ at least twice	▲ at least 5 times	▲ X at least 10 times
	Complimentary All-Access Pass	▲ X2	▲ X4	▲ X6	▲ X10
	On-site signage at Signature Events	▲ n/a	▲ name	▲ logo	▲ logo
	Company logo on any event interstitials projected on stage during Signature Events			▲	▲
	Opportunity to display corporate banners (provided by sponsor) during Signature Events			▲	▲
	Recognition from speaking podium during Signature Events			▲	▲
	Exhibit space for company's branded give-aways or promotional materials (provided by sponsor) at Signature Events				▲
	Recognition in official event videos				▲ logo
	Recognition at all Networking Lounges and Unplugged Spaces during the week				▲ logo



## In-Kind Sponsorship

Help us produce a memorable and responsible event with eco-conscious venues, products & services, such as:

- Meeting & conference space
- Alcoholic & non-alcoholic beverages
- Meals & snacks
- Paper & printing
- Waste management, recycling & composting
- Construction materials
- Art supplies

## Media Partnerships

Help us reach the right audience and tell our story in the right way, with services like:

- Video, photography & editing
- Mobile applications
- PR & marketing outreach
- Advertising
- Editorial placements

## Session & Prize Sponsorship

In addition to festival-wide sponsorship, we are seeking partners to present specific tracks, sessions and awards/prizes, such as:

- Networking Lounges
- Forum sessions & keynotes
- Youth Media Rise sessions & activities
- Pitch Night prize
- 48-Hour Video Challenge prize

**Help us scale up, in a way that makes sense to you.**

Contact [erica@mediarisenow.org](mailto:erica@mediarisenow.org) to inquire about custom sponsorship and partnership opportunities.

*\*Donated products and services will be assessed at 75% of their cash value, with exchange benefits corresponding to the sponsorships matrix on the previous page.*

In 2013, we were grateful for the support of the following sponsors and media partners:

### Creators

Benevolent Media  
International Association for Human Values  
Texas A&M University

### Innovators

Apsara  
Inscape Publico

### Collaborators

Hailo  
Honest Tea

### Supporters

1776  
Art in Praxis  
KIND  
Lowe's  
Pivot  
Stone Soup Films  
VerdeHouse  
Washington Parks & People

### Special thanks to:

&pizza  
Free Range Studios  
Huge  
No Kings Collective  
Threespot  
Weber Shandwick

### Media Partners

The Art of Living Foundation  
American University Center for Social Media  
The Create Daily  
Docs in Progress  
NAMLE  
The Pink Line Project  
PunchRock  
Raise Your City  
Saylor



The inaugural festival in Washington, D.C.  
was held in September 2013.

1 week

5 community events

6 signature events

12 venues

60+ presenters

650+ guests

last year: what people said



“It was my pleasure to be amongst so many bright and gifted innovators.”

**Denasha Bullock**

D.C. Partnerships Coordinator  
Move This World



“The thought and care that went into the development of the festival really came through in the sessions and the work of the presenters.”

**Lakita Edwards**

Arts Education Specialist  
The National Endowment for the Arts



“Thank you for this wonderful festival. I knew within the first five minutes that the 4-hour bus ride from Brooklyn was going to be worth every second.”

**Scott Feraco**

Founder & Creative Director  
The “V” Channel



“I feel honored to be a part of this important movement. I recognize that this has been a huge undertaking and I acknowledge your commitment to making the world a better place through uplifting media.”

**Wendy Milette**

Director of Media Arts  
Education & Film Festivals  
The MY HERO Project



“At every turn, I was impressed with the quality of the conversation, the quality of the venues, the quality of the organization, etc. It was fascinating to see how connections were developing.”

**Sherri Hope Culver**

Director  
Center for Media and Information Literacy  
Temple University



“It was one of the warmest and accepting events in DC I’ve ever been part of.”

**Ryan Hill**

Director of Digital Learning Programs and ARTLAB+  
Smithsonian Institution

last year: what people said



“I am so glad to have had the opportunity to participate in such a wonderful event. The thoughtfulness that was put into creating a community and fostering opportunities for collaboration really set the festival apart.”

**Ayla Schlosser**

Founder & Executive Director  
Resonate



“I met a lot of key, interesting, like-minded folks and hope that our connections and collaborations will continue to make a bigger change in the future.”

**Asheru**

Hip-hop Artist & Educator



“It is a new paradigm. Game changing in fact. Ten years from now, the first MediaRise will be remembered with nostalgia and pride - when this is actually a movement.”

**Kanniks**

Composer & Music Educator



“Media Rise is a festival with soul. Grateful to be a part of this transformative bridge building between media and good!”

**Jessica Solomon**

Cultural Agent & Director  
Art in Praxis



“My heartfelt congratulations to all of you for your dedication, enthusiasm and professionalism in putting together the Media Rise. The number and caliber of people attended as speakers, panelists, educators, parents, etc. were a testimony to the hard work you put into organizing this week-long festival.”

**Filiz Odabas-Geldiay**

Executive Director  
International Association for Human Values



“The inspiration, the gratitude, the continued contact and future collaboration...I say YES!”

**Gedalya Chinn**

Resident Teaching Artist  
Young Playwrights' Theater



# Rise with us.

[www.mediarisnow.org](http://www.mediarisnow.org)

Twitter: [@mediarisnow](https://twitter.com/mediarisnow)

Facebook: [/mediarisnow](https://www.facebook.com/mediarisnow)

Instagram: [@mediarisnow](https://www.instagram.com/mediarisnow)



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