



MEDIA RISE

641

ABOUT US

Elevating media for social good

Media Rise is a global nonprofit volunteer-driven alliance that connects people and ideas to promote meaningful media. We believe in the power of positive storytelling, media, 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 amplify their collective impact.



INSPIRE

We celebrate success stories of how storytellers have unleashed the power of media to accelerate social change.

RISE WITH US

OUR TEAM



Erica Schlaikjer
Creative Director

Erica Schlaikjer leads creative strategy, branding and marketing for Media Rise. She is a writer, editor and creative strategist, with a passion for storytelling, sustainable cities, technology, design and social change. She is the founder of Benevolent Media, a media and events consultancy. She currently helps clients integrate social media into their business and marketing plans as a Community Manager for Huge, a full-service digital agency in Washington, D.C. She is a StartingBloc Fellow from the 2012 New York Institute for Social Innovation.



Dr. Srivi Ramasubramanian
Executive Director

Dr. Srivi Ramasubramanian guides the overall strategic vision for Media Rise. She is the Associate Dean of Climate & Inclusion at the College of Liberal Arts at Texas A&M University. She is a media psychologist specializing in the effects of media messages on audiences' attitudes. She is particularly interested in media for social good towards enhancing cultural diversity, prejudice reduction, and media literacy amongst youth.



Mandar Apte
Partnerships Director

Mandar Apte helps build strategic alliances for Media Rise worldwide. He is the winner of the inaugural Ashoka League of Intrapreneurs for using meditation techniques to nourish innovation culture at Shell. He has been an invited speaker at TEDx, Knowledge@Wharton and Aspen Ideas Festival. He is a senior faculty member of leadership programs of the International Association for Human Values and the Art of Living Foundation. In his professional life he runs the Social Innovation group at Shell and provides seed funding to early stage startups.

OUR FESTIVAL

The weeklong Media Rise Festival in Washington, D.C. includes a pitch night for media innovators, a video challenge connecting filmmakers with local nonprofits, a forum of panel talks, a youth festival for teens and educators, and other community-driven events.



LAST YEAR

By the numbers

1 WEEK

8 VENUES

11 EVENTS

50 SPEAKERS

700 ATTENDEES



PAST SPEAKERS

We've hosted more than 100 speakers over the past two years. Here are a few of them:

CREATIVES



**Gabriel "Asheru"
Benn**

Hip Hop Artist &
Educator



Jeff Orlowski

Filmmaker,
"Chasing Ice"



Asher Jay

Creative
Conservationist
and National
Geographic
Emerging Explorer

NONPROFIT ADVOCATES



Mary Jordan

Founder, The
Water Tank Project



Jon Sawyer

Founder, Pulitzer
Center on Crisis
Reporting



**Michelle Ciulla
Lipkin**

Executive
Director, National
Association for
Media Literacy
Education

ENTREPRENEURS & BUSINESS LEADERS



Brian Sirgutz

Senior Vice
President, Social
Impact, AOL/
Huffington Post
Media Group



Kate Watts

Managing Director,
Huge



Clarence Wardell III

Founder, Tinygive;
Presidential
Innovation Fellow

EDUCATORS



Gary Kreps

Professor, George
Mason University



Amy Jordan

Director, Media &
the Developing
Child, Annenberg
Public Policy
Center, University
of Pennsylvania



Dara Feldman

Director of
Education &
Professional
Development;
Board Chair, The
Virtues Project

AUDIENCE PROFILE

Our speakers & attendees are leaders in:

NONPROFIT/NGO: activists, advocates, policy influencers.

BUSINESS: CEOs & founders, social innovators, marketers, entrepreneurs.

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

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

DESIGN: graphic designers, architects.

GOVERNMENT: civic leaders, engaged citizens.

EDUCATION: academics, researchers, teachers, parents, students.

WHAT THEY SAID

"Your collective efforts to build a community of media for social good users is incredible and provides for more ideas to grow and fruit."

Sean Southey

CEO, PCI Media Impact

"The real approachable feeling of the festival is what makes it meaningful."

Mary Jordan

Founder, The Water Tank Project

"Wonderful gaining inspiration from today's and tomorrow's change agents for good."

Brian Dyak

CEO, Entertainment Industries Council

"I had SUCH a blast! Thanks for assembling such an amazing and passionate crowd."

Max Lugavere

Filmmaker & TV personality

"The festival gave us a much-appreciated adrenaline boost and shot of inspiration."

Lindsey Appiah

Contributor, Bittersweet Creative

"I know it is hard to measure progress from one week, however it is clear that you have created something very positive."

Chad Lipton

*Energy Grant Manager,
National Geographic*

"You are making something beautiful in the world."

Meesha Brown

Founder, Patalogos

"Such an invigorating event! The response I am getting has been pure excitement."

Rashima Kwtra

*UNV Human Rights Officer, United Nations
Development Programme*

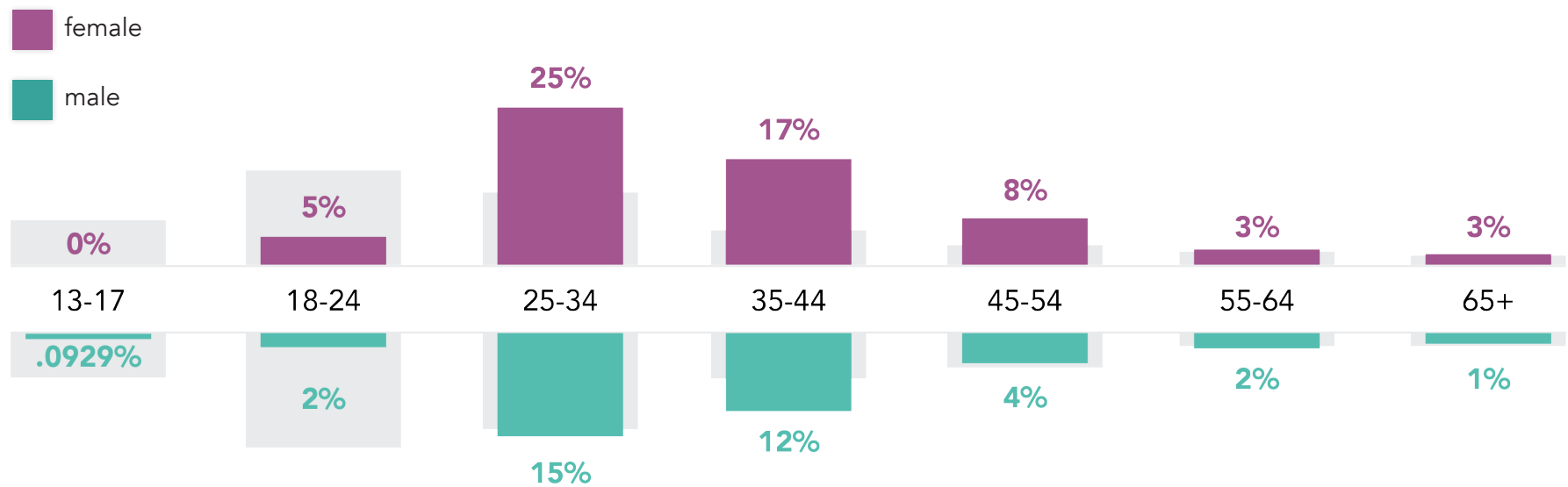
"Such a diverse group of speakers. I left with a lot of ideas and differing perspectives."

William Xu

*Legal Fellow, International Humanitarian Law,
American Red Cross*

Our community is a compassionate and connected group of millennial-minded professionals:

AVERAGE AGE



From organizations & companies such as:

American Red Cross

Center for American Progress

Eurasia Foundation

Human Rights Campaign

No Kid Hungry

Oxfam America

National Alliance To End
Homelessness

Booz Allen Hamilton

Groundswell

Huge

LivingSocial

Micro-Documentaries

Meridian Hill Pictures

Voice of America

The Washington Post

The Pulitzer Center on Crisis Reporting

Bittersweet Creative

The Water Tank Project

Joy of Motion Dance Center

The Corcoran

Inscape Publico

nclud

U.S. Census Bureau

USAID

Center for Media & Social Impact

Howard University

The George Washington University

Gallaudet University

With job titles like:

Actor

Architect

Artist

Business Analyst

CEO

Civil Rights Attorney

Communications Manager

Community Manager

Consultant

Creative Director

Designer

Director

Filmmaker

Journalist

Graphic Designer

Marketing Manager

Paralegal

Photographer

PR Consultant

President

Producer

Public Affairs Specialist

Realtor

Social Impact Advisor

Student

Teacher

UX Designer

Videographer

Web Designer

Writer

OUR REACH

In addition to our events, we have an active online presence:

FACEBOOK 1,130+

INSTAGRAM 230+

TWITTER 1,000+

EMAIL SUBSCRIBERS 2,400+





MEDIA RISE FESTIVAL 2015

Save the Date
September 28 - October 4, 2015
Washington, D.C.
various locations

THEMES

The 2015 festival will explore how media can build trust and empathy through individual voices and community systems. Our topics this year:

VOICES

RACE, ETHNICITY & INDIGENOUS ISSUES

GENDER & SEXUALITY

SYSTEMS

GOVERNANCE & ACCOUNTABILITY

ENVIRONMENTAL SUSTAINABILITY

AGENDA

We are looking for collaborators to organize and host our weeklong series of events:

	MON 9/28	TUE 9/29	WED 9/30	THU 10/1	FRI 10/2	SAT 10/3	SUN 10/4
Daytime			<i>daily</i> WORKSHOPS		<i>2pm - 5pm</i> YOUTH MEDIA RISE	<i>9am - 5pm</i> FORUM	<i>9:30am - 12pm</i> EARLY RISE BRUNCH
Evening	<i>6pm - 9pm</i> WELCOME PARTY		<i>nightly</i> LOUNGES		<i>6pm - 10pm</i> PITCH NIGHT & 48-HOUR VIDEO SCREENING	<i>7pm - 9pm</i> DINNER (invite-only)	

GET INVOLVED

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.



LAST YEAR: SPONSORS

In 2014, we were grateful for the support of the following sponsors and media partners:

INNOVATORS

Newsweek

PUBLIC
FOUNDATION

COLLABORATORS



HUGE



SUPPORTERS



The Washington Post
APARTMENT SHOWCASE

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

SPONSORSHIP IN ACTION



DC Office of Motion Picture & Television Department

The DC film office supported local filmmakers and social impact organizations by sponsoring \$3,000 to cover venue expenses and cash prizes for the Media Rise 48-Hour Video Challenge. Deputy Director Herbert Niles served as a judge, along with Beverly Schwartz, VP of global marketing at Ashoka and Dan Hayes, chief of production at Freethink.



Huge

The digital agency sponsored \$1,500 in cash prizes for the winners of the Media Rise Pitch Night. Managing Director Kate Watts served on the panel of judges to select the winners. A team of Huge designers, copywriters and strategists also contributed pro bono services to design a full-page, color print ad in Newsweek magazine, in support of the Pitch Night Grand Prize winner, DreamWakers, an educational nonprofit. The ad placement was made possible through an in-kind media donation from PVBLIC Foundation.



KIND Snacks

The natural foods company donated healthy granola bars and clusters to feed our hungry guests. KIND's commitment to social entrepreneurship with impact and its message of holistic kindness aligned with the core values of Media Rise.



International Association for Human Values

IAHV offers programs to reduce stress and develop leaders so that human values can flourish in people and communities. As one of our founding sponsors, IAHV helped guide the development of our mission, and during the festival, offered in-kind venue space at their beautiful meditation center. Executive Director Filiz Odabas-Geldiay also shared her expertise as a moderator at our Forum's "Health & Wellness" session.

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	▲ logo + link
Social media mentions	▲ at least twice	▲ at least twice	▲ at least 5 times	▲ at least 10 times
During the festival				
Social media mentions	▲ at least twice	▲ at least twice	▲ at least 5 times	▲ at least 10 times
Complimentary All-Access Pass	▲ x2	▲ x4	▲ x6	▲ x10
On-site signage	▲ name	▲ name	▲ logo	▲ logo
Company logo on any event interstitials projected on stage			▲	▲
Opportunity to display corporate banners (provided by sponsor) during signature events			▲	▲
Recognition from speaking podium			▲	▲
Exhibit space for company's branded give-aways or promotional materials (provided by sponsor)				▲
Recognition in official event videos				▲

ADDITIONAL SUPPORT

IN-KIND

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

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

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

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

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.

RISE WITH US

www.mediariseno.org

Email: info@mediarisenow.org

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

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

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