



MEDEA Awards 2009

Sponsorship Options



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Secretariat MEDEA Awards 2009 - Media in Education

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Sponsorship Options - updated July 2009



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In recent years there has been remarkable interest in the creation and use of digital video and audio throughout the European education sector. This is boosted by the increasing impact of moving image sites and applications across the internet and mobile devices. The pedagogical vision is clear:

only when video and audio are routine components of education and online learning will we have an educational environment that reflects the media-rich world in which our learners now live.



The aim of the MEDEA Awards is to encourage innovation and good practice in the use of digital moving images and sound in education. The MEDEA Awards also recognise and promote excellence in the production and pedagogical design of media-rich learning resources. These materials are typically delivered online via the Internet or a virtual learning environment and used as an integral part of a programme of study. The MEDEA Awards are open to anyone working with or in European education at all levels. We welcome participation from producers, teachers, academics, support staff and students.

Timetable 2009

February 2009 to September 2009	General promotion of awards: via email, leaflet distribution, news items via appropriate channels and also via the MEDEA Awards web site at www.medeawards.com .
August 2009	Announcement of prizes, alongside further promotion campaign with help of partners.
30 September 2009	Closing date for entries.
10 November 2009	Announcement of finalists
December 2009 – January 2010	Awards Ceremony with announcement of winners, hosted alongside a prestigious conference related to the use of media in education plus further promotion of winning entries.



Sponsorship Options for 2009

In 2009, the organisers of the MEDEA Awards are offering potential sponsors a number of different sponsorship options. These are **Platinum Sponsorship, Gold Sponsorship, Silver Sponsorship, Prize Sponsorship and Event Sponsorship**. In the case where the MEDEA Awards have one Platinum Sponsor, this means that they will accept no other commercial sponsors and the Platinum Sponsor will have exclusive rights to the MEDEA Awards for 2009. In this case, 3 awards are foreseen, a main winner and two runners-up prizes.

Should the organisers not identify a Platinum Sponsor for 2009, one main award is foreseen with several other support Awards including the MEDEA Award for Creativity and Innovation, set up to coincide with the European Year of Creativity and Innovation 2009 and the European Collaboration Award supported by the European Commission.



Sponsorship options →	Platinum	Gold	Silver	Prize	Event
Benefits for the sponsor ↓	€50.000	€20.000	€8.000	€4.000	€5.000
Make a speech and present the main award	✓	✓			
Make a speech and present the relevant award			✓	✓	
Make a short speech					✓
Significant and exclusive name branding on all occasions (web site, mailing)	✓	✓	✓		
Representative in Organising Committee	✓				
Representative in Advisory Committee		✓			
Representative on the judging panel, selected by the Advisory & Organising Committee	✓	✓			
Inclusion of logo and link on the MEDEA web site	✓	✓	✓	✓	✓
Colour advertisement from the sponsor to be included in the awards catalogue	✓				✓
Logo to be included in awards catalogue	✓	✓	✓	✓	✓
Distribute sponsors materials at Ceremony	✓	✓	✓		✓
Sponsor may invite guests to the Ceremony	✓	✓	✓	✓	✓



Platinum sponsorship: €50,000

Exclusive for one sponsoring partner only. Where Platinum Sponsorship is taken up, this means the Platinum Sponsor will be the **sole sponsor of the 2009 MEDEA Awards**. The platinum sponsor has the option of having the MEDEA Awards renamed the "Company X MEDEA Awards" for 2009.

This includes providing the main award for the overall 2009 winner which is included in the sponsorship payment and can be either a direct payment of €5,000 or appropriate equipment to the same value as well as 2 further awards of €2,500 or appropriate equipment to the same value.



Benefits:

- During the Awards ceremony, the Platinum sponsor will be invited to make a speech and present the main award to the winner.
- Significant and exclusive name branding wherever the MEDEA Awards are mentioned including the awards ceremony itself, this includes all relevant branding of the event itself to include suitable banners and other branding devices.
- Inclusion of sponsor representative on organising committee for the MEDEA Awards.
- Inclusion of logo on the MEDEA web site as only sponsor and link to sponsor web site
- Logo to be included in awards catalogue to be distributed at Awards Ceremony
- Colour advertisement from the sponsor to be included in the awards catalogue
- Sponsors materials to be distributed at Awards Ceremony
- Up to 10 guests of the sponsor invited to the Awards Ceremony.
- Participation in the judging panel, this panel will consist of 5 people to be selected by the MEDEA Awards Advisory and Organising Committee.



Gold Sponsorship: €20,000

Exclusive for one sponsoring partner only. The gold sponsor is invited to **sponsor the main award** of the MEDEA Awards 2009. This includes providing the main award for the overall 2009 winner which is included in the sponsorship payment and can be either a direct payment of €5,000 or appropriate equipment to the same value.



Benefits:

- During the Awards ceremony, the Gold sponsor will be invited to make a speech and present the main award to the winner.
- Significant name branding wherever the MEDEA Awards are mentioned including the awards ceremony itself.
- Inclusion of sponsor representative on advisory committee for the MEDEA Awards.
- Inclusion of logo on the MEDEA web site and link to sponsor web site
- Logo to be included in awards catalogue to be distributed at Awards Ceremony
- Colour advertisement from the sponsor to be included in the awards catalogue
- Sponsors materials to be distributed at Awards Ceremony
- Up to 5 guests of the sponsor invited to the Awards Ceremony.
- Participation in the judging panel, this panel will consist of 5 people to be selected by the MEDEA Awards Advisory and Organising Committee.



Silver Sponsorships: €8,000

We are offering up to **6 Silver sponsorships, each of which will be associated with a specific prize** in a category to be discussed with the potential sponsor, e.g. schools sector, vocational training, language training, special needs, etc.

The total value of each prize will be €4,000 and can be either a direct payment of €4,000 or appropriate equipment to the same value.



Benefits:

- During the Awards ceremony, the Silver sponsor will be invited to present the relevant award to the winner.
- Significant name branding wherever the MEDEA Awards are mentioned including the awards ceremony itself.
- Inclusion of logo on the MEDEA web site and link to sponsor web site
- Logo to be included in awards catalogue to be distributed at Awards Ceremony
- Sponsors materials to be distributed at Awards Ceremony
- Up to 3 guests of the sponsor invited to the Awards Ceremony



Prize Sponsorship: €4,000

Prize sponsors are also invited for the 2009 awards. This is for sponsors who wish to **sponsor a specific prize with equipment** to the value of €4,000 approx per prize. Potential prize-giving categories are open for discussion with the MEDEA organisers.



Benefits:

- During the Awards ceremony, the prize sponsor will be invited to present the relevant award to the winner.
- Inclusion of logo on the MEDEA web site and link to sponsor web site
- Logo to be included in awards catalogue to be distributed at Awards Ceremony

Event Sponsor: €5,000

We are offering an event sponsorship for the Awards Ceremony which will take place in December or January. This event will aim to attract about 100 people. It will feature the main outcome of the MEDEA Awards, the prize-giving and is expected to generate considerable interest amongst those involved in the application of multimedia in education.



Benefits:

- During the Awards ceremony, the event sponsor will be mentioned during the Awards ceremony as the sponsor of the event and invited to make a short speech.
- Inclusion of logo on the MEDEA web site and link to sponsor web site
- Logo to be included in awards catalogue to be distributed at Awards Ceremony
- Sponsors materials to be distributed at Awards Ceremony
- Up to 3 guests of the sponsor invited to the Awards Ceremony