



# MEDEA Awards 2010

## Sponsorship Options

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### Secretariat MEDEA Awards 2010 - Media in Education

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### MEDEA Awards 2010

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 2010

February 2010 to November 2010	General promotion of awards: via e-mail, leaflet & poster distribution, monthly Media in Education Newsletter, news items via appropriate channels and also via the MEDEA Awards website at <a href="http://www.medeas-awards.com">www.medeas-awards.com</a> .
July 2010	Announcement of prizes, alongside further promotion campaign with help of partners.
31 July 2010	Closing date for entries.
August 2010 to September 2010	Judging takes place.
1 October 2010	Announcement of finalists.
25 November 2010	Awards Ceremony with announcement of winners, hosted as part of the <b>Media and Learning Conference</b> , see <a href="http://www.media-and-learning.eu/">http://www.media-and-learning.eu/</a> being held in Brussels 25-26 November 2010.



### Sponsorship Options for 2010

In 2010, 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 2010. In this case, 3 awards are foreseen, a main winner and two runners-up prizes.

Should the organisers not identify a Platinum Sponsor for 2010, one main award is foreseen with several other awards including the European Collaboration Award 2010 supported by the European Commission.

Sponsorship options →	Platinum €50.000	Gold €20.000	Silver €8.000	Prize €5.000
<b>Benefits for the sponsor ↓</b>				
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 (website, mailing)	✓	✓	✓	
Representative in organising committee	✓			
Representative in advisory committee		✓		
Representative on the judging panel, selected by the organising committee	✓	✓		
Inclusion of logo and link on the MEDEA website	✓	✓	✓	✓
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

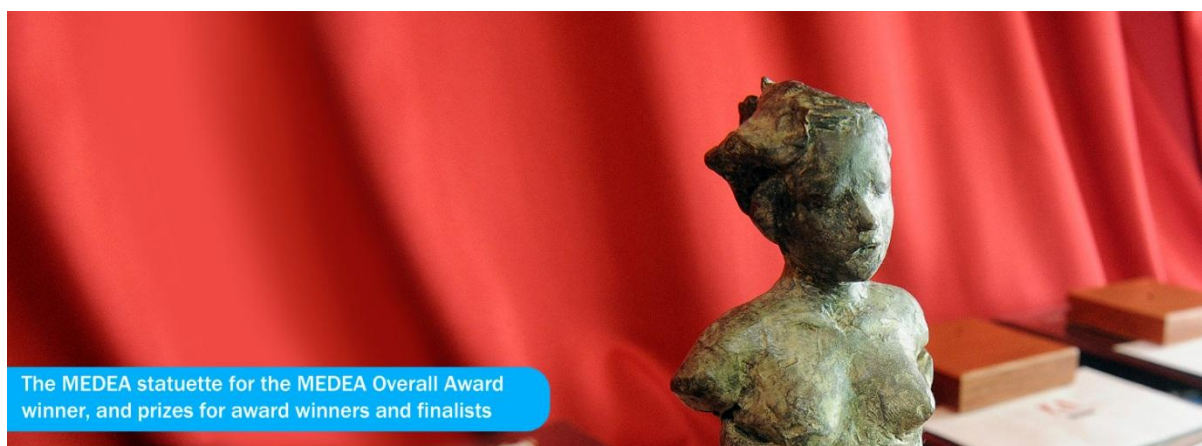
Exclusive for one sponsoring partner only. Where platinum sponsorship is taken up, this means the platinum sponsor will be the **sole sponsor of the 2010 MEDEA Awards**. The platinum sponsor has the option of having the MEDEA Awards renamed the "Company X MEDEA Awards" for 2010.

This includes providing the main award for the overall 2010 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 website as only sponsor and link to sponsor website
- 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.





### Gold Sponsorship: €20,000

Exclusive for one sponsoring partner only. The gold sponsor is invited to **sponsor the main award** of the MEDEA Awards 2010.

This includes providing the main award for the overall 2010 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 website and link to sponsor website
- 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.





### 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 website and link to sponsor website
- Logo to be included in awards catalogue to be distributed at awards ceremony
- Sponsor 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 2010 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 Awards 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 website and link to sponsor website
- Logo to be included in awards catalogue to be distributed at awards ceremony

