

PARTNERSHIP MENU

TORONTO PARTNERSHIP MENU 2010

10

nextMEDIA/ CNMA - Combined Packages:

Diamond = Platinum at both events
Innovation Week Gold = Gold at both events
Innovation Week Silver = Silver at both events
Innovation Week Bronze = Bronze at both events

PLATINUM PRESENTING PARTNER

- Promotion as one of the Presenting Partners.
- Premium Promotion at the awards show and gala.
- Opportunity to present an award at the CNMA award show.
- Logo presence at the CNMA award show and post-show gala.
- Logo identification in the event program.
- Logo exposure in all print advertisements.
- Logo recognition on the "Meet Our Partners" section of the CNMA website with option to submit a company profile and link to Partner's website.
- 8 complimentary tickets to the AWARDS Ceremony and Ceremony Gala

GOLD PARTNERSHIP

- Opportunity to sponsor and present an award at the CNMA award show.
- Logo presence at the CNMA award show and post-show gala.
- Logo identification in the event program.
- Logo exposure in all print advertisements.
- Profile in press releases and press kit.
- Logo recognition on the "Meet Our Partners" section of the CNMA website with option to submit a company profile and link to Partner's website.
- 6 complimentary tickets to the AWARDS Ceremony Post Ceremony Gala Reception.

AWARD CATEGORY PRESENTER

- Take your place as the national leader. Select an award category, be associated with that category across all mentions (online, in print and on-site), and present the award live at the CNMA award show.
- Opportunity to place a 1\2 page ad in the CNMA award show program.
- Logo presence at the CNMA award show and post-show gala.
- Logo identification in the event program.
- Logo exposure in all print advertisements.
- Logo recognition on the "Meet Our Partners" section of the CNMA website with option to submit a company profile and link to Partner's website.
- 4 complimentary tickets to the AWARDS Ceremony and Post Ceremony Gala Reception.

SILVER PARTNERSHIP

- Opportunity to place a 1\2 page ad in the CNMA award show program.
- Logo presence at the CNMA award show and post-show gala.
- Logo identification in the event program.
- Logo exposure in all print advertisements.
- Logo recognition on the “Meet Our Partners” section of the CNMA website with option to submit a company profile and link to Partner’s website.
- 4 complimentary tickets to the AWARDS Ceremony and Post Ceremony Gala Reception.

BRONZE PARTNERSHIP

- Logo presence at the CNMA award show and post-show gala.
- Logo identification in the event program.
- Logo exposure in all print advertisements.
- Logo recognition on the “Meet Our Partners” section of the CNMA website with option to submit a company profile and link to Partner’s website.
- 2 complimentary tickets to the AWARDS Ceremony and Post Ceremony Gala Reception.

CNMA 2010 AWARDS CATEGORIES:

- PRODUCER OF THE YEAR
- DESIGNER OF THE YEAR
- EXECUTIVE OF THE YEAR
- DEVELOPER OF THE YEAR

PROMISING NEW COMPANY OF THE YEAR

They have a vision, a two-year game-plan, a team of enthusiastic stars and a regulation-sized pool table. Now all they have to do is rise above the fray and make their mark. This award recognizes the best “up and coming” company of 2010.

BEST BRANDED ENTERTAINMENT

Demonstration of content that uniquely positions a brand, product or service within the context of a multiplatform entertainment experience. Must include online video content and one other component (merchandise, mobile, games).

BEST IN CANADIAN CULTURE: INTERACTIVE

Interactive property which helps diverse Canadian communities share their stories and cultural collections, from national, provincial, municipal to local, with new and growing international audiences. Must add visibility to Canada’s cultural experiences through an online exploration of our heritage and culture.

COMMUNITY CAMPAIGN OF THE YEAR

Excellence in the use of the digital medium for communicating, advocating and marketing to communities about social causes affecting the world. Methods of outreach can include all forms of digital media, including websites, mobile, and social technologies.

BEST CROSS-PLATFORM PROJECT

Excellence in interactive enhancement of a television property on digital platforms. Eligible projects could include games, websites and/or mobile applications associated with a television program.

DIGITAL MEDIA TECHNOLOGY OF THE YEAR

Awarded to a piece of technology that will most radically change the media landscape. Technology can be software or hardware based. The technology must have been created by Canadian developers working in Canada at the time of its development and launch.

BEST FRANCOPHONE WEBSITE

Awarded to a French-language website of any format that exhibits originality and excellence in the use of the online medium.

BEST KIDS INTERACTIVE

Excellence in the development of interactive platforms for both entertaining and informing children aged 13 and under. Entries include online video, websites, cross-platform media, and products with a digital environment.

BEST MOBILE APPLICATION

Any application that delivers services to a mobile phone. This application demonstrates excellent functionality, innovation, audience reach and frequency, and demonstrates excellence in the use of the capabilities of the mobile medium.

BEST ONLINE ADVERTISING

Excellence in the creation, delivery and execution of online advertising campaigns. Including - but not limited to - video, gaming, mobile, websites, banners, pop-ups, microsites, email, digital out of home, and rich media. Entries will be judged according to level of user engagement, awareness, and use of medium.

BEST ONLINE PORTAL

An online video portal that distributes video content via the internet or mobile. Videos can be any length and any genre, and may include music videos, movies, news clips, videos, and full-length TV shows. Portals will be judged according to value of content for the audience, brand distinction, functionality and enhanced features such as social networking tools.



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BEST ONLINE PROGRAM, SERIES OR FILM

Excellence in the development of a production that is viewed exclusively by internet audiences. Entries may include a factual or fiction production of any genre with no prior transmission on television or theatrical release prior to launch.

BEST USE OF SOCIAL MEDIA

Demonstrates excellent use of social media for business, arts, or community organizations. Must exhibit innovation in creating and connecting communities.

BEST WEB-BASED GAME

Innovative games playable in a web browser created by Canadian developers for any market or audience. Entries may include games with either single or multiplayer experiences.

For more information contact:

Jory Groberman
Director of Business Development
Tel: (416) 921-3171 ext. 237
Mobile: (647) 808-2920
Fax: (416) 921-9878
E-mail: jgroberman@achillesmedia.com
com