



**WIFT** WOMEN  
IN FILM  
& TELEVISION  
TORONTO

**PARTNERSHIP OPPORTUNITIES**

## Women In Film & Television – Toronto

Founded in 1984, Women in Film & Television – Toronto (WIFT-T) is a not-for-profit professional organization that supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally.

For over 25 years, WIFT-T has been committed to bringing high quality professional development to our members and the general public. Through our year round slate of hands-on programming, mentoring and networking, we aim to enhance the skills of our members so they can become significant decision-makers at all levels of the industry. As well, our prestigious Crystal Awards are coveted by screen-based professionals nationally and internationally.

## Foundation For Women In Film & Television – Toronto

Our charitable arm, the Foundation for Women in Film & Television – Toronto, provides educational opportunities (through bursaries) for underrepresented women in screen-based media, undertakes research on the status of women in the industry, and recognizes the achievements of women in the industry.

A donation to the Foundation for Women in Film & Television – Toronto supports the many programs and services that are essential to our mission. The Foundation is pleased to issue tax receipts for donations.



Photos, clockwise from top: Guests at the 2010 Digital MashUp, Foundation Chair Wanda Bradley with Board Member Muriel Solomon and Canwest Partners, Karen Lee, Diversity Ticket Recipient at the 2009 Crystal Awards

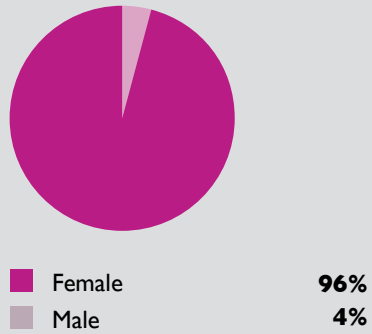
“I really appreciate WIFT-Toronto’s dedication as an industry advocate for equality, inclusion and access.”

– Derek Luis, CEO, National Screen Institute, 2008 WIFT-T Media Leadership Program Graduate

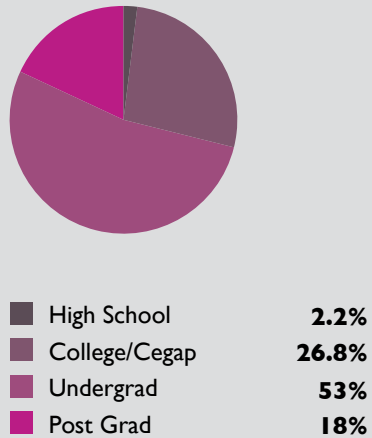
## Who We Are

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

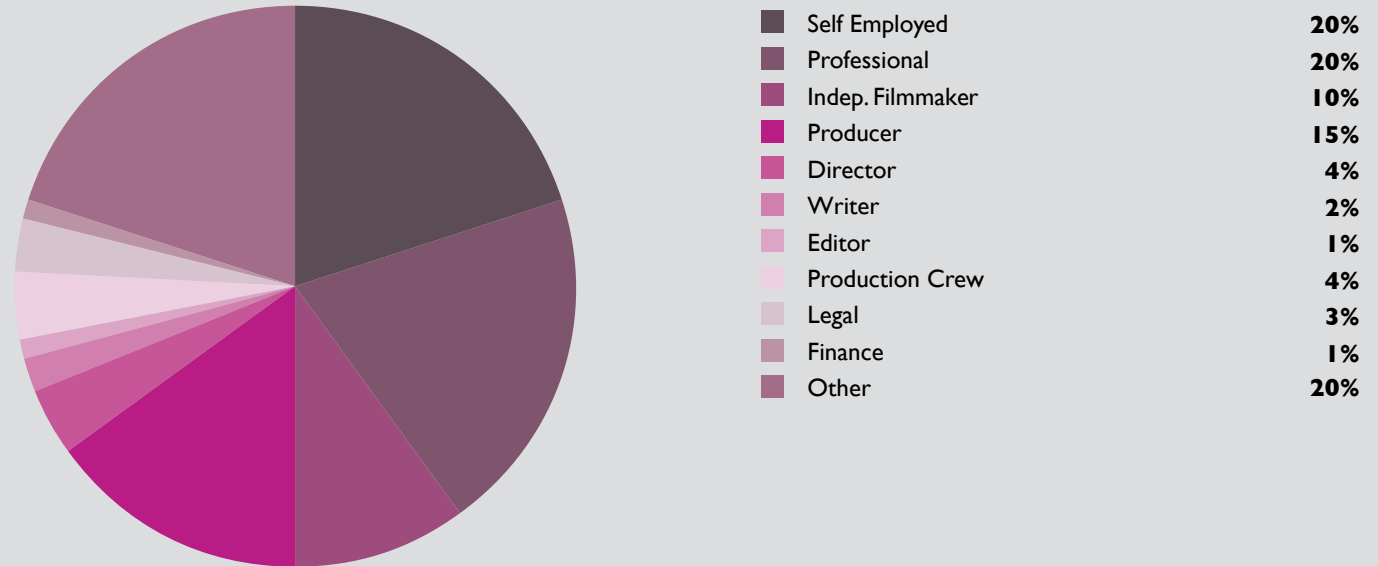
## Gender



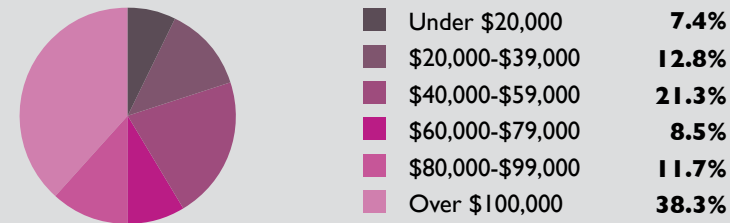
## Level Of Education



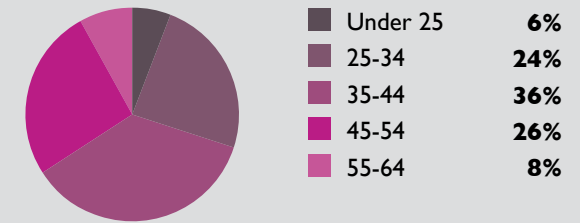
## Current Professional Status



## Annual Household Income



## Age



"WIFT-T ROCKS! I am a cinematographer, and even though WIFT-T membership has a larger director/producer base, I have found equal support. In 2009 WIFT-T gave me the opportunity to moderate a panel discussion on the Female Cinematographer and it was a hit! They helped me find my voice and for this I am extremely grateful!"

– Sarah Moffat on Goodmans Presents: Women Behind the Lens

## Who We Are Member Demographics

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

Partnership in one or more of our programs or special events is the ideal way to contribute to WIFT-T's mandate and to reach a highly desirable demographic of professional women and men. Through partnership, you also position your company as a strong business leader in advancing the careers of women in Canada's entertainment industry.

We will tailor a package to suit your marketing needs that includes a combination of advertising, special events and programming. By creating a program, mentorship or bursary in your name, you not only demonstrate your commitment to the Canadian screen-based industry, you also reap the benefits of extensive brand recognition and media exposure.

WIFT-T relies on the support of our partners to deliver the high quality professional development, mentoring and networking opportunities we are recognized for throughout the industry. In partnering with WIFT-T, you join a distinguished network of engaged leaders with a long history of serving screen-based professionals.

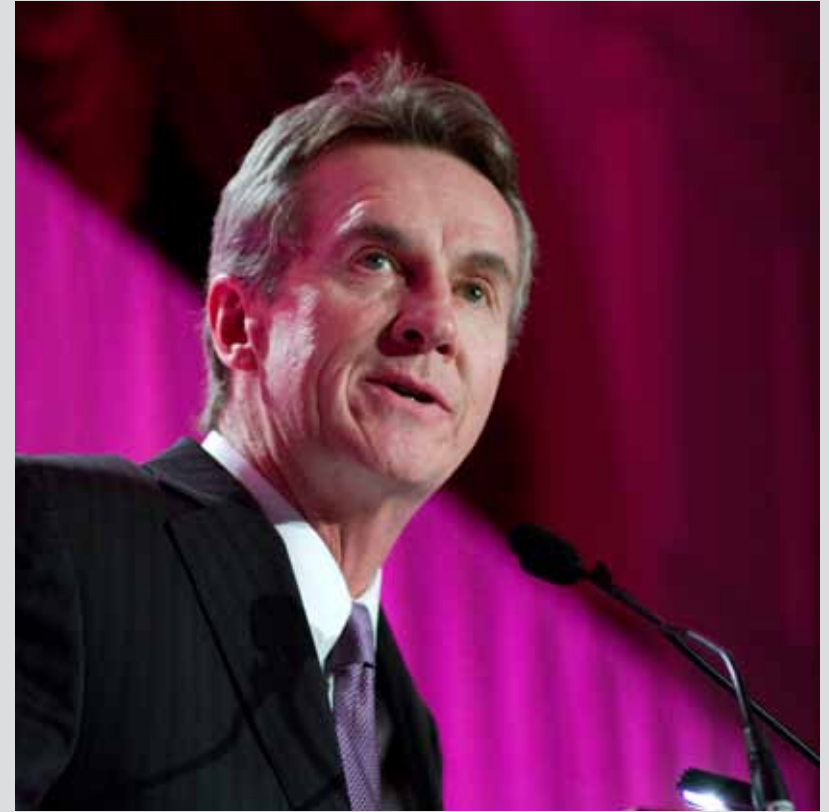


Photo: Ron Suter, NBC Universal, presenting the Creative Excellence Award at the 2009 Crystal Awards

“We are honoured to be associated with WIFT-T and are thrilled that we can now offer an award to the ‘Most Ambitious Film’ by a female director, which includes training, networking and production support. We are a unique festival that values partners like WIFT-T for their forward-thinking commitment to ‘outside-the-box’ filmmaking and film festivals.”

– Sharon Switzer, Director of the Toronto Urban Film Festival

## Partnering with WIFT-T

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

4

### **WIFT-T Executive Management Program**

This national initiative provides television production companies with the opportunity to develop their management team through an intensive five-day workshop. The program continues with a three-month mentorship matching workshop participants with industry leaders.

### **WIFT-T Development Incubator**

The Development Incubator is for emerging and intermediate producer/writer teams with feature length dramatic projects in development. The program is designed to develop market-driven feature films and support the next generation of Canadian feature film professionals.

### **WIFT-T Career Transition Program**

In response to the foundational changes in the screen-based industry, this program was developed for mid to senior level professionals coping with the technological, economic and structural changes in the screen-based industry. The program will enhance participants' ability to find suitable work and facilitate their career transition within film, television and other screen-based media.

### **WIFT-T Convergent Media Program**

The Convergent Media Program teaches participants how to translate film or television projects to digital platforms while remaining focused on monetization. Participants gain insight into Canadian audiences and the technologies that facilitate consumption. The program also incorporates a collaborative project where group members develop a cross-platform idea from concept to pitch.



Photos: Participants at the 2010 WIFT-T Executive Management Program

“The Convergent Media Program was excellent. Top notch instructors with real world experience. I would highly recommend this engaging and interactive experience.”

– Karen Hegmann, President, k-VISIONcommunications

## **What We Do Programs**

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

## **WIFT-T Media Leadership Program**

The WIFT-T Media Leadership Program is designed for mid to senior level women and men who want leading-edge academic knowledge and contemporary business skills required in the Canadian screen-based industry. Participants who complete the program receive a certificate from the Schulich School of Business, York University.

## **WIFT-T Business Management For Media Professionals Program**

The Business Management for Media Professionals Program is designed for working professionals with up to three years experience in the industry, related university or college training, and for those transitioning to a new area of the screen-based industry. The objective of the program is to improve business skills. Participants who complete all courses receive a certificate from Humber School of Media Studies & Information Technology.



Photos: Participants at the 2010 WIFT-T Media Leadership Program

“CTV is proud to continue our support of the WIFT-T Media Leadership Program through the CTVglobemedia-CHUM tangible benefits. We applaud this innovative partnership that will train future leaders in the media industry.”

– Paul Sparkes, Executive Vice-President, Corporate Affairs, CTVglobemedia

## **What We Do Programs**

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

### **Astral Media Mentorship**

The Astral Media Mentorship is a national competitive program that gives one Canadian female or male producer who is a visible minority, Aboriginal or an individual with a disability the invaluable opportunity to prepare for the Banff World Television Festival. The recipient receives a festival bursary and an intensive five day pre-festival mentorship with WIFT-T, other industry experts and an Astral Media executive.

### **CBC Business Of Broadcasting Mentorship**

The CBC Business of Broadcasting Mentorship is a national competitive initiative that gives one emerging Canadian female drama producer/director the opportunity to receive creative and business support from CBC Television. The recipient learns about production and broadcast components of short film and dramatic television production.

### **Deluxe Producers Internship**

The Deluxe Producers Internship provides one Canadian female producer with coveted hands-on experience and training. The recipient joins Deluxe as an intern to learn about production equipment planning and requirements, and post-production video, film and sound.

### **Kodak New Vision Mentorship**

The Kodak New Vision Mentorship provides one Canadian female director with the opportunity to prepare for the Toronto International Film Festival through an intensive business mentorship. The winner also receives a post-festival mentorship with an established director.

### **The William F. White Production Manager Mentorship**

The William F. White Production Manager Mentorship provides one emerging Canadian female production manager with hands-on training. The recipient joins William F. White as an intern to learn about production equipment, budget planning, and resource management.



Photo: Kodak New Vision Mentorship Winner Naomi Jaye with Award Presenter Trish Mehrasa, Kodak Canada

“We’re honoured to support WIFT-T in continuing the tradition of recognizing extraordinary achievement in motion imaging and celebrating the pioneering spirit of women in film and television.”

Patricia Mehrasa, National Operations Manager, Kodak Canada Entertainment Imaging

## **What We Do Mentorships**

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

Globally, women are the leading consumers of digital content and also play a key role in development and innovation. At the same time, women remain underrepresented in technical and management capacities in the digital media industry. In 2004, women represented about one-third of the total new media workforce and only one-fifth of the working owners of new media firms.

WIFT-T has developed programming that addresses the shift to interactive modes of production and consumption. Our digital slate aims to provide women with the skills they need to become key players at all levels of the digital industry and to continue in their roles as leaders and innovators.

### **DigiScape**

Launched in spring 2010, DigiScape panels focus on technological, regulatory and creative shifts in the industry, and examine such topics as cross and trans media project development, rights management, collaboration with digital media companies and the facilitation of audience interactivity. Each presentation

is followed by an informal networking reception where traditional and digital media professionals can connect.

### **International Women in Digital Media Summit**

In October 2011, WIFT-T will host a three-day international summit in Stratford, Ontario. The Summit will focus on digital media content creation, implications for emerging technologies and business models, and the role of women in digital media globally.

Bringing together traditional and digital media communities, as well as educational/research institutions from around the world, the Summit will explore innovation, skills gaps, policy and research in the content areas of gaming, mobile and social media. 500 local, national and international delegates are anticipated.

### **Women in Digital Media Speaker Series**

In 2012, WIFT-T will host a series of high-profile networking luncheons featuring influential women in digital media. Speakers will include national and international leaders in research, social media, entrepreneurship, digital content, publishing, aggregators and distribution. Occurring every three months in Toronto, these luncheons will provide key networking opportunities for professionals from traditional and digital media industries. Keynote presentations and Q&A sessions will be streamed online, promoting national and international participation.

### **Digital Community**

Conversations that begin at the Summit and Speaker Series will continue via WIFT-T's online community—an international network of digital media professionals. This two-part website is designed to foster partnerships in research, mentorship and innovation, and will also host content from the Summit and Speaker Series.

For more information on our digital programming initiatives, please contact Kim Haladay, WIFT-T Development Manager.

WIFT-T has kept pace as the content production world has transitioned to digital screen-based content. The organization has evolved its programs and partnerships to ensure that the WIFT-T membership has access to digital training and partnering opportunities.

– Diane Williamson President, Digital Wizards Inc., WIFT-T Board Member

## **Digital Programming**

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1



### **Crystal Awards Gala Luncheon**

Established in 1988, the Crystal Awards have brought together business, government and media from across the country to celebrate the outstanding achievements of women in Canadian screen-based media. Today, the Crystal Awards are acknowledged as one of the industry's most prestigious accolades.

Many of today's senior executives and industry leaders are past recipients of a Crystal Award – a testament to women's contributions to Canada's global entertainment community.

### **WIFT-T Reception @ TIFF**

Women in Film & Television – Toronto hosts an annual reception during the Toronto International Film Festival to celebrate the spirit and creativity of the film community.

### **WIFT-T Short Film Showcase**

The WIFT-T Short Film Showcase celebrates the outstanding talents and diversity of our membership through a select screening of their short films. A networking reception allows the featured filmmakers to celebrate and inspire.



Photos, clockwise from top: Concert Hall, Fairmont Royal York, 2009 Crystal Awards Gala Luncheon, Dynamix Partners at the 2008 WIFT-T Reception @ TIFF, 2009 Crystal Award by Paull Rodrigue

“On behalf of the artists of *Tying Your Own Shoes*, I am thrilled to accept the Audience Choice Award! Thanks to WIFT-T for your recognition of the talents and stories of these amazing artists.”

– Shira Avni, Director, 2009 WIFT-T Short Film Showcase

## Special Events

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

## Our Media Partners

The Crystal Awards are covered extensively by broadcast, online and print media. In 2010, the awards received coverage from The Canadian Press, National Post, CBC News, Playback, Metro News, Macleans, 680 News, MSN News, Yahoo News, Citytv News and eTalk, as well as several regional and community news outlets across Canada.

WIFT-T works with a number of broadcasters, production companies and media groups. We have partnerships with Kodak Canada, Astral Media, Shaw Media, CTV, CBC and Corus Entertainment, to name a few. Program partners include Breakthrough Entertainment, marblemedia, Stitch Media and Entertainment One. Our Board of Directors is made up of top industry professionals, many who are key influencers in their organizations and the screen-based industry as a whole.



Photos, from top: International Achievement Award Winners Catherine O'Hara (2008) and Sandra Oh (2007) at the Crystal Awards

---

Combined Estimated Readership (Online & Offline)  
**18.8 Million**

Combined Estimated Broadcast Viewers  
**11.2 Million**

## Media Coverage & Visibility

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

**10**

WIFT-T is a regional organization with a national reach. WIFT-T welcomes participants from across Canada as they attend our workshops and intensive programs. People from across the country also apply for our many mentorships and awards; our coveted Crystal Awards garner nominations from across Canada.



Photos, clockwise from top: International Achievement Award Winners Shirley Douglas, Deepta Mehta and Sandra Oh

“For the last 25 years, WIFT-T has played a vital part in the success of the Canadian screen-based industry. For me to be recognized by this extraordinary group in any way is a tremendous honour.”

– Shirley Douglas, Actress & Activist

## National & International Reach

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1



At WIFT-T we can tailor a package to suit your corporate needs and marketing objectives. There are many opportunities for partnership, from corporate entertainment to programming. We offer integrated marketing opportunities through creative content, online auctions and events.

Your partnership could include any or all of the following elements:

- **Branding & Integration**
- **Advertising (online, on screen, and in print)**
- **Hospitality**



Photo: 2009 Deluxe Producers Internship Winner Jensenne Roculan with Nick Iannelli and Diane Cuthbert of Deluxe

“WIFT-T is a vibrant, action oriented group that continually offers their membership valuable initiatives and opportunities like the Deluxe Producers Internship. Deluxe is extremely proud of our partnership with WIFT-T.”

- Nick Iannelli, Vice President, Customer Service, Inside Sales Deluxe

## Sponsorship Opportunities & Benefits

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

12

Increase your company profile by incorporating the following branding opportunities:

- Presenting and naming rights to a mentorship
- Presenting and naming rights to a special programming and/or networking event
- Presenting or naming rights to a Crystal Award
- Presenting and naming rights to a bursary through our Foundation
- Inclusion in the Crystal Awards program book
- Recognition in program materials, including all advertising, applications and guidelines
- Signage or on-screen logo recognition at special events and programs
- Gift bags for industry, VIPs, award winners, volunteers and members
- Media releases related to partnered event or program
- WIFT-T website with a hyperlink to your website

At WIFT-T, there are many opportunities to get your product or services into the hands of our members and stakeholders. There are a variety of ways that we can integrate your brand:

- Sampling in gift bags at the Crystal Awards Gala Luncheon, WIFT-T Short Film Showcase, WIFT-T Reception @ TIFF
- Product displays at special events
- Product or service feature on our Online Auction in support of the Foundation for Women in Film & Television – Toronto
- Programming a panel or workshop that incorporates your product or service



“We are proud to partner with WIFT-T in the third year of [the Astral Media Mentorship] program and to provide opportunities for emerging filmmakers to tell stories that reflect Canada’s diversity and point of view.”

– Aubie Greenburg, Director of Original Programming, The Movie Network

## Branding & Integration

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

13

## Reach Our Audiences Three Ways

### ON SCREEN

In an effort to reduce our carbon footprint, WIFT-T promotes our partners on screen at events.

### IN PRINT

Our Crystal Award program book is distributed to guests, media, industry and partners. WIFT-T also advertises select sponsored programs in festival program books throughout the year.

### ONLINE

Advertise on the WIFT-T website, host our online programming, access our social media communities, or promote your industry-specific news, products, services and events in our weekly bulletins and monthly newsletter. Partners also receive recognition in our electronic Annual Report.



“Having worked with many not-for-profit organizations I can honestly say WIFT-T has become the standard by which I judge all such relationships. In addition to gaining business directly from WIFT-T members, I have made excellent contacts with some of the top female executives in the industry and had the opportunity to participate in some of their exceptional programming. Well done!”

– Kent Robinson, Owner, Propagation Media

## Advertising

T: 416 322 3430  
F: 416 322 3703  
[www.wift.com](http://www.wift.com)  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

Entertain your guests at one of our four exclusive annual events.

### **Crystal Awards Gala Luncheon**

An award show like no other, this inspiring event sells out fast. Every year, in the first week of December, the Crystal Awards are presented to Canada's top female talent. Hailed as the must-attend industry luncheon, this event is an inspiring and genuine experience. Host a table of ten and enjoy premier seating at one of Canada's marquee events.

### **Crystal Awards Reception**

Invite your guests to be a part of this intimate experience and toast all of our nominees and Crystal Award winners. The Reception is held several weeks before the awards ceremony.

### **WIFT-T Reception @ TIFF**

Join us as we rub shoulders with the industry's top talent. This don't-miss affair has become one of the festival's hottest exclusive events. Reserve your place in line and treat your guests like VIP.

### **WIFT-T Short Film Showcase**

Let us reserve your seats for an evening of exceptional short films created by some of WIFT-T's talented filmmakers. This intimate event is followed by a mix-and-mingle with the filmmakers and presentation of the Audience Choice Award.



Photo: International Achievement Award Winner Kelly Rowan at the 2005 Crystal Awards

“A huge thanks to everyone at WIFT-Toronto for the wonderful evening. I had an amazing time and it was a truly memorable evening for me. It was flawlessly organized and was such a great and supportive atmosphere.”

– Jensenne Roculan, Producer; on the 2009 WIFT-T Reception @ TIFF

## Hospitality

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

15

We work with many different partners and will develop a proposal that meets your unique needs.

Please contact  
Kim Haladay  
Development Manager  
416-322-3430 x228  
kimhaladay@wift.com

We are happy to arrange a meeting to discuss the many possibilities and benefits of partnership.



Photo: Host Susan Ormiston at the 2009 Crystal Awards Gala Luncheon

---

“Staying a part of Toronto’s WIFT-T maintains a feeling of belonging and encourages continued effort.”

– Audrey Down, Screenwriter

## Contact Us

T: 416 322 3430  
F: 416 322 3703  
www.wift.com  
110 Eglinton Ave East, Suite 601  
Toronto ON M4P 2Y1

16

---