

EQUINOX AWARENESS ALLIANCE 2017



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CONTENT
WORKS [®]

WHAT IS THE EQUINOX AWARENESS ALLIANCE?

The Alliance is a group of Indigenous and non-Indigenous individuals and organizations who are collaborating to generate new thinking about Indigenous Peoples in Canada. It's not just about how we act, it's about what we think, what we say, and the actions we take.

Canadians are starting to ask tough questions about what they can do to be part of the solution. Through a targeted content driven media campaign, we will inform and educate Canadians to enable positive action towards reconciliation with Indigenous peoples.



THE CAMPAIGN AND THE POWER OF STORYTELLING

Real stories about Indigenous people and history will be told and read by Canadians which is why we have chosen to work with Postmedia, Canada's largest content driven media company with a reach of 17.5 million Canadians (age 14+) every month. Together we'll create compelling shorts, thought-provoking and informative articles and success stories, videos, celebrity endorsed profiles and ads that encourage truth telling and challenge Canadians' thinking about Indigenous People.

The Alliance recognizes that Canada's political and social climate is receptive to change. The Truth and Reconciliation Commission recommended 94 Calls to Action and educating Canadians to the realities of Indigenous peoples is amongst them.

Showcasing success stories will enable thinking to change. With this change, positive action will be taken to address discriminatory practices and institutions. The time is now and the path to reconciliation and celebrating indigenous lives needs your support.



EQUINOX SUPPORTERS

- Canadian Council for Aboriginal Business (CCAB)
- YMCA Canada
- Assembly of First Nations (AFN)
- Canadians for a New Partnership (CFNP)
- Kiwanis Toronto

- Rotary HIP (Honouring Indigenous People)
- Indigenous Education Network
- Waterloo Institute for Social Innovation and Resilience (WISIR)
- National Centre for Truth and Reconciliation (NCTR)

Canadian Council for
**ABORIGINAL
BUSINESS**



CANADIANS FOR A NEW PARTNERSHIP



National Centre for
Truth and Reconciliation
UNIVERSITY OF MANITOBA

BENEFITS OF SUPPORT

- Prominent visibility in a new and important conversation among Canadians
- Advancement of your existing community relations support mandate
- Through Postmedia analytics, we will discover new social audiences, influencer demographics, locations and top mentions
- Targeted reach into your primary and secondary markets
- Opportunities to showcase your support for First Nations, Inuit and Métis content (stories, videos and display advertising)
- First-in representation in the Canadian financial sector



SPONSORSHIP PACKAGE



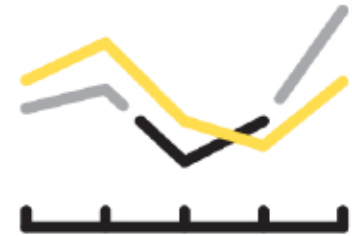
CONTENT

- 3 Custom content articles (written by Postmedia Content Works)
- 1 infographic (produced by Postmedia Content Works)
- 2 Existing client articles (edited by Postmedia Content Works)
- You own perpetual rights to content for usage on owned channels



MEDIA

- Logo placement on all audience drivers to content (logo will be 1 of 4 sponsor logos featured) including print and digital ads and Equinox Movement site
- Social promotion and content amplification across Postmedia digital and print channels.



MEASUREMENT

- Monthly analytics report
 - Real-time program optimization to maximize reach and engagement