



CURI[💡]OUS MINDS

Weekend

**THE
GLOBE
AND
MAIL**

hotdocs
OUTSPOKEN. OUTSTANDING.

**Sponsorship
Opportunities**



CURI US MINDS

Weekend

“We’ve all heard the axiom that to persuade others effectively,
we have to win both the hearts and minds of our audience.”

—Harvard Business Review

QUICK OVERVIEW

A premium festival-style weekend slate of remarkable speakers and engaging ideas.

Curious Minds Weekend

March 2-4, 2018 at Hot Docs Ted Rogers Cinema in Toronto. Presented in partnership by Hot Docs and the Globe & Mail.

Let us share your story effectively.

Join Hot Docs as we turn our historic cinema into an exciting cultural salon. Every year Hot Docs audiences encounter unforgettable stories about some of the world's most challenging issues and stimulating ideas. We are delighted to continue these conversations over three-days of in-depth, on-stage discussions moderated by Globe & Mail journalists. Audiences will meet innovative thinkers and explore the most urgent and exciting issues of our time.

What story do you want to tell?

Create visibility and engagement opportunities for your brand, while reinforcing its image and building loyalty.

Great campaigns are created by great partners, who are ready to do great things.

Hot Docs

Entering its 25th season, Hot Docs produces the largest documentary film festival in the Americas each spring. Our year-round venue, the Hot Docs Ted Rogers Cinema has hosted numerous special events and high-profile guest speakers in business, politics, entertainment and academia.

The Globe & Mail

The Globe and Mail is Canada's newspaper of record, providing insightful and authoritative news coverage to millions of readers each week through both print and digital media points of access.

Last Year's Event

The inaugural Curious Minds Weekend welcomed over 4,000 attendees and generated 108 news stories across print, digital and audio platforms.

86% of attendees rated the inaugural event as *very good-outstanding*.

BUILD OFF THE BUZZ: Last year's line-up included...



In Conversation With
Naomi Klein



YouTube star Gigi Gorgeous
Oscar Winner Barbara Kopple



Canada150
Power Panel



*Politics In the Age of Trump
with The New Yorker's*

Ryan Lizza



The Next Sexual Revolution with

Dan Savage



*Join the Clone Club with
Emmy Award Winner*

Tatiana Maslany



*NYTimes best-selling
author and WE Founder*

Craig Kielburger



Building Better Cities with

**Jennifer Keesmaat
and Mitchell Silver**



Secrets to a Meaningful Life

Emily Esfahani Smith



Polaris Music Prize Winner

Tanya Tagaq

LEAD SPONSOR

Reach and engage consumers from a strong, consistent vantage point!

Lead sponsorship of this burgeoning blue-chip event includes recognition through a fully customized campaign with lead-up messaging, recognition on festival marketing materials, onsite branding at all staged events, and through experiential activation opportunities to engage and educate audiences at our highly trafficked flagship venue on Bloor Street at Bathurst!

Globe & Mail custom content is also available to lead partners.

ALIGNMENT & REACH

**WHEN REACHING CONSUMERS THERE'S AN
IMPORTANT INGREDIENT TO MAKE THAT
CONTACT MATTER | CONTEXT.**

Your company will be recognized as lead sponsor across all marketing and promotion related to the festival:

- Globe & Mail national and GTA marketing campaigns (*\$250,000 campaign value*)
- Curious Minds social media campaigns (*accessing over 1.5 million followers*)
- Press Releases and PR activities (*including direct outreach to over 150 community organizations with tens of thousands of stakeholders*)
- Branding in the Festival Schedules (*20,000+ printed*) & Ticketing Portal (*31,173 unique visits for 2017 event*)
- Onsite branding with opportunities to activate or distribute promotional items (*more details on next page*)
- Corporate entertaining and VIP hosting opportunities tied to key festival speakers

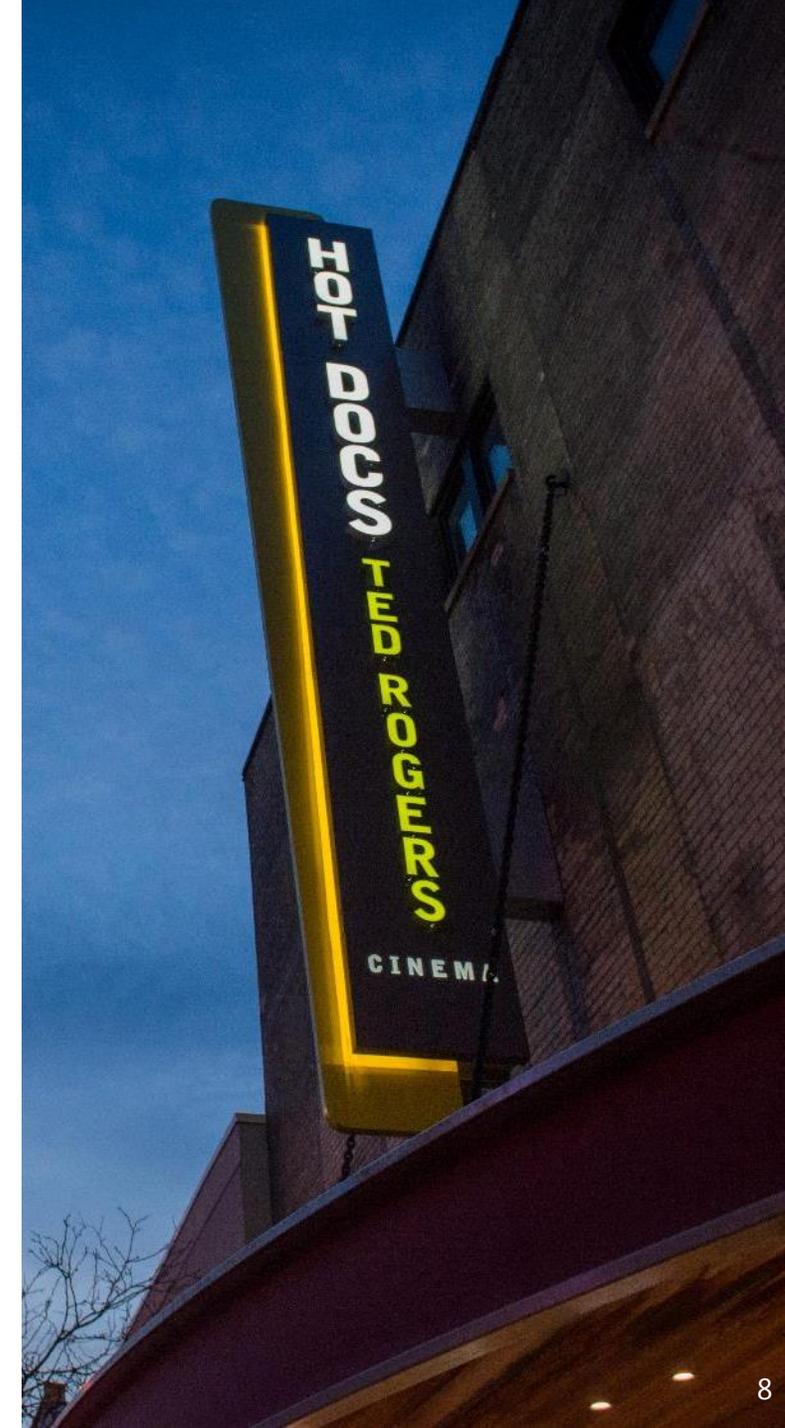
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Build thoughtful connections with consumers by supporting their interests (and becoming a part of their experience)

On site branding.

Reinforcing your lead-up branding, your company will be seamlessly integrated into the consumer experience through a series of turn-key touch points, with the capacity to support additional activation.

Take a look inside!



(below) The lead sponsor is recognized and verbally thanked for its support and participation by festival curators at the start of all festival events.

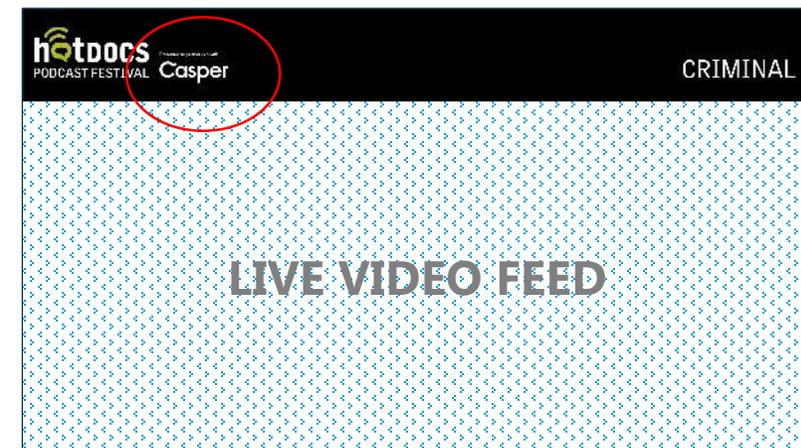


Keep your brand front and centre!

Turn-key positioning across all events.



The lead sponsor receives prominent logo recognition via light-gobo which is displayed at all events, throughout the festival. The light gobo (above & below) is positioned to be visible for guests seated on all levels of the cinema.



The lead sponsor logo is included on the cinema's display header used throughout the festival for live-feed to amplify each conversation. With a 40-foot screen, your logo is approximately 3-feet wide.

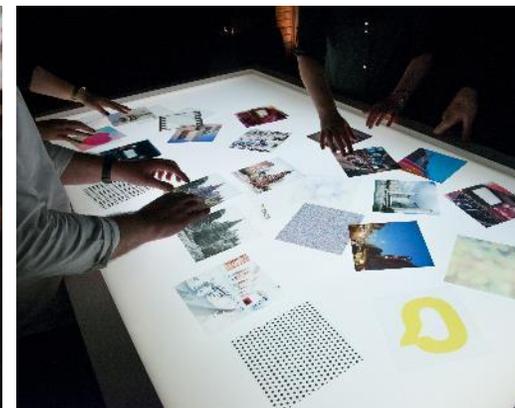


Enhance your presence in the venue lobbies with activation and hosting opportunities!

We work to support your strategy and goals.

Hot Docs' cinema lobbies offer several assets to leverage including plasma screens, display areas, and bars to support additional advertising, activation, or VIP hosting.

Let us work with your team to bring your brand position to life.



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AMPLIFY YOUR BRAND MESSAGE WITH THE GLOBE*

Through content extensions, sponsors of Curious Minds Weekend can harness the power of The Globe to build stronger consumer connections.

Award-winning journalists, photographers and designers custom-produce themed content, delivered across Globe platforms or on your own properties, to halo your messaging and provide optimal positioning for your brand.

Learn how custom editorial content, native content or branded content, created by Globe Edge Content Studio, can go to work for you.

**Additional costs may apply.*



EDGE

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Don't just sit there...
Get in touch!

To further discuss your interest in the
Curious Minds Weekend, contact:

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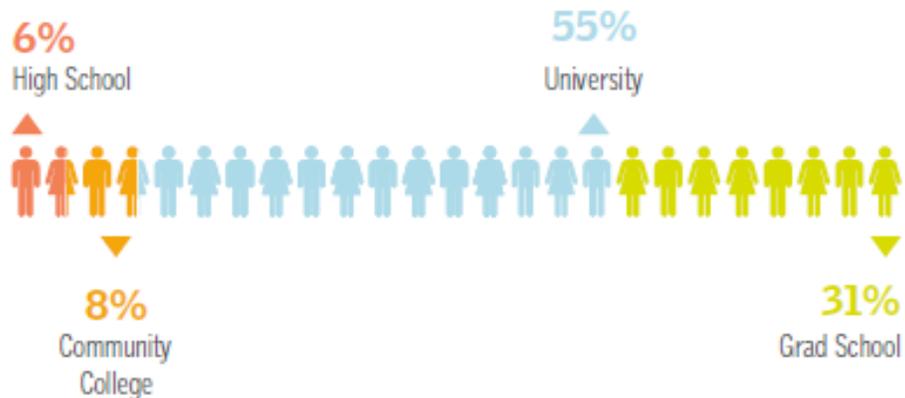
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Brittney Cathcart, Sponsorship Accounts Manager
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Audience Demographics

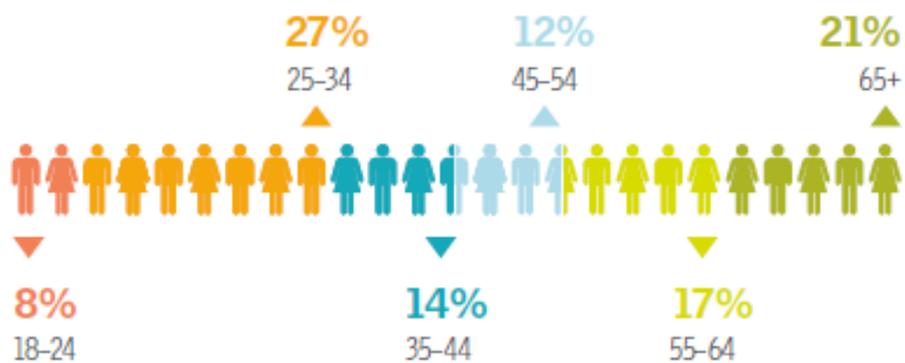
EDUCATION



GENDER



AGE



INCOME

