

## **ELEVATING VOICES – A PATTISON DIVERSITY & INCLUSION MEDIA GRANT**

PATTISON Outdoor is a member of communities across Canada. From Victoria to St. John's, our clients are often those with the means to amplify their voices, utilizing out-of-home advertising.

Canada is evolving. To celebrate that evolution, PATTISON Outdoor, through the direction and management of our Diversity and Inclusion Committee, is launching a grant program to offer media space to marginalized voices and those promoting a more inclusive Canada. By providing a platform to those frequently excluded from mainstream media, Pattison aims to support the vast diversity our Country has to offer.

PATTISON Outdoor is committed to 5 key guiding principles for the Grant application process:

**Confidentiality** - Proposal information will remain private, on a need-to-know basis.

**Fairness** – All applicants will be scored fairly through a standardized review process.

**Excellence** - Quality and impact is our fund's mission and we commit to upholding rigorous standards for campaign success and delivery.

**Efficiency** – Proposals will be evaluated swiftly to ensure funds are disbursed in timely matter.

**Transparency** – Proposal decisions will be made on clearly defined guidelines and communicated to applicants

### **How it works**

The program provides funding to not-for-profit and charitable organizations that focus on ethno-cultural groups, LGBTQ2+, women's equality, those with disabilities, and any other group focused on and for projects that promote diversity and inclusion. The goal is to find groups without a voice, and bring their messages to the mainstream by employing outdoor media.

PATTISON Outdoor will issue a total of seven grants; approximately six to regional groups across the country and one to a national partner. The grant fund is \$1,000,000 in media value, with up to \$100,000 in media granted to each Regional recipient, and up to \$400,000 to a National recipient. Priority in the selection process will be given to the regional grants for sufficient geographical representation within Canada where PATTISON has media.

Examples of messaging include, but are not limited to:

- Social activism messaging promoting minority rights and voices
- Educational messaging/programs for minority groups or for education of non-minority groups.
- Art/Culture promotion for underrepresented groups
- Promotion of services to better support members of our community who traditionally have been marginalized. Cultural and recreational programming, including programming for vulnerable populations such as at-risk children and youth

- Supporting pilot or existing initiatives with a potential for sustainability (for multiple years or months)
- **Social Justice messaging promoting positive societal change in the community**
- **Groups that address issues that affect people of various national origin, language, race, color, disability, ethnicity, gender, age, religion, sexual orientation, gender identity, socioeconomic status, and family structures.**

## **Grant Amounts**

### National Partner:

A media grant of up to \$400,000 on PATTISON products to be used in the calendar year of 2023.

Printing and posting costs on traditional media formats will not be provided, not-for-profit rates will be furnished for all partners by PATTISON suppliers. Applicants must demonstrate the ability to pay for printing through other means.

### Regional Partners:

Approximately six media grants of up to \$100,000 on PATTISON products will be provided to be used in the calendar year of 2023. Some regional/local groups may be awarded less media value, depending on how localized the campaign scope is. PATTISON will allocate these grants at the time of award, up to a maximum value of \$100,000.

Printing and posting costs on traditional media formats will not be provided, not-for-profit rates will be furnished for all partners by PATTISON suppliers. Applicants must demonstrate the ability to pay for printing through other means.

## **Who is eligible**

### National Partner:

For the National Grant, applications can be made by groups who represent a not-for-profit or charitable organization that:

- Represents interests/communities applicable to Canadians in more than one geographical region.
- Ideally, a partner that can provide messaging in both French and English; this is NOT a requirement, but will be evaluated as part of the overall selection process.
- Has not been a PATTISON Media Grant recipient in the last 3 years.
- A registered charity or not-for-profit.

### Regional Partners:

For the Regional Grants, applications can be made by groups who represent a not-for-profit or charitable organization that:

- Represents interests/communities applicable to a specific Region (Pacific, Alberta, Prairies (Man/Sask), Central (Ontario), Quebec or Atlantic Canada. Groups may also focus on a smaller subset of those groupings (for example, Northern Alberta).

- While PATTISON would love to add the Northern Territories to these regions, PATTISON does not presently have media in NWT, Nunavut or Yukon Territories. If there is a group that would like to bring messaging from that region to another part of the Country, it will be considered.
- Partners from Quebec are required to advertise in French, due to signage and language laws (partners will be required to provide translated material).
- Has not been a PATTISON Media Grant recipient in the last 3 years.

#### SUBMISSION REQUIREMENTS:

- Purpose and objectives: The purpose or rationale and intended objectives/outcomes of the project.
  - Intended significance and impact: The anticipated impact of the project on fostering a culture of equity and inclusion. If applicable, the proposal should indicate, how the impact can be sustained or scaled beyond the funding year. Also describe how the project aligns with and advances institutional priorities related to diversity and inclusion.
  - Assessment of expected outcomes: Where appropriate, explain how the impact of the project will be assessed.
  - Project work plan and timeline: Provide a timeline of milestones that address the lifecycle of the work, including planning, support for collaboration, reporting, project closure, and dissemination.
2. Budget: Include a clear budget outlining the funds available to cover any hard costs associated with the media placement (eg. production costs).
  3. Letters of support from any collaborating partners or departments.
  4. Examples of current Social Media (Facebook, Instagram, twitter, etc) accounts.

#### **How the grant can be used**

Media Grant dollars can be booked with PATTISON to execute a campaign on available PATTISON media. Rates will be calculated at rate-card. Production of printed material and posting is not included in this grant.

Part of a successful application is addressing where and what kind of media your organization would like to use. Please research the products; PATTISON has a wide range of assets including place-based environments (airports, stadiums and pathways), transit, digital and traditional outdoor formats (billboards and street furniture). Your vision for successfully targeting your message is integral to your application. Once selected you will be paired with local account executive to finalize campaign locations and duration.

If you have creative ideas, include those too; applicants that show an investment in the process will receive credit for that work.

#### **Campaign Timelines**

Campaigns must begin on or after **January 1, 2023**, and be completed by **December 31, 2023**.

## **Apply**

Please prepare a document, outlining your proposal for the media grant. The process will be two-fold with a submitted written application and then short interviews/presentation for short-listed applicants.

The deadline to submit applications is 4:00 p.m. EST on **December 31st, 2022**.

Follow up interviews will be conducted in January of 2023, with final selection by the end of January.

## TERMS AND CONDITIONS

Proposals must aim to fulfill some or all the following factors to be considered:

- Aligns with Pattison's Diversity and Inclusion Committee mission statement
- The proposal can be scaled and replicated for potential greater national impact
- The proposal addresses resource requirements, budget plan and financial sustainability
- **Media Grant dollars must be fully utilized within the calendar year and cannot be carried over into the following year.**

The following list is ineligible for the grant:

- Projects that support any political party, politically affiliated group, or have **active** religious components as part of the programming activities.
- Organizations that are exclusive/support activity against other groups or organizations.

[Click here to apply](#)