

**Toronto Star Classroom Connection presents an
exclusive sponsorship opportunity**

**Partner with us as we launch a
highly engaging, and clutter-free
initiative for high school students.**

TORONTO STAR
CLASSROOM CONNECTION

TORONTO STAR
CLASSROOM CONNECTION

SO YOU WANT TO BE...

High School
CAREER
SERIES

TORONTO STAR
CLASSROOM CONNECTION

SO YOU WANT TO BE...

About the Series

This year, Toronto Star Classroom Connection will launch a new career series for high school students in Ontario.

Working in partnership with schools throughout Ontario, the 4-part series will be videotaped and distributed to thousands of high school students. Plus, 160 students (40 per event) representing various schools throughout the GTA **will be selected to attend the events live in the Toronto Star Newsroom!**



High school students attend Toronto Star High School Newspaper Awards at the Toronto Star.

SO YOU WANT TO BE...

Benefits to youth

Our **So You Want to Be** series will give students a behind the scenes look at various career options and let them hear from industry professionals about what it's really like to be in their particular industry.



TORONTO STAR
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“High-school students crave hands-on experience. Once they identified potential career opportunities, they want to be able to validate their interest and the reality of that career by actually going out and experiencing it.

*This is known as “work tasting.” It might be job-shadowing, workplace visits, volunteering or **talking to somebody who is actually employed in an occupation to get an insider’s view.***

EXCERPT FROM ATKINSON SERIES ON GAP
IN CAREER EDUCATION FOR YOUTH.

Informed education choices early in life can help young Canadians obtain the skills and experience necessary to find work quickly, avoid unnecessary debt and get a better start to their careers.

”
SERVICE CANADA . JOB BANK

http://www.iobank.gc.ca/field_of_study_search-eng.do

<http://www.servicecanada.gc.ca/eng/audiences/youth/employment.shtml>

SO YOU WANT TO BE...

2016 Schedule & Speakers

Here are the confirmed guest speakers for the media event in October 2016. Additional event speakers will be confirmed soon.

So you want to be...	Featured Speakers	Timing
...in the MEDIA	JACQUES GALLANT , Toronto Star Reporter MARCI IEN , Host, Canada AM LAUREN PELLEY , Toronto Star Reporter	October 2016
...an ENTREPRENEUR	COMING SOON	October 2016
...in THE ARTS	COMING SOON	November 2016
...in PUBLIC SERVICE	COMING SOON	November 2016
...in the TRADES	COMING SOON	Q1 - 2017

SO YOU WANT TO BE...

...in the MEDIA

This event exposes students to experienced journalists from print and television media. Their experience spans across, newspaper, television magazine, online, and radio.



JACQUES GALLANT, Reporter

Jacques Gallant is a staff reporter in the city department, mainly covering legal affairs. He started at the Star as a summer intern in 2012. He was nominated for a National Newspaper Award as part of the team that investigated allegations of sexual assault against Jian Ghomeshi.

"Journalism is alive and will be necessary for as long as we have a democracy."

Jolson Lim, Student,
Toronto Star High School Newspaper Award Winner



MARCI IEN, Co-Host CANADA AM

Marci Ien is the Co-Host of CANADA AM -- CTV's national morning show. Ien's career in television spans more than three decades. She was the News Anchor for CTV's OLYMPIC MORNING at the 2010 Winter Olympic Games.

She has interviewed newsmakers including Desmond Tutu, Deepak Chopra, and Jamie Foxx.

Marci travelled to Sierra Leone on behalf of Journalists for Human Rights where she met with reporters and led training workshops.



LAUREN PELLEY, Reporter

Lauren Pelley is a staff reporter with the Toronto Star's Life section. She has written front-page stories on the ongoing medical debate surrounding Lyme disease, a mysterious case of stolen identity in Toronto, and the powerful two-decade impact of the deadly 1995 Russell Hill subway crash. Prior to joining the Star, Lauren worked in broadcasting and video production, and was a freelance writer for the CBC, the London Free Press, Chatelaine, Best Health and Canadian Family.

SO YOU WANT TO BE...

Program Reach

Reach students, teachers and parents....

- Speak with **7,500 teachers** reaching up to **165,000 students*** through email
- Reach over **1 million** Star readers and **656,000** Metro Toronto readers with print support
- Engage directly with **25,000 students** and parents through Classroom Connection pieces
- Video materials could provide **20-minutes of in-class time** for participating teachers
- 2-minute summary videos reach another **2,600 viewers** on thestar.com and metronews.ca
- Digital exposure on **education-specific portals**
- Interaction with **live student audience** at event

Source: Vividata Q2-2015, Toronto CMA, A18+
* based on 22 students per class

SO YOU WANT TO BE...

Exclusive Sponsor Benefits

Recognition for our exclusive sponsor includes
“Presented by” logo and/or name recognition in all of the following:

– 25,000 copies of a custom, 4-page career section printed and distributed to high schools in Ontario. <i>(Value \$37,500)</i>	– 4 HALF PAGE ads in Metro Toronto <i>(Value \$36,252)</i>
– Professional video production and editing of So You Want to be event with branding exposure <i>(Value \$9,500)</i>	– Company representative attendance at video taping of event plus acknowledgement by host
– Video exposure on thestar.com, metronews.ca (2,600 viewers and classroomconnection.ca <i>(Value \$9,000)</i>	– 2 Big Box ad units on classroomconnection.ca for one month <i>(Value \$2,400)</i>
– 5 FULL PAGE Ads in the Toronto Star <i>(Value \$180,000)</i>	– 2 Big Box ad units on teachingkidsnews.ca for one month <i>(Value \$2,000)</i>
– 8 BANNER ADS in the Toronto Star <i>(Value \$80,000)</i>	– 2 Leaderboard and Big Box ad units on our school ePaper (torontostarnie.newspaperdirect.com) <i>(Value \$5,000)</i>
– 4 email campaigns sent to 7500 teachers in Ontario <i>(Value \$6,000)</i>	– Event hosting (speakers, venue, setup) <i>(Value \$6,800)</i>

Program Value

Sponsorship Price

\$374,452

\$87,500

**SO YOU WANT
TO BE...**

Next Steps

**Partner with us to bring this
series to thousands of high school
students throughout Ontario!**

nchevolleau@thestar.ca

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