

EMPOWERING YOUTH, EXPLORING JUSTICE



Mission:

EYEJ drives social justice reform by empowering young people to advocate for change.

Vision:

An equitable and inclusive world.

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EYEJ
Speaks

EYEJ Speaks

'EYEJ Speaks' was created to share its work with a broader audience. The series, a companion to EYEJ's Youth Council and Youth Online Discussing Justice (YODJ) programs, features community activists, educators, and EYEJ members engaging in discussions about social justice, toxic stress, community violence, and other timely topics.

Originally an 8-week program, 'EYEJ Speaks' quickly expanded to 10 weeks, fueled by special interests in Cleveland's ongoing digital connectivity issue. Research has found that 80 percent of students use what they learn from 'EYEJ Speaks' outside of school and that 100 percent of participants end up inspired by 'EYEJ Speaks' to foster change in their neighborhoods.

A point of pride is the inclusion of young people, tomorrow's leaders, and social justice advocates. Giving them a seat at the table adds a critical perspective and empowers them to offer solutions to problems that affect them.

Sponsorship ranging from \$5,000 to \$100,000 supports EYEJ's youth-centric work and advocacy initiatives throughout the year. It enables EYEJ to provide unique insights on critical problems affecting Greater Cleveland and Northern Ohio. 'EYEJ Speaks,' in particular, offers real-world tools to help viewers address issues in their communities.

Audience Demographics



64% of viewers
are women



37% of female
viewers are in the age
bracket 25-34



59% of viewers
are from Ohio

Featured Speakers

- Bill Callahan: Research & Policy Director, National Digital Inclusion Alliance
- Gordon Friedman: Criminal Defense Attorney at Friedman & Gilbert
- Bishara Addison: Senior Manager, Policy & Strategic Initiatives Towards Employment

By the Numbers

- **20,000** total Facebook Live views from 6/4 - 9/1/2020
- More than **72,000** social media impressions across three channels (Instagram, Facebook & Twitter)

EYEJ Speaks Sponsorship

- SPONSORSHIP AT THE \$5,000 LEVEL - CO-SPONSOR
 - Co-sponsorship of one (1) EYEJ Speaks episode
 - Co-branded logo recognition during the EYEJ Speaks episode
 - Recognition of co-sponsorship on EYEJ social media platforms - Facebook, Instagram, Twitter, LinkedIn - inclusive of company's social media handles.
 - Name acknowledgment on the EYEJ website as a sponsor of the series.
 - Partner recognition in the Positive Change newsletter.

EYEJ



Youth
Council



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- SPONSORSHIP AT THE \$10,000 LEVEL- FRIEND OF EYEJ SPEAKS
 - Sole sponsorship of one (1) EYEJ Speaks episode
 - Logo brand recognition during the EYEJ Speaks episode
 - Recognition of sponsorship on EYEJ social media platforms - Facebook, Instagram, Twitter, LinkedIn - once leading up to the program, inclusive of company's social media handles
 - Logo placement on the EYEJ website as a sponsor of the series
 - Partner recognition in the Positive Change newsletter with hyperlink to corporate website
 - Funder will receive a recap report post event
 - SPONSORSHIP AT THE \$25,000 LEVEL - ADVOCATE
 - Sole sponsorship of Two (2) EYEJ Speaks episodes and one (1) co-sponsored episode
 - Logo brand recognition during the EYEJ Speaks episodes
 - Recognition of as a featured sponsor on EYEJ social media platforms - Facebook, Instagram, Twitter, LinkedIn - twice leading up to the program, inclusive of company's social media handles.
 - Logo placement on the EYEJ website as a sponsor of the series.
 - Featured in partner spotlight for two Positive Change newsletters with hyperlink to corporate website.
 - Funder will receive a detailed recap report post events.
 - Opportunity for company representative to participate in 1 episode of EYEJ Speaks.
 - SPONSORSHIP AT THE \$50,000 LEVEL - DIVERSITY,EQUITY & INCLUSION
 - Sole sponsorship of five (5) EYEJ Speaks episodes
 - Logo brand recognition during the EYEJ Speaks episodes.
 - Recognition of as a featured sponsor on EYEJ social media platforms - Facebook, Instagram, Twitter, LinkedIn - twice leading up to the program, inclusive of company's social media handles.
 - Logo placement on the EYEJ website as a sponsor of the series.
 - Featured in partner spotlight for multiple Positive Change newsletters with hyperlink to corporate website.
 - Funder will receive a detailed recap report post events.
 - Opportunity for company representative to participate in 1 episode of EYEJ Speaks.
 - Opportunity to do a joint blog (on related show topic) post which will be featured on EYEJ blog, Positive Change newsletter, and social media
 - SPONSORSHIP AT THE \$100,000 LEVEL -SOCIAL JUSTICE WARRIOR
 - Lead sponsor entire EYEJ Speaks series
 - Prominent Logo brand recognition during the EYEJ Speaks episodes
 - Recognition of as a featured sponsor on EYEJ social media platforms - Facebook, Instagram, Twitter, LinkedIn - twice leading up to the program, inclusive of company's social media handles
 - Logo placement on the EYEJ website as the series sponsor lead.
 - Featured in partner spotlight for multiple Positive Change newsletters with hyperlink to corporate website
 - Opportunity for company representative to participate in 1 episode of EYEJ Speaks.
 - Funder will receive a detailed recap report post events
 - Opportunity to do two joint blog (on related show topic) posts which will be featured on EYEJ blog, Positive Change newsletter, and social media
 - Opportunity to include a :30 or :45 second video to air during program

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