DIV & INC COMMITTEE | ELEVATING VOICES

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 excited to launch the fifth year of our grant program to offer media space credits 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 **media space credits** to **not-for-profit and charitable organizations** that focus on ethnocultural groups; First Nations, Métis and Inuit peoples; 2SLGBTQ+; women's equality; those with disabilities; and any other group focused on and for projects that promote diversity, equity and inclusion. The goal is to find groups without a voice, and bring their messages to the mainstream by employing Out-of-Home media.

PATTISON Outdoor will issue a total of seven media grants; up to six to regional groups across the country and one to a national partner. The grant fund consists of up to $1,000,000 in overall **media value**, with up to $100,000 in media value 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. **The above amounts do not include production costs.**

Examples of messaging include, but are not limited to:

- Educational messaging/programs for minority groups.
- Art/Culture promotion for or by 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.

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- Supporting pilot or existing initiatives with a potential for sustainability (for multiple years or months).
- Messages supporting 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.

Media Grant Amounts

National Partners:

A media grant of up to $400,000 in media value on PATTISON products to be used in the calendar year of 2027. Final media value will be determined based on region and products available.

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 funding outside of this grant.

Regional Partners:

Up to six media grants of up to $100,000 in media value on PATTISON products will be provided to be used in the calendar year of 2027. 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 media 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 funding.

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 across multiple provinces within Canada.
- 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.
    - All Quebec advertising will be required to advertise in French, in compliance with signage and language laws (partners will be required to provide translated material).
- Has not been a PATTISON Media Grant recipient in the last 5 years.
- A registered charity or not-for-profit.
- Organization is not presently an active, paid client of PATTISON Outdoor for a minimum of 3 years.

Regional Partners:

For the Regional Grant recipients, 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, Prairies (Alberta, Manitoba/Saskatchewan), Central (Ontario), Quebec or Atlantic Canada (PEI, Newfoundland, Nova Scotia, New Brunswick. Groups may also focus on a smaller subset of those groupings (for example, Northern Alberta).
- PATTISON does not currently 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 5 years.
- Organization is not presently an active, paid client of PATTISON Outdoor for a minimum of 3 years.

Submission Requirements

Provide documentation outlining the following:

- 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, equity and inclusion.
- Assessment of expected outcomes: Where appropriate, explain how the impact of the project will be assessed. (Website metrics, donation drive results, inquiries, etc.).
- 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.

1. Budget: Include a clear budget outlining the funds your group has available to cover any costs associated with the media placement (eg. production costs).
2. Letters of support from any collaborating partners or departments.
3. Examples of current Social Media (Facebook, Instagram, X (formerly Twitter),TikTok, etc) accounts.
4. Creative must be finalized 15 days prior to desired start date. Any delays will result in forfeited media value.

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How the grant can be used

Media Grant value 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. Once awarded, recipients must confirm their media contracts within 90 days. Failure to do so may result in forfeiture of the grant.

If you have creative ideas, be sure to include them; they will be considered.

Campaign Timelines

Campaigns must begin on or after **March 1, 2027**, and be completed by **December 31, 2027.**

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 interview/presentation for **short-listed applicants. Short-listed applicants** must attend a short virtual interview to present their organization to the committee. All efforts will be made to accommodate a timeslot, however if an applicant is unable to present to the committee in a timely manner they will forfeit their opportunity for selection.

The deadline to submit applications is 5:00 p.m. EST on **January 29, 2027**.

Follow up interviews will be conducted in February of 2027, with final selection by the end of February.

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 impact
- The proposal addresses resource requirements, budget plan and financial sustainability
- Media Grant value must be fully utilized within the calendar year and cannot be carried over into the following year
- Media Grant cannot be used to pay for previously contracted campaigns with PATTISON Outdoor
- Recipients are open to providing a testimonial and sharing any campaign results with PATTISON Outdoor (including, but not limited to, increased web traffic, social media engagement, donations, KPIs, etc.)
- Media Grant is only applicable to all PATTISON Outdoor Canada inventory and is not applicable to any other PATTISON affiliates

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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
- All advertising creative is subject to review and approval by PATTISON Outdoor Advertising prior to publication on our advertising channels. We reserve the right to not accept advertising if, in our opinion, the advertising does not meet our standards or that of Ad Standards Canada.

Click here to apply

Click here for PATTISON website

Click here for Ad Standards Canada website