

Democracy 2022
Youth Film
Challenge
Sponsorship
Opportunities



Message from the Founders



Dominique Lasseur & Catherine Tatge

Founded in 2010 by Emmy Award winning documentarians, Catherine Tatge and Dominique Lasseur, the Civic Life Project is a unique educational initiative to inspire high school and college students to learn about civics and to actively participate in the democratic process through documentary filmmaking.

The Youth Film Challenge was established to teach young students the art of storytelling and the tools and techniques of video production. Participants learn to express themselves on issues that resonate for them and impact their communities.

We encourage you to help us continue to empower our young citizens and invigorate civics education. Together, we can give voice to tomorrow's leaders who will take the helm and forge our path forward.

[Learn more about Civic Life Project](#)

The Issue

- **What is Civic Engagement**: Civic engagement includes communities or individuals in both political and non-political actions to protect public values or make a change in a community.
- **Youth Voter Participation Underperforms**: While young people in 2020 voted at their highest level ever, they remained the smallest voting age cohort.
- **There is Passion**: Our youth population leads the way on major issues of the day. Their passion is demonstrated through activism, yet they do not translate their enthusiasm to the ballot box to ensure lasting change.

Benefits of Youth Civic Engagement

According to Tufts University's Center for Information & Research on Civic Learning & Engagement, "Youth engagement can lead to increased academic performance and improved social-emotional well-being. It helps young people build skills and networks that are valued in the workplace, and can thus be a source of economic mobility. When youth feel empowered to take action, and when they see their efforts achieve positive change, it can have a profound and lasting impact."

"There are also many young people who are interested in participating in civic life but have not found the right opportunity."



Our Solution

The Democracy 2022 Youth Film Challenge

The Challenge is a national film competition for young people, ages 15-25, organized by the Civic Life Project. It has been designed to encourage civic engagement and voter participation among young Americans.

Participants in the Youth Film Challenge create videos about a civic issue they believe to be important. In the process, they become keenly aware of how their voice and vote can make a difference and compel change.

Our Mission

To empower and advance young adult civic engagement through the use of video storytelling, nurturing Democracy for generations to come.

- Civic Life Project uses videography as the vehicle to elevate young voices.
 - *We use a tool with which the individual is already familiar (video) to promote self esteem and to give the person the platform to express their voice and make a difference*

As a sponsor, you have the power to change young people's lives AND ensure the survival of democracy, which is at risk across the globe.



Awarding Progress

The Democracy 2022 Youth Film Challenge

AWARDS SCREENING

Wednesday, September 21, 2022
7:00PM ET | Zoom

Our online video documentary festival will feature the best works from participating young filmmakers. Their videos will look critically at the pressing issues of 2022 that they feel are impacting their lives and communities. Special guests and live performances will also be featured and promoted to audiences across the country and the globe.

Why 2022 Matters

- We know mid-term elections bring out far fewer voters than Presidential election years.
- Since the 2020 election, voters are more aware that legislators and state government officials have been wielding unprecedented power in setting important policy direction.
- State officials play an important role in protecting basic human rights and guaranteeing safe and fair elections. State and local elections matter.

Watch the winning videos from the
Democracy 2020 Youth Film Challenge



Partnering for Success

Civic Life Project is partnering with leading civic education institutions to bolster our mission of elevating youth voices and participation using the power of video storytelling. Here are a few examples of those partnerships.



Civic Life is partnering with the largest professional association in the country devoted solely to social studies education! As an official National Council for the Social Studies (NCSS) partner, Civic Life Project will engage, support, and disseminate our lesson plans to thousands of educators across all 50 states, encouraging them to bring the Democracy Youth Film Challenge into their classrooms!



Campus Vote Project works with over 3 million students across 41 states, directly with colleges and universities, to normalize and institutionalize student voting on campus. They are joining forces with the Civic Life Project to challenge college students across the nation to produce a short social media video for the Democracy Youth Film Challenge! Together, we're working hard to measurably increase youth registration and voter turnout in the 2022 midterms.



Overseen by NCSS, Rho Kappa is the only national organization for high school juniors and seniors that recognizes excellence in the field of Social Studies. Through this collaboration, the Democracy Film Challenge will be promoted to approximately 1,000+ Rho Kappa student clubs across the country providing access to thousands of students.



We are partnering with the Gephardt Institute for Civic and Community Engagement to challenge Washington University students to create and submit video works for the Democracy Youth Film Challenge! Selected WashU films will be eligible to win the Gephardt Award and presented at Civic Life Project's online Awards Ceremony on September 21, 2022 and screened on the WashU campus during the fall semester.



Sponsorship Opportunities

The opportunities listed on the following page are suggested levels and offerings. Let's discuss how we can create a custom sponsorship package that aligns with your company's values, objectives and budget.

Reach out to our Fundraising Director,
Jesse Garchik at jesse@civiclifeproject.org

Making A Difference

The Civic life Project is seeking sponsors who are passionate about increasing youth civic engagement. We invite you to partner with us in this movement by becoming a sponsor. You have the power to make a real difference.

2020 Film Challenge At-A-Glance

- 500+ submissions from 40 US States and 8 countries
- Well over 1,000 attendees tuned in to the Awards Screening
- 120k views on YouTube
- 2020 participants represented incredible diversity – from different ethnic, religious, and cultural backgrounds, widely divergent economic strata, from across the country and around the world

DEMOCRACY CHAMPION

\$25,000

- Exclusive marquee sponsor
- 30-second video during Awards Ceremony
- Opportunity to fund and co-sponsor the creation of all [Civics Education or Video Production modules](#) (posted to website and shared widely)
- One spot on Judge's Panel
- Sponsorship of first-prize award recipients
- Prominent logo placement on CLP website and Eventbrite
- Mentions across all social media pages
- Recognition during the Awards Screening

CIVIC PARTNER

\$15,000

- 15-second video during Awards Ceremony
- One spot on Judge's Panel
- Sponsorship of second place award recipients
- Prominent logo placement on CLP website and Eventbrite
- Mentions across all social media pages
- Recognition during the Awards Screening

INFLUENCER

\$10,000

- Sponsor of People's Choice Film Challenge Award Recipient
- Recognition at Facebook and Instagram Live events
- Logo placement on CLP website and Eventbrite
- Mentions across all social media pages
- Recognition during the Awards Screening

COMMUNITY LEADER

\$5,000

- Sponsor of third place award recipients
- Logo placement on CLP website and Eventbrite
- Mentions across all social media pages
- Recognition during the Awards Screening

ENGAGED CITIZEN

\$2,500

- Sponsor post-screening roundtable with winning filmmakers
- Logo placement on CLP website and Eventbrite
- Mentions across all social media pages
- Recognition during the Awards Screening

ADVOCATE

\$1,000

- Logo placement on CLP website and Eventbrite
- Mentions across all social media pages
- Recognition during the Awards Screening

Sponsor the Democracy 2022 Youth Film Challenge

Financial support covers event costs, prizes and awards for winners

Our Audience: 75% of attendees will be high-school and college students, 25% of attendees will be policy-makers, educators, and film industry leaders

Your Reach: Over 75,000 targeted through social and email marketing

By sponsoring the Democracy 2022 Youth Film Challenge, you are sending a vital public message: The youth vote matters, their participation matters, and we need it now more than ever. Together, we can ignite enthusiasm for the future of our democracy in a whole new way.

A close-up, artistic photograph of several film reels. The reels are white and black, with film strips partially unspooled. The lighting is soft, creating a sense of depth and texture. The film strips show some red and black frames.

A Sponsorship of the 2022 Youth Film Challenge supports youth engagement and works toward ensuring the future of our Democracy.

Note: Sponsorship deadline is Aug 30, 2022

Name

Organization

Address

Phone

Email

Please select the appropriate Sponsorship level & return this page to Civic Life Project's Fundraising Consultant, Jesse Garchik.

\$25,000 Democracy Champion

\$15,000 Civic Partner

\$10,000 Influencer

\$5,000 Community Leader

\$2,500 Engaged Citizen

\$1,000 Advocate

**Click [HERE](#) to
Complete Your
Sponsorship Online**

If paying by check, please make payable to Civic Life Project, indicate the level of sponsorship in the "Memo" line and mail to: The Civic Life Project, PO Box 62, Cornwall Bridge, CT 06754

Civic Life Project is a non-partisan 501 (c) 3 not for profit corporation



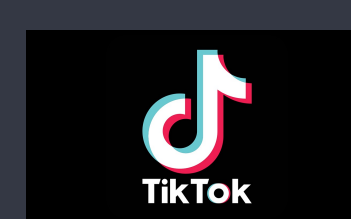
Contact us

Website www.civiclifeproject.org

Email Address Jesse@civiclifeproject.org

Follow us

Please support us in our journey to elevate youth voices and civic participation by sharing the Democracy 2022 Youth Film Challenge on your social media channels and with your networks!



Thank you!