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The organizing committee of the third International school and student mass-media festival invites sponsors to mutually beneficial cooperation.

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International festival ?Giraffe?Mass Media? has wide geography of its members. There are not only students from 165 Russian higher education institutions, but also a lot of school kids and students from CIS countries, China, Germany and Belarus. Yearly about 500 people interested in new knowledge take part at festival. A lot of companies want to become well-known among this youth audience but sometimes it is difficult. However, ?Giraffe?Mass Media? can solve this problem! The organizing committee suggests companies to become sponsors because the main aim of sponsorship is advancement of company and help for young journalists.

Sponsoring of the festival is a great opportunity of developing for every company because it means:

1. *Placing of information about a company in mass-media of Chelyabinsk and the Chelyabinsk area.* It means coverage of company activity on air of a broadcasting company ?SUSU-TV? which is broadcast on cable networks of Chelyabinsk; on air of radio of the Southern Ural State University; in Internet; banner placing on an official site of festival with link to official site of a company. All it increases chances that the information about company will be seen and will interest audience.

2. *Possibility of advancement of the company at Federal and International level.* Company can be well-known also owing to reference on the Federal information portal ?All Russia?, on the

Federal site of the Internet edition ?Digital Media? and on a site of the journalistic faculty of the St.-Petersburg state university. And what is more the organizing committee of the festival can vouch for distribution of a print advertizing of the company, logo placing on all documents of an information package, placing of the information about sponsors in Regulations of festival and all letters extended by organizing committee of festival. It means the company receives effective and long-term advertizing which will allow to learn about it to potential clients and partners in Russia and abroad.

3. *The company has an opportunity to see and appreciate potential personnel, because on the festival will be showed the best journalistic works only.* The company has the right of participation in work of jury of competition, performance to festival closing ceremonies, and also to set up the nominal award, a prize or the diploma. Of course it guarantees a genuine interest from consumer audience.

The sponsor of International festival ?Giraffe?Mass Media? can become legal or the physical person who has brought the contribution in the monetary form for carrying out of action. The festival means following statuses of sponsors: the general sponsor of festival, the sponsor of separate competition, the information partner.

The detailed information about sponsor's cooperation can be read in the [Proposal of sponsorship](#) and find out from a member of organizing committee [Ofelii Miribyan](#).

?Giraffe?Mass Media? will be glad to cooperate with you!