



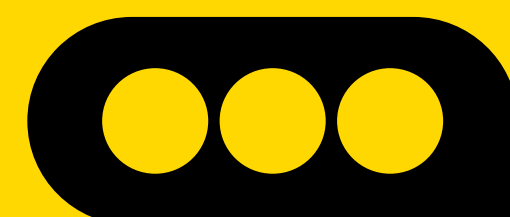
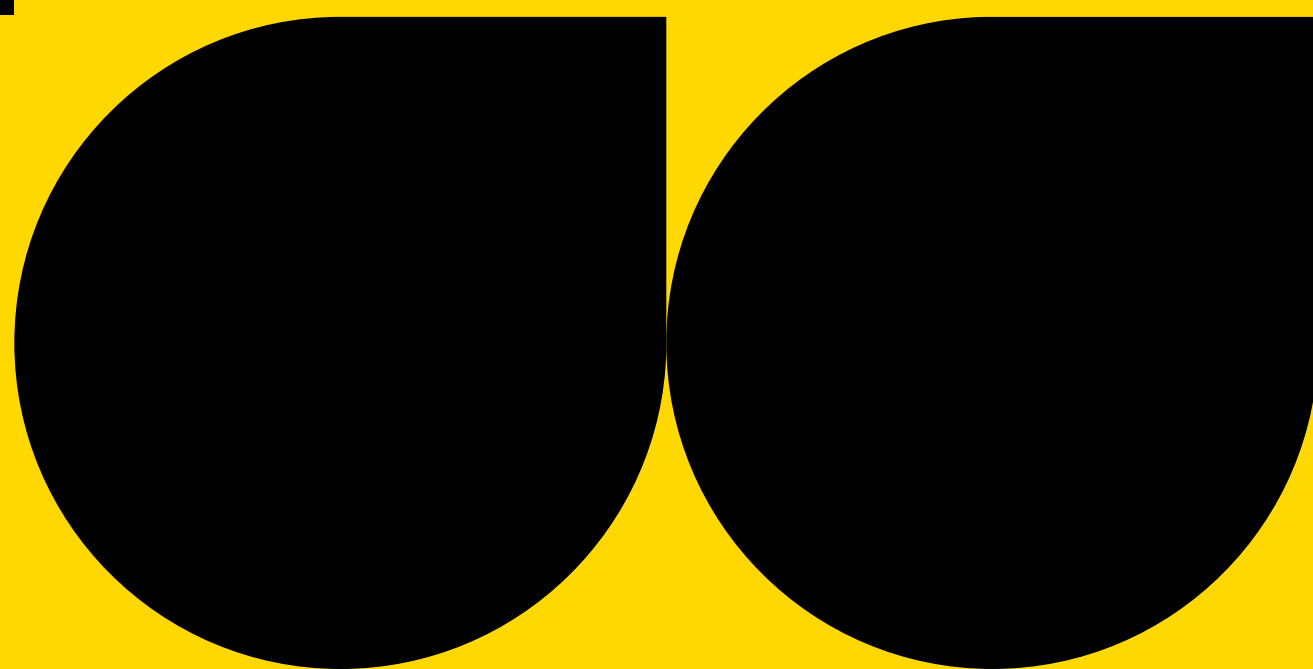
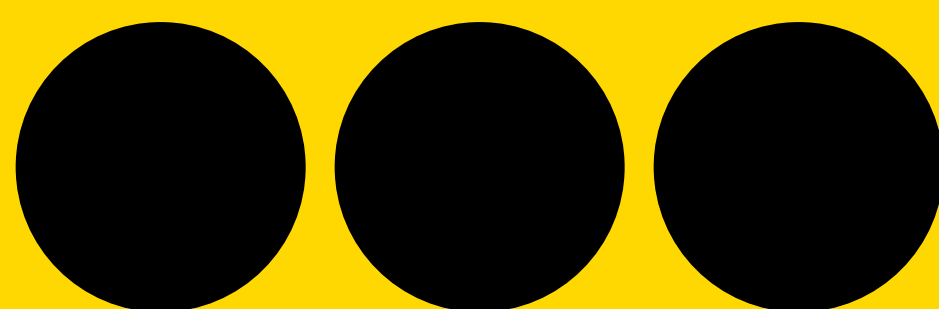
Samara Centre
for Democracy

Contact Us

hello@samaracentre.ca

In Defence of Democracy

2025 Sponsorship Guide





About the Samara Centre for Democracy

Founded in 2007, the Samara Centre for Democracy produces ground-breaking research, dynamic events and educational resources that advance a vibrant culture of civic engagement across Canada. Our mission is to realize a resilient democracy with responsive institutions, shaped by an engaged public.



For over a decade the Samara Centre has shaped critical conversation about the health of Canada's democracy. Key pieces of work include the 2014 national bestseller Tragedy in the Commons, the award winning Humans of the House podcast and the innovative SAMbot project which measures online abuse during Canadian elections. Our work has received national media coverage and is routinely drawn on by public leaders, educators, policy makers, academics and active citizens.



We want to make it easier for people to talk about and participate in politics. And we invite you to join us.

[@thesamaracentre](https://twitter.com/thesamaracentre) samaracentre.ca





About In Defence of Democracy

The In Defence of Democracy annual event convenes a diverse audience that extends across sectors, disciplines, professions and generations to consider a pressing question of our era: how do we inspire renewed civic purpose in Canada? The program is highly regarded for its dynamism and has received praise from Governor General Mary Simon. In Defence of Democracy has also received national media attention with coverage on CTV's The Social and CBC Radio.



Previous In Defence of Democracy speakers include investigative journalist Connie Walker, internationally recognized journalist Lisa LaFlamme, author Anand Giridharadas and former Calgary mayor Naheed Nenshi.



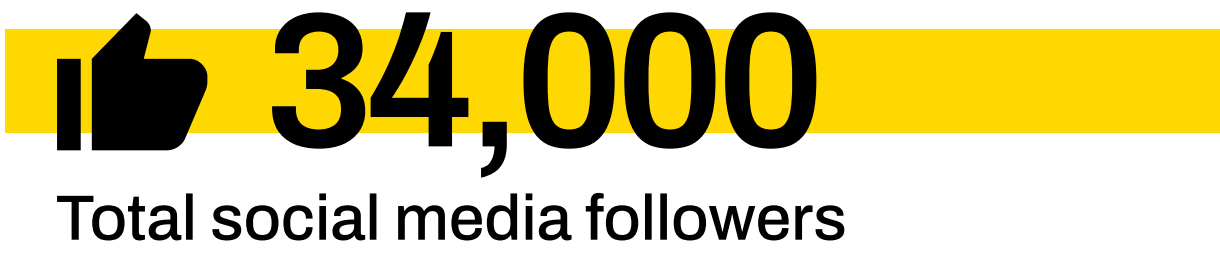
In Defence of Democracy programs are recorded and air on CBC Radio's IDEAS.

[Listen Here](#)





Our Community of Active Citizens



Total social media followers



Podcast listeners



Virtual and in-person attendees across 3 In Defence of Democracy events



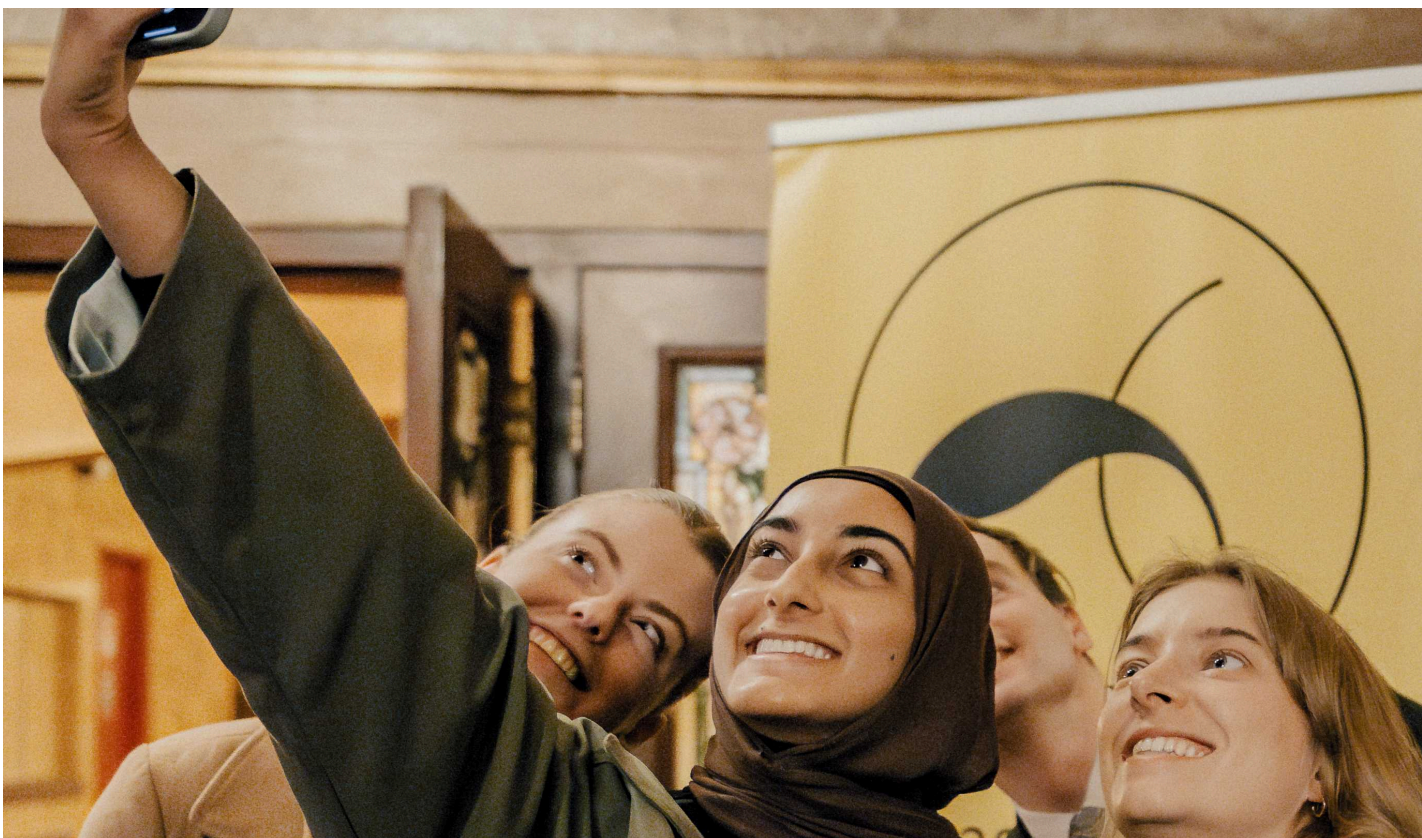
Website users



Website pageviews



Newsletter subscribers





Sponsorship Opportunities

In Defence of Democracy provides an opportunity to link your brand and corporate commitment to a non-partisan effort to secure a vibrant culture of civic engagement in Canada. This act will be seen by key target audiences at the event and across the Samara Centre’s community of **over 34k social media followers and 14.7k newsletter subscribers.**

Opportunity	Platinum \$25,000	Gold \$20,000	Silver \$10,000	Bronze \$5,000
Exclusive logo placement during the program and reception	✓			
Photo opportunity with speakers	✓			
Logo placement and link to the company website from the event page	✓	✓		
Recognition in opening and closing remarks	✓	✓		
Free standing banner at venue entrance	✓	✓		
Recognition in event promotion materials	✓	✓	✓	
Recognition in pre-event social media and newsletter	✓	✓	✓	✓
Recognition in the post-event social media and newsletter	✓	✓	✓	✓
Recognition in the event program	✓	✓	✓	✓
Complimentary prime tickets	10	8	6	2

Get in Touch

Customized visibility agreements and individual opportunities can also be discussed.

hello@samaracentre.ca

[@thesamaracentre](https://www.instagram.com/thesamaracentre)

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