

## **EJAT 2023 BENEFITS AND PACKAGES**

The prestigious EJAT event will reach an audience of 30 million people through live broadcasts on Azam TV, Channel Ten and TBC1 as well as the top five online channels: Millard Ayo TV, Global TV, Wasafi Media, Azam TV, Clouds media as well as MCT social media and website.

For business, partnering with us, can enhance your brand's visibility, market identify and competitive margin. For public services, can make the services you offer more visible and recognized by the public. Our best and excelled journalists will tell stories of your business or public services impactful during and after the event.

Join us to leverage this exclusive chance by selecting benefits package of your choice.

### **Diamond (100 + million)**

- Photo opportunity with the Guest of honor, Dr. Tulia Ackson, Speaker of the National Assembly of Tanzania and IPU President;
- Widely published in social media, mainstream media and on the awards website.
- Four pages color advertorial and CSR content produced by the best journalists and edited by the best editors in "*Jarida la TUZO*" and "*TUZO Magazine*" digitized and distributed online, 30 days after the EJAT event;
- T-shirts with your sole brand to be distributed to over half a million inclusive 250 members of MCT from across the country and invited participants at the EJAT event;
- High level corporate recognition throughout the event at the EJAT Gala Night by the Director of Ceremonies;
- Digital banners at EJAT event screened every 10 minutes in the venue;
- Brief designed company profile on EJAT website;
- Full-page color advertisement in EJAT event Programme;
- Recognition as the main sponsor in all publicity materials including the Gala Night event;
- Two tables for 10 people and VIP seating;
- Presentation of two awards, one award of your choice;
- To be given one full day of journalists EJAT master class;

### **Tanzanite (50+ Million)**

- Photo opportunity with the Guest of honor, Dr. Tulia Ackson, Speaker of the National Assembly of Tanzania and IPU President;
- Widely published in social media, mainstream media and on the awards website.
- Two pages color advertorial and CSR content produced by the best journalists and edited by the best editors in “*Jarida la TUZO*” and “*TUZO Magazine*” digitized and distributed online, 30 days after the EJAT event;
- Digital banners at EJAT event screened every 30 minutes in the venue;
- Half-page color advertisement in EJAT event Programme;
- Presentation of one award
- One table for ten people and VIP seating.
- Recognition certificate as the sponsor awarded by the Guest of Honour;
- To be given half day of journalists EJAT master class;

### **Gold (25+Million)**

- Photo opportunity with the Guest of honor, Dr Tulia Ackson, Speaker of the National Assembly of Tanzania and IPU President and award winners widely published in social media, mainstream media and on the awards website;
- One-page color advertorial and CSR content produced by the best journalists and edited by the best editors in “*Jarida la TUZO*” and “*TUZO Magazine*” digitized and distributed online, 30 days after the EJAT event;
- Digital banners at EJAT event screened every 60 minutes in the venue;
- Quarter -page color advertisement in EJAT event Programme;
- Presentation of one award; and
- Recognition Certificate as the sponsor awarded by the Guest of Honor.

### **Silver (15+ Million)**

- Photo opportunity with the Guest of honor, Dr Tulia Ackson, Speaker of the National Assembly of Tanzania and IPU President and award winners widely published in social media, mainstream media and on the awards website;
- Half page color advertorial and CSR content produced by the best journalists and edited by the best editors in “*Jarida la TUZO*” and “*TUZO Magazine*” digitized and distributed online, 30 days after the EJAT event;
- Digital banners at EJAT event screened only at the beginning and at the end during the event in the venue;
- 1/8-page space color advertisement in EJAT event Programme;
- Presentation of one award; and

- Recognition Certificate as the sponsor awarded by the Guest of Honor.

#### **Bronze (10+ Million)**

- Photo opportunity with the Guest of honor, Dr. Tulia Ackson, Speaker of the National Assembly of Tanzania and IPU President;
- Widely published in social media, mainstream media and on the awards website;
- Quarter page color advertorial and CSR content produced by the best journalists and edited by the best editors in “*Jarida la TUZO*” and “*TUZO Magazine*” digitized and distributed online, 30 days after the EJAT event;
- Presentation of one award; and
- Recognition Certificate as the sponsor awarded by the Guest of Honor.

#### **Rubby (5+Million)**

- Photo opportunity with the Guest of honor, Dr. Tulia Ackson, Speaker of the National Assembly of Tanzania and IPU President;
- Widely published in social media, mainstream media and on the awards website;
- Presentation of one award; and
- Recognition Certificate as the sponsor awarded by the Guest of Honor.

This event will be widely publicized with live as well as wide ranging coverage from all major media outlets, and the Barrick Gold Corporation’s support will be acknowledged extensively.

#### **Brief History of EJAT:**

The Excellence in Journalism Awards Tanzania (EJAT) were launched in 2009 where retired President Ali Hassan Mwinyi was the Guest of Honour. Other past Guests of Honour were Chief Justice Barnabas Samatta in 2010, President Jakaya Kikwete in 2011, the President of Zanzibar, Dr. Ali Mohammed Shein in 2012, followed by the President of the East African Court of Justice, Judge Harold Nsekela in 2013.

Next was the Vice President of URT, Dr. Mohamed Gharib Bilal for EJAT 2014, and the Chairman of the Tanzania Commission for Human Rights and Good Governance (CHRAGG) Bahame Tom Nyanduga in 2015, while in 2016 the Guest of Honour was the 2015 Lifetime Achievement in Journalism awardee, Jenerali Ulimwengu.

For EJAT 2017 the Guest of Honour was internationally renowned jurist and scholar Prof. Issa Shivji. Prof. Chris Maina Peter came in 2018, while the EJAT 2019 Guest of Honour

was the Tanga Regional Commissioner, Hon. Martin Shigela. This was also the year the Awards gala was held outside Dar es Salaam, in Tanga.

The 2020 awards official guest was former Prime Minister and First Vice President, Rt. Hon Joseph Sinde Warioba; and in 2021 the Awards the Guest of Honour was President Samia Saluhu Hassan, who was represented by the Prime Minister. In 2022 awards guest of honour was the Deputy Chairman, Criminal Justice Review Commission and Former Chief Secretary, H.E Ambassador Ombeni Yohana Sefue.

Past Lifetime Achievement in Journalism awardees are the late Fili Karugahale Karashani, Hamza Kassongo and Mariam Mohamed Hamdani. These were followed by Jenerali Twaha Ulimwengu, Rose Haji Mwalimu, Ndimara Tegambwage and Tido Mhando. We have had 16 overall winners, in which 12 were men and four were women.

The Awards are presented to journalists working in the print, online and broadcast media whose submissions must pass through the stringent appraisal of a panel of independent judges selected by the Council and its partners for their experience, integrity and track record.

#### **EJAT 2023 Categories:**

In the EJAT 2023 Gala event, there will be awards in 19 categories as follows:

1. Business, Economy and Finance Reporting Category;
2. Culture and Sports Reporting Category;
3. Agriculture and Agri – Business Reporting Category;
4. Education Reporting Category;
5. Tourism and Conservation Reporting Category;
6. Investigative Reporting Category;
7. Data Journalism Category;
8. Human Rights and Good Governance Reporting Category;
9. Gender and Children Reporting Category;
10. Disability Reporting Category;
11. Health Reporting Category;
12. Cooperatives Reporting Category;
13. Social Security Fund Reporting Category;
14. Tax and Tariffs Collection Reporting Category;
15. Environmental and Water Sources Protection Reporting Category;
16. Sexual and Reproductive Health Reporting Category;
17. Oil, Gas, and Mining Governance Reporting Category;
18. Early Childhood Development Reporting Category; and
19. Open Category.