



# National Student Recruitment Video Series

## Sponsorship Prospectus

The Science of Care:  
Exploring Medical Radiation  
Technology

# Where Technology Meets Compassion

**The Canadian Association of Medical Radiation Technologists (CAMRT)** invites you to partner with us in a transformative initiative—**The Science of Care: Exploring Medical Radiation Technology**. This national recruitment video series will shine a spotlight on the innovation, skill, and humanity that define the Medical Radiation Technology (MRT) profession. Through powerful storytelling and authentic representation, the project will introduce high school and university students to the fascinating world of medical imaging and radiation therapy—where the science of cutting-edge technology meets the art of patient care.



**Your organization is at the heart of every image captured and every treatment delivered.** MRTs rely on your innovations to help them diagnose disease, guide therapy, and improve patient outcomes. By partnering on this initiative, you're not just showcasing your company's leadership in medical imaging and radiation therapy—you're investing in the people who bring that technology to life.



**Supporting The Science of Care demonstrates your commitment to the advancement of healthcare, reinforces your connection to the professionals who use your products every day, and helps build a stronger, more sustainable workforce for the future.**

# About the Project

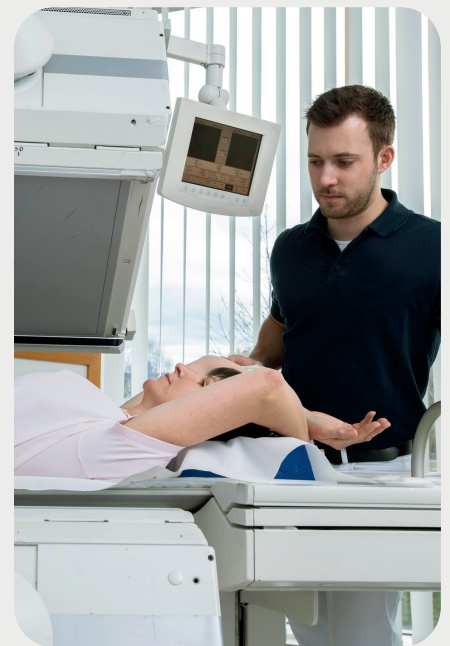
CAMRT represents over 11,000 Medical Radiation Technologists across Canada. Our mission is to advance patient care and strengthen the profession through excellence in practice, education, and advocacy.

Together, through The Science of Care videos, we can unite technology leaders and healthcare professionals in a shared mission—to inspire future MRTs, strengthen the profession, and ensure that advanced imaging and therapeutic care continue to thrive across Canada.

This recruitment initiative builds on our national commitment to attract, inspire, and equip the next generation of imaging and therapy professionals—ensuring that healthcare across Canada continues to have the skilled workforce it needs.

**The Science of Care: Exploring Medical Radiation Technology is a national awareness and recruitment initiative** led by the CAMRT.

This video series will showcase the essential role MRTs play in patient care—across radiologic technology, radiation therapy, nuclear medicine, and magnetic resonance imaging—capturing both the advanced technology and the compassionate expertise that define the profession.

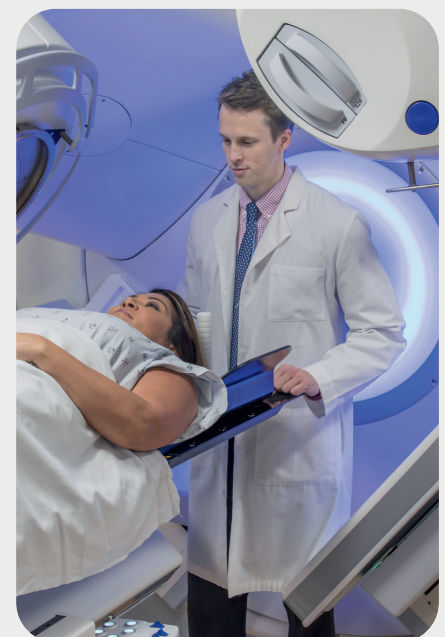


# Video Details

Each video will feature authentic stories from Canadian MRTs, illustrating the diversity of their work and the impact they have on patients' lives every day. Designed to inspire curiosity and career interest among high school and university students, the series will also serve as a valuable educational tool for career counsellors, teachers, and healthcare ambassadors.

The final videos will be distributed through national and provincial association channels, career fairs, school networks, and digital platforms such as YouTube and social media, ensuring broad visibility and accessibility. CAMRT will also encourage healthcare organizations and industry partners to share the videos through their own communication channels, extending their reach and amplifying the message nationwide.

**A project of this magnitude is a large undertaking. After consulting various video production companies, a project of this scope will only be possible if we secure at least 75% of the below sponsorship. We need your help.**



# Sponsorship Opportunities

## Title Partner – \$25,000 (Exclusive Opportunity - One Available)

- Recognized as the Title Sponsor of *The Science of Care: Exploring Medical Radiation Technology*
- Prominent logo placement at the end of all videos
- Logo and acknowledgment featured on all promotional materials, campaign webpages, and social media
- Prominent recognition in CAMRT website and communications
- Complimentary exhibit or promotional opportunity at the CAMRT Annual Conference 2026
- First right of renewal for future campaigns



## **Gold Partner – \$10,000**

### **(3 Available)**

- Logo placement in video credits and promotional materials
- Recognition in CAMRT website and communications related to the campaign
- Acknowledgement during the official launch
- Invitation to exclusive partner preview session of the videos prior to release
- Recognition as a key contributor to MRT recruitment and professional sustainability

## **Silver Partner – \$5,000**

### **(4 Available)**

- Logo recognition on CAMRT website and select campaign materials
- Acknowledgement in national CAMRT social media post
- Recognition as a supporter of MRT awareness and recruitment

# Why Partner With Us

By supporting **The Science of Care** videos, your organization becomes part of a national movement to strengthen and sustain the medical radiation technology profession. As healthcare continues to evolve, MRTs are at the forefront of applying the very technologies your company develops—transforming innovation into better patient outcomes every day.

Your partnership in this initiative demonstrates leadership, collaboration, and commitment to the future of healthcare. Sponsoring this campaign connects your brand to a message of progress, compassion, and technological excellence. It allows you to:

- **Champion the next generation** of skilled technologists and healthcare professionals.
- **Showcase your company's role** in advancing the technology that powers medical imaging and therapy.
- **Align your brand with national visibility**, through digital distribution and professional association channels.
- **Support long-term sustainability of the profession** that ensures the continued use and development of your technologies.

Through this partnership, you are not simply sponsoring a video series—you are investing in the people, passion, and potential that make medical radiation technology a cornerstone of modern healthcare.

## Next Steps

To confirm your sponsorship, please contact:

**Jennifer Carey – Manager of National Advocacy**

[jcarey@camrt.ca](mailto:jcarey@camrt.ca)

CAMRT can secure sponsorship of this video project now and invoice later in the year or in 2026, if preferred.