Thank you for your interest in the Avid Learning Collective. Please read through this packet of information to learn more about the program. If you would like to submit an application to the program, it is located on page 3 of this document.

Avid is committed to nurturing and empowering the next generation of creative voices across the globe. We create and promote education initiatives that focus on equal access, diversity and inclusion, and proudly support the work of others that share our commitment.

To further these goals, we launched the **Avid Learning Collective**, an education and training sponsorship designed to provide aspiring creators in underrepresented communities an opportunity to learn the creative tools used by professionals. By broadening access to Avid creative tools, we hope to support students' creative pursuits and perhaps encourage them to consider careers in media and entertainment.

Avid Learning Collective

In 2025, Avid is funding sponsorships for six not for-profit organizations whose education programs promote accessibility, a diversity of voices and perspectives, and/or the inclusion of under represented individuals in media today.

Selected organizations will be awarded three years of sponsored membership in the Avid Learning Partner (ALP) program, including software licenses, staff training and course materials for students.

Since its launch in 2021, the Avid Learning Collective has awarded sponsorships to a total of 24 programs. Our current 18 programs are as follows:

- Ability Academy Glasgow, Scotland
- Docs in Progress Washington D.C.
- Ebony Life Creative Lagos, Nigeria
- Haven Studios Chicago, IL
- Heart of Job Foundation Columbus, OH
- Women's Audio Mission San Francisco, CA
- Brookline/Cambridge Community Center for the Arts Cambridge, MA
- Cal State University Education Alliance San Francisco, CA
- Enloe Magnet High School Raleigh, NC
- Reel Works Brooklyn, NY
- SoundStock Academy Toronto, ON
- The Warhol Academy Pittsburgh, PA
- Black Women in Post Production UK
- Instituto Criar de TV, Cinema e Novas Midias São Paulo, Brazil
- KORP Foundation Buffalo, NY
- Queens Defenders Queens, NY
- South Georgian Bay Media Association Ontario, Canada
- YR Media Oakland, CA

Sponsorship Award Details

The Avid Learning Collective sponsorship award provides the following:

- Annual ALP fee waiver
- Two ACI certification classes per year to train and certify instructors in your program
- Up to 50 seats per Avid creative tool software (Pro Tools®, Media Composer® & Sibelius®)
- Digital courseware and certification exams for 100 students per year
- 50% discount on additional ALP purchases; 10% discount on Avid hardware
- Avid branded items for students
- Promotion of your organization and its mission on Avid communication channels

Programs awarded an Avid Learning Collective sponsorship will be required to submit KPIs (# classes, #students completing classes, # of students certified) to Avid and complete a survey annually. The exact KPIs will be detailed in the Sponsorship Agreement. The purpose of the KPIs is to help us measure the impact of this program. The purpose of the survey is to understand any issues or challenges you have with the program so we can continuously evolve and improve.

Application Process

The Avid Learning Collective Application for 2025 is included in this packet. Please complete the application form (an editable PDF form you can complete on a computer) and submit it by April 30, 2025 by sending it to: learningcollective@avid.com. If you have any questions about the application, please reach out to: learningcollective@avid.com so we can provide assistance.

Selection Process

Review — Applications will be reviewed by Avid.

Criteria — Avid will consider the following criteria when assessing applications:

- A component of your organization/program is delivering education and/or training to communities who are traditionally underrepresented in the Media and Entertainment industries. We hope to broadly expand representation for all including:
  - Races
  - Genders
  - Sexual Orientations
  - Economic backgrounds
  - Neurodivergencies
  - Abilities
  - Geographies – Avid encourages programs from any location to apply. We will aim to select programs from diverse geographic regions around the world.
- Impact of program to date, or potential for impact

MARCH 15 – APRIL 30, 2025
Submit Applications

MAY 1 – JUNE 30, 2025
Avid Reviews Applications
Meetings with Finalists

JULY 2025
2025 Sponsorship Recipients Announced

JULY – DECEMBER 2025
Instructor Training & Program Implementation

AVID LEARNING COLLECTIVE

APPLICATION

Thank you for your interest in the Avid Learning Collective. We look forward to receiving your application.

All applications must be submitted no later than April 30, 2025.

We are very interested in learning about your organization and programs. We recognize you may have a small staff, or even be fully staffed by volunteers. If you have questions or concerns about the Avid Learning Collective requirements or the application itself, please reach out, we'd be happy to answer your questions and help you with the application process. learningcollective@avid.com

Program Considerations

To become an Avid Learning Partner through this program, you will need to have trained Avid Certified Instructor(s). Sponsorship covers the cost of two training sessions. This training is officially called a Train-The-Trainer (T3). Scheduling for this training will be coordinated with programs that are selected to receive sponsorships.

Running Avid creative tools requires the following equipment:

Media Composer®: https://avid.secure.force.com/pkb/articles/en_US/compatibility/Media-Composer-System-Requirements

Pro Tools®: https://avid.secure.force.com/pkb/articles/compatibility/Pro-Tools-System-Requirements
NOTE: Some minimal additional peripherals are required for audio production. Please contact us at learningcollective@avid.com if you have any questions about peripherals.

Sibelius®: https://avid.secure.force.com/pkb/articles/en_US/Compatibility/en418691

A few things to note about the application form:

- There are questions on the form that ask for information about your equipment, your tech support staff, and your room configurations. Your answers to these questions are not considered in the review process. We include them simply to gather information in the event you are awarded a sponsorship.

- Avid Learning Collective sponsorships are provided annually to six organizations that provide education or training to underrepresented people and/or communities. To help us understand the people/communities you work with, you will be asked to provide us with the following information:

    1. Number of students currently participating in your programs, or the number you anticipate will participate in 2025.
    2. Any available demographic information about the diversity of the people/community you work with.
    3. Any information or data that indicates your commitment to serving an economically disadvantaged population.
    4. Any information or data that indicates your commitment to inclusivity.
    5. Any information or data you may have about outcomes for past participants.

  We understand not all programs will have that information readily at hand. If your organization is classified as a non-profit, you may have already gathered these types of statistics for your annual report. If not, you can try the resources below:
  https://www.census.gov/quickfacts/fact/table/US/PST045219 (Enter your state, county, or city.)
  https://www.unitedstateszipcodes.org/
  (Enter your zip code if you serve a particular neighborhood or neighborhoods rather than the whole city.)

Personal Information

*** Required**

Postal Code *

Country

First Name *

MI

Last Name *

Company

Address *

Address 2

City *

State/Province

Phone *

Email *

What type of business best describes your company?

- ☐ Not-for-profit organization
- ☐ Elementary/Primary Education
- ☐ High School/Secondary Education
- ☐ College/University/Tertiary Education
- ☐ Independent Training Company

Other:

Please describe the nature and mission of your organization.

What is your organization's geographic area of service?

How many students currently participate in your programs, or how many do you anticipate will participate in 2025?

Please provide us with any demographic information that indicates the diversity of the population/community you serve (race, gender, education, income, neurodivergencies, differences in abilities, etc.)

Does your institution have multiple locations?

- ☐ Yes (itemize below)
- ☐ No

Please list the city and state of additional locations.

Please describe any media production training currently included in your program.

What other products does your company provide training for, if any?

Please describe an existing or proposed classroom where you will host this training.

Please specify type & number of systems available for training, if any.

Please specify type & number of peripherals available for training, if any.

Are you authorized to train for any other audio or video vendors?

How does your company currently evaluate its impact with students? Please share any data you have around the impact of your program on students.

What does your company typically charge for your programs and/or training classes?

Please submit to learningcollective@avid.com **by April 30, 2025.**

AVID LEARNING COLLECTIVE

FAQs

Who is Avid?

Avid is a leading technology provider that powers the media and entertainment industry. We do this by providing an open and efficient platform for digital media, along with a comprehensive set of creative software tools and workflow solutions. Our solutions are used in production and post-production facilities; film studios; network, affiliate, independent and cable television stations; recording studios; live-sound performance venues; advertising agencies; government and educational institutions; corporate communications departments; and by independent video and audio creative professionals, as well as aspiring professionals. Projects produced using our tools, platform, and ecosystem include feature films, television programming, live events, news broadcasts, sports productions, commercials, music, video, and other digital media content. With over one million creative users and thousands of enterprise clients relying on our technology platforms and solutions around the world, Avid enables the industry to thrive in today's connected media and entertainment world.

What creative tools does Avid offer?

Pro Tools® — Our Pro Tools digital audio workstation software facilitates the audio production process, including music and sound creation, recording, editing, signal processing, integrated surround mixing, and mastering and reference video playback. The Pro Tools platform supports a wide variety of internally developed and third-party software plugins and integrated hardware. Pro Tools solutions are offered at a range of price points and are used by professionals in music, film, television, radio, gaming, Internet, and other media production environments.

Media Composer® — Our award-winning Media Composer product line is used to edit video content, including television programming, commercials, and films. Our cloud-enabled solutions that include Media Composer, enable broadcast news, sports, reality television, and film professionals to acquire, access, edit, and finish stories anytime and from everywhere. Leveraging an integrated, yet open, end-to-end architecture, this solution gives contributors the ability to craft stories where and while they are happening and speed them to delivery, while maintaining connectivity with the central production operation.

Sibelius® — Our Sibelius product allows users to create, edit, and publish musical scores. It is used by composers, arrangers, and other music professionals. Student versions are also available to assist in the teaching of music composition and score writing. Sibelius music notation software offers sophisticated, yet easy-to-use tools that are proven and trusted by composers, arrangers, publishers, educators, and students alike.



What is the Avid Learning Collective?

The Avid Learning Collective is a sponsorship program that awards a 3-year membership to the Avid Learning Partner program to organizations that serve underrepresented communities. Each organization must have a training and education component to their program. The Collective is co-sponsored by Avid and the Avid Community Association. The Collective awards sponsorships to 6 programs each year.
What is included in the sponsorship?

The Avid Learning Collective sponsorship award provides the following each year:

- Waiver of annual ALP fee
- Two ACI certification classes to train and certify instructors in your program
- Up to 50 seats per Avid creative tool software (Pro Tools, Media Composer & Sibelius)
- Digital courseware and certification exams for 100 students
- 50% discount on additional ALP purchases; 10% discount on Avid hardware
- Avid branded items for students
- At least 1 piece of promotional content, jointly produced by Avid and your organization

How do I apply for an Avid Learning Collective Sponsorship?

Complete the application form included in this package. Edit the PDF with your answers, then save it and submit it to learningcollective@avid.com.

Does it cost anything to apply for the sponsorship?

There is no cost to apply for the sponsorship.

Can I apply if we do not currently offer any media and entertainment courses through my program?

Yes, we require only that you are providing education and/or training programs through your organization. The free instructor training we provide will ensure your program is equipped to take on this new area of learning.

Can I apply if my program currently offers training on other creative tools from another company?

Yes, please do apply even if your program offers training on other creative tools. Our goal is to increase access to creative tools and we fully support other companies that do the same.

What hardware do I need to run Avid creative tools?

Media Composer: https://avid.secure.force.com/pkb/articles/en_US/compatibility/Media-Composer-System-Requirements

Pro Tools: https://avid.secure.force.com/pkb/articles/compatibility/Pro-Tools-System-Requirements
NOTE: Some minimal additional peripherals are required for audio production. Please contact us at aca@avid.com if you have any questions about peripherals.

Sibelius: https://avid.secure.force.com/pkb/articles/en_US/Compatibility/en418691

If you have any other questions, please reach out to: learningcollective@avid.com

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