

CMA ONTARIO

SPONSORSHIP OPPORTUNITIES

COUNTRY MUSIC ASSOCIATION OF ONTARIO (CMAOntario)

MAKING ONTARIO COUNTRY MUSIC MATTER



JAMES BARKER BAND

OUR MISSION

“ The Country Music Association of Ontario (CMAOntario) is an Ontario-based, province-wide, not-for-profit organization. The objective of the CMAOntario, through the leadership and experience of our Board of Directors, is to celebrate, foster and support the growth and

development of Ontario’s country music community and all those associated with the Ontario country music infrastructure – provincially, nationally and internationally.

“CMAOntario is an organization that mirrors what Slaight Music’s mandate is; to support and enhance the development of Canadian Music Talent. We support CMAOntario 100%.” – Derrick Ross, Slaight Music

Thursday May 28, 2020

Legacy Revival Purple Hill

CMAOntario's Legacy Revival features some of Ontario's treasured pioneers along with special guests to celebrate the music that paved the way for so many of today's country artists. Not to be missed, this memorable, once in a lifetime event is your chance to experience unforgettable performances.

Friday May 29, 2020

Charity Softball Challenge Labatt Memorial Park and Meet & Greet

CMAOntario will host an official kick-off event to launch a weekend of activities in London. This event will see an entourage of music industry professionals and country music artists take to the diamond to showcase their skills in a game of charity softball. A fun, family affair, the event will take place at **Labatt Memorial Park** and offer a one of a kind experience for all attendees while fostering community involvement and raising support and awareness for the CMAO along with a local charity.

Songs & Stories: Songwriters in the Round Rum Runners (in London Music Hall)

Creating music means different things to different people. And each musical genre presents its own unique challenges and opportunities, but this group of songwriters all have one thing in common - they continue to write hit after hit. Although different musical styles demand different approaches to performing and recording, a well-written song is a well-written song, whether it's a country rave-up, an infectious pop standard or a rock anthem. Come hear the songs and stories behind the hits.

Night Cap Lounge - The Acoustic Sessions Delta Armouries Hotel

11:30pm – 1:00am

This is your last chance of the day to enjoy some more great music unplugged while you catch up with friends for a nightcap. Join us, we'll be waiting for you.

SATURDAY MAY 30 – SUNDAY MAY 31, 2020

Street Fair Dundas Place & Market Square

Thanks to our growing constellation of partners and tremendous community support, we are pleased to introduce the Street Fair as our newest additional to the CMAOntario's Festival & Awards weekend.

Join us for two fun-filled days in downtown London where we bring together live music, scrumptious food, licensed beer garden, one-of-a-kind vendors - everything you could ask for in a Street Fair!





Saturday May 30, 2020

R2I TuneUp Conference Delta Armouries Hotel

The CMAOntario's R2I (Road to Independence) Conference is 2 days of presentations, seminars and workshops designed for artists, songwriters and industry professionals focusing on the business of music. Our Conference helps attendees further develop their creative skills and business acumen while also providing valuable networking opportunities.

Dundas Demo Sessions Fanshawe College, 137 Dundas St.

The London Music Office strives to connect celebrated London Engineers & Producers with some of the most talented emerging artists. Come down and catch a glimpse of studio magic as it happens. Selected emerging artists will have a four-hour demo recording session in the heart of the CMAOntario's Street Fair at a pop-up studio right on Dundas St in Fanshawe College's store front.

New Faces Showcase & Concert Dundas Place

The CMAOntario's New Faces Showcase & Concert will give a platform to five emerging Ontario artists to perform in front of industry delegates and the general public at **Dundas Place** in London, Ontario on Saturday. The show will be headlined by 2 Ontario artists to close-out the show, serving as an additional attraction and anchor for the showcase.

Night Cap Lounge - The Acoustic Sessions Delta Armouries Hotel

This is your last chance of the day to enjoy some more great music unplugged while you catch up with friends for a nightcap. Join us, we'll be waiting for you.

Tailgate Party Dundas Place

We'll be cranking up the country at Confederation Park to celebrate the CMAOntario Awards with a pre-show tailgate party. Grab your friends and join us for a free concert in the park with entertainment from 2020 CMAOntario Awards nominees and rising new artists.

CMAOntario Awards Centennial Hall

6:00pm – 6:545pm VIP Reception

7:00pm – 9:30pm Awards Show

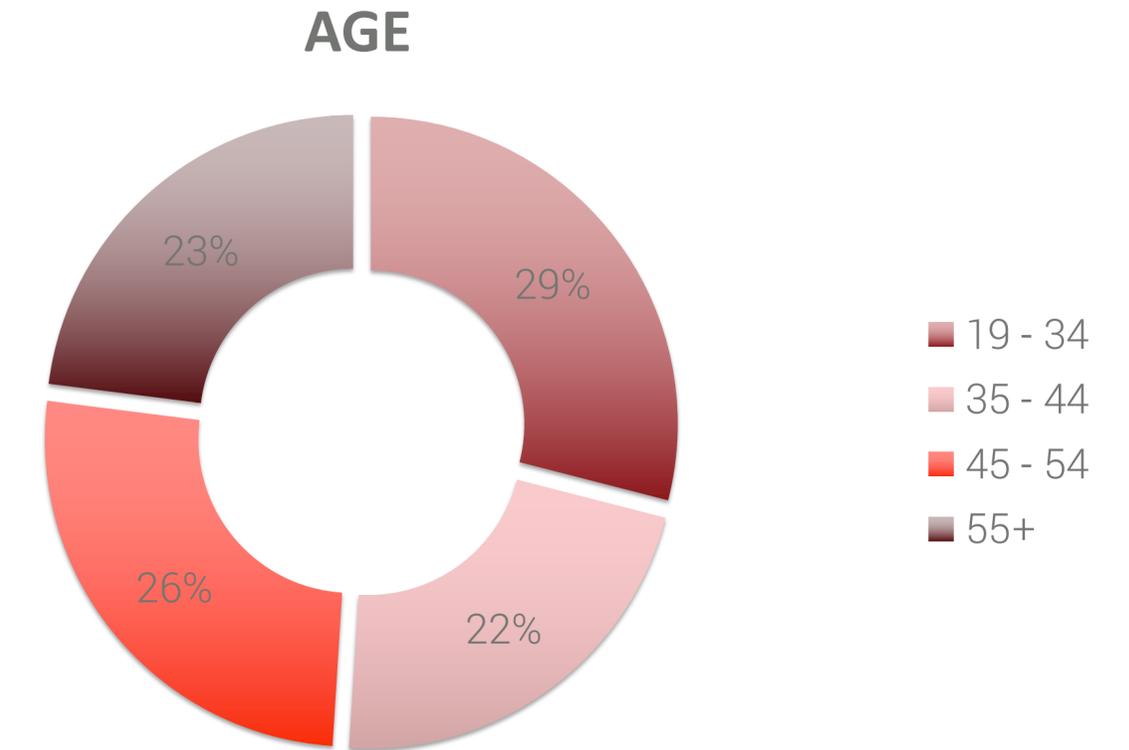
10:00pm – Post Awards Party

Moving into our eighth year, the CMAOntario Awards bring emerging artists to the forefront and celebrate excellence and outstanding professional achievement by Ontario country music artists and songwriters. This inimitable live event features appearances and performances by Ontario's brightest talents.

COUNTRY MUSIC ASSOCIATION OF ONTARIO (CMAOntario)

CONNECTING YOUR BRAND THROUGH COUNTRY MUSIC

AUDIENCE PROFILE



Country music fans come from every age, ethnicity, and walk of life.

“
**1 in 5 listen
to Country
Music**
”

- 43% of people who identify themselves as part of the country music demographics are brand loyal to their musical genre
- More than 2.8 million people become part of the country music demographics every year.
- 2 out of 3 households that listen to country music own at least one pet
- 41% of all professional or managerial jobs are filled by people who describe themselves as country music fans
- 44% of all hybrid vehicle owners belong to the country music demographics
- 46% of all spending on beauty products came from women who identify with this demographic.

SUPPORTING CANADIAN TALENT

Country fans' loyalty can be seen in their backing of local talent. Listeners are 8% more likely than fans of other genres to say: "It's important to me to support Canadian artists."

That support has helped build the careers of current Canadian country stars like:

156M+

DIGITAL TRACKS SOLD

23.3M

DIGITAL STREAMS

TEBEY

453K+

DIGITAL TRACKS SOLD

47.4M

DIGITAL STREAMS

TIM HICKS

89K+

DIGITAL TRACKS SOLD

53.5M

DIGITAL STREAMS

JAMES BARKER BAND

63K+

DIGITAL TRACKS SOLD

34.3M

DIGITAL STREAMS

THE REKLAW'S

54K+

DIGITAL TRACKS SOLD

17.4M

DIGITAL STREAMS

MEGHAN PATRICK

When your brand invests in the CMAOntario experience, it's committing itself to delivering experiential relevance and value to the influencers who attend the yearly festival including country music fans, the media, as well as the artists and their followers.

Through activations, product integration, social media and logo placement, your brand has the tools to educate, entertain and engage a captive audience. So let us provide a platform to put your best foot forward.

MAXIMIZE YOUR RETURN POTENTIAL

WITH PARTNERSHIP OPTIONS THAT PROVIDE WIN-WIN-WIN OPPORTUNITIES

Whether you are a valued past sponsor of CMAOntario, or are newly interested in supporting our mission, we are pleased to offer you a number of partnership options that will enable us to “Help Make Ontario Country Music Matter” together.



WE AIM TO CREATE TANGIBLE VALUE

We have developed this sponsorship package to suit the budgets and objectives of a range of potential sponsors. We are also able to work with you to create a customized package that will help you maximize your return potential. By providing these sponsorship opportunities, we aim to create tangible value and win-win-win opportunities to:



SUPPORT YOUR GOALS & OBJECTIVES



SUPPORT ONTARIO COUNTRY MUSIC

This includes the artists, songwriters, infrastructure, industry, radio stations, clubs and other venues that support country music and all who are involved directly or indirectly with Ontario-based country music.



SUPPORT THE ONGOING EDUCATIONAL, PROMOTIONAL & DEVELOPMENTAL WORK OF CMAOntario

CONFERENCE & AWARDS

AN ANNUAL SUCCESS THANKS TO OUR SPONSORS



**2020 CONFERENCE &
AWARDS
MAY 30 – 31
LONDON, ONTARIO**



Embarking on its seventh year, the CMAOntario R2I (Road to Independence) Conference, along with the annual Awards Show (now in its eighth year), has become a cornerstone event for country artists, industry members and fans in Ontario.

With two days of educational seminars, networking and showcase events and the CMAOntario Awards Show, this event is the perfect opportunity to expose your brand to the country community and align your company with Ontario's greatest country artists and their fans.

In 2019, country music fans and industry members flocked to the CMAOntario Awards to see performances by Ontario's biggest artists, while host, Jason McCoy from The Road Hammers, kept the audience on its toes with his comedic and musical abilities.

AUDIENCE: ARTISTS, SONGWRITERS, RECORD LABELS, PRODUCERS, BOOKING AGENTS, A&R, ARTIST MANAGERS, ASSOCIATIONS, PUBLISHERS & MUSIC FANS

SPONSORSHIP OPPORTUNITIES

SOLD

- ★ AWARDS SHOW PRESENTING SPONSOR \$25,000.00
- ★ GENERAL AWARDS SHOW SPONSOR \$1,500.00
- ★ IMPACT AWARD SPONSOR \$3,000.00
- ★ NAMING AWARDS SPONSOR \$2,000.00
- ★ AWARDS SHOW VIP RECEPTIONS \$3,000.00
- ★ ARTIST GREEN ROOM \$1,500.00
- ★ ARTIST PERFORMANCES \$2,000.00
- ★ CMAONTARIO AWARDS RED CARPET \$1,500.00
- ★ OFFICIAL KICK OFF EVENT \$3,000.00
- ★ SONGS & STORIES CONCERT \$3,000.00
- ★ CONFERENCE PLATINUM SPONSOR \$2,500.00
- ★ CONFERENCE GOLD SPONSOR \$1,500.00
- ★ NEW FACES SHOWCASE & CONCERT PRESENTING SPONSOR \$3,000.00
- ★ NEW FACES SHOWCASE & CONCERT SUPPORTING SPONSOR \$1,000.00
- ★ LEGACY REVIVAL \$1,500.00
- ★ TAILGATE CONCERT PRESENTING SPONSOR \$3,000.00
- ★ TAILGATE CONCERT SUPPORTING SPONSOR \$1,000.00
- ★ VOLUNTEER PROGRAM \$2,000.00
- ★ OFFICIAL PRODUCT SUPPLIER \$1,500.00
- ★ EVENT STAFF WEARABLES \$1,500.00
- ★ WIFI SPONSOR \$2,000.00
- ★ CHARGING STATION SPONSOR \$2,000.00
- ★ TRANSPORTATION SPONSOR \$2,000.00

AWARDS SHOW PRESENTING SPONSORSHIP

ONE (1) POSITION AVAILABLE



\$25,000.00

Presenting Sponsor will receive the following benefits:

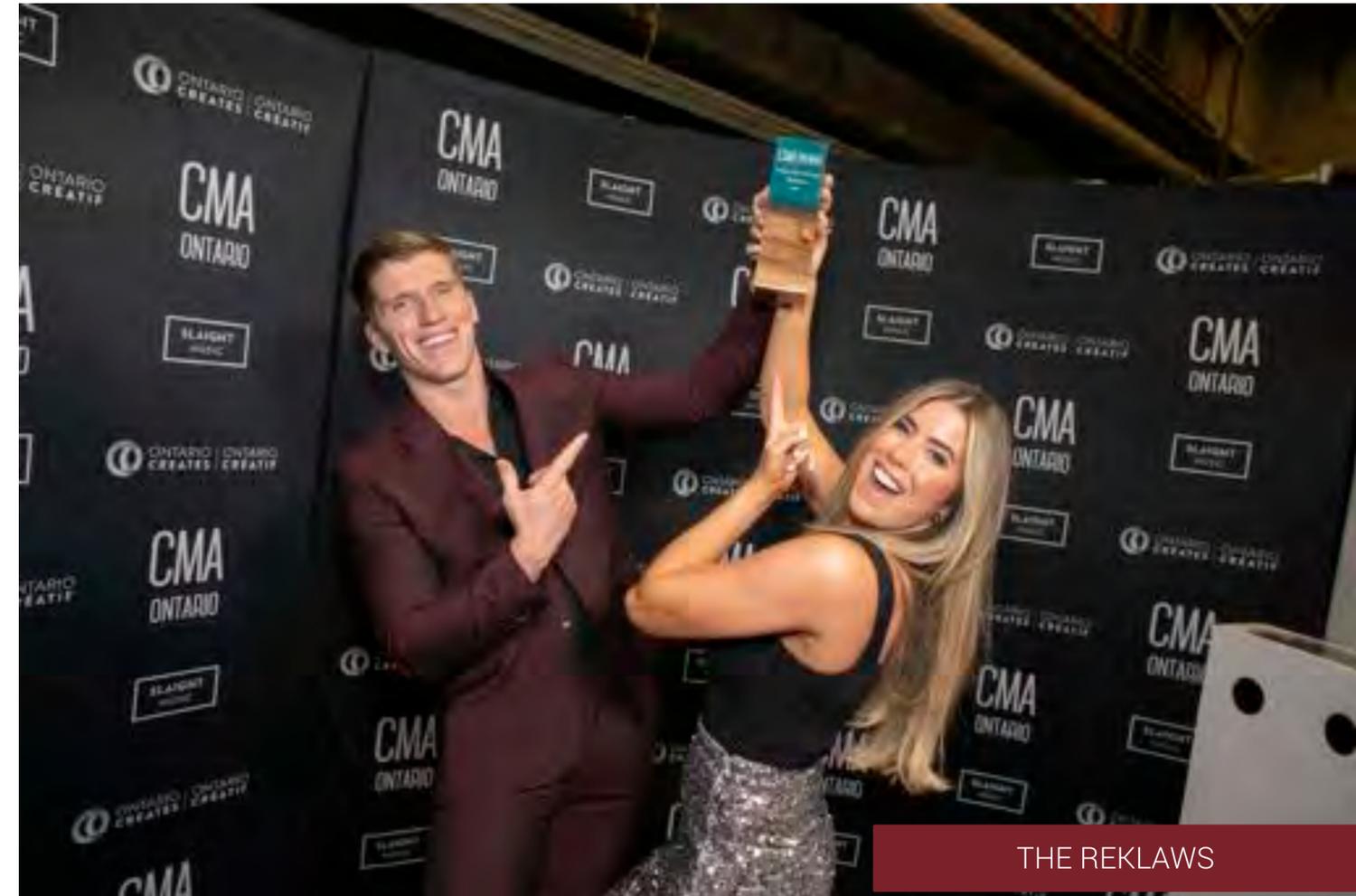
- Presenting sponsor will be prominently mentioned in all media and press releases associated with the event
- Company recognition as presenting sponsor of the CMAOntario Awards Show
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen
- Opportunity to co-present an Award with an artist at the Awards Show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos
- Ten (10) VIP tickets to the Awards Show including the VIP reception and After Party
- Four (4) delegate registrations for the R2I Spring Tune Up Conference
- Four (4) Green Room Passes
- A Full Page 4-colour advertisement in the Official Program
- Company logo recognition on the Official Program cover, promotional materials, event signage and on the CMAOntario website
- Sponsor Greeting in the Official Program

GENERAL AWARDS SHOW SPONSORSHIP

\$1,500.00

Award Show Sponsors will receive the following benefits:

- Company recognition as a sponsor of the CMAOntario Awards Show
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen at beginning of show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos
- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- A Half Page 4-Colour advertisement in the Official Program



THE REKLAW'S

IMPACT AWARD SPONSORSHIP

ONE (1) POSITION AVAILABLE

The CMAOntario Impact Award recognizes an artist, group, industry personality or company/organization that has made an enduring and indelibly positive footprint on the landscape of country music in Ontario. The candidates and eventual winner of this award will be determined solely by the CMAOntario Board of Directors.



\$3,000.00

Impact Award Sponsor will receive the following benefits:

- Company Name identified as the Sponsor of the Impact Award
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- One Full Page 4-Colour advertisement in the Official Program
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen during on-stage award presentation
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership
- Sponsor representative will have the opportunity to co-present the award on-stage with a CMAOntario selected co-presenter

NAMING AWARDS SPONSORSHIP

ONE (1) POSITION AVAILABLE PER AWARD

Nominees and eventual winners of the award categories are determined by votes cast by CMAOntario members in good standing during the nomination and balloting periods. In 2020, we will present awards in the following eighteen categories:

Single of the Year • Album of the Year • Songwriter(s) of the Year • Music Video of the Year • Female Artist of the Year • Male Artist of the Year • Group or Duo of the Year • Roots Artist or Group of the Year • Francophone Artist or Group of the Year • Record Producer(s) of the Year • Rising Star Award Year • Industry Person of the Year • Radio Station of the Year – Large Market • Radio Station of the Year – Medium Market • Radio Station of the Year – Small Market • Fans' Choice • Impact Award • Compass Award

\$2,000.00

Award Category Sponsors will receive the following benefits:

- Company Name identified as the Sponsor for the specified award category
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- One Full Page 4-Colour advertisement in the Official Program
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen during on-stage award presentation
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos



TIM HICKS

AWARDS SHOW VIP RECEPTIONS

FOUR (4) POSITIONS AVAILABLE (2 sponsorship positions available per reception)

Sponsor one of the CMAOntario Awards Show VIP receptions. Create an event this industry will never forget and will always associate with your brand.



\$3,000.00

Pre-Awards Show VIP Reception or Post Awards Party

Both events are attended by key industry decision makers, artists and select VIP guests.

Each Sponsor will receive the following benefits:

- Company Name identified as the Sponsor for the VIP reception
- Company Name and logo on the VIP reception invitation
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during the CMAOntario Awards Show
- Sponsor supplied signage/branding at the event
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership

ARTIST GREEN ROOM SPONSORSHIP

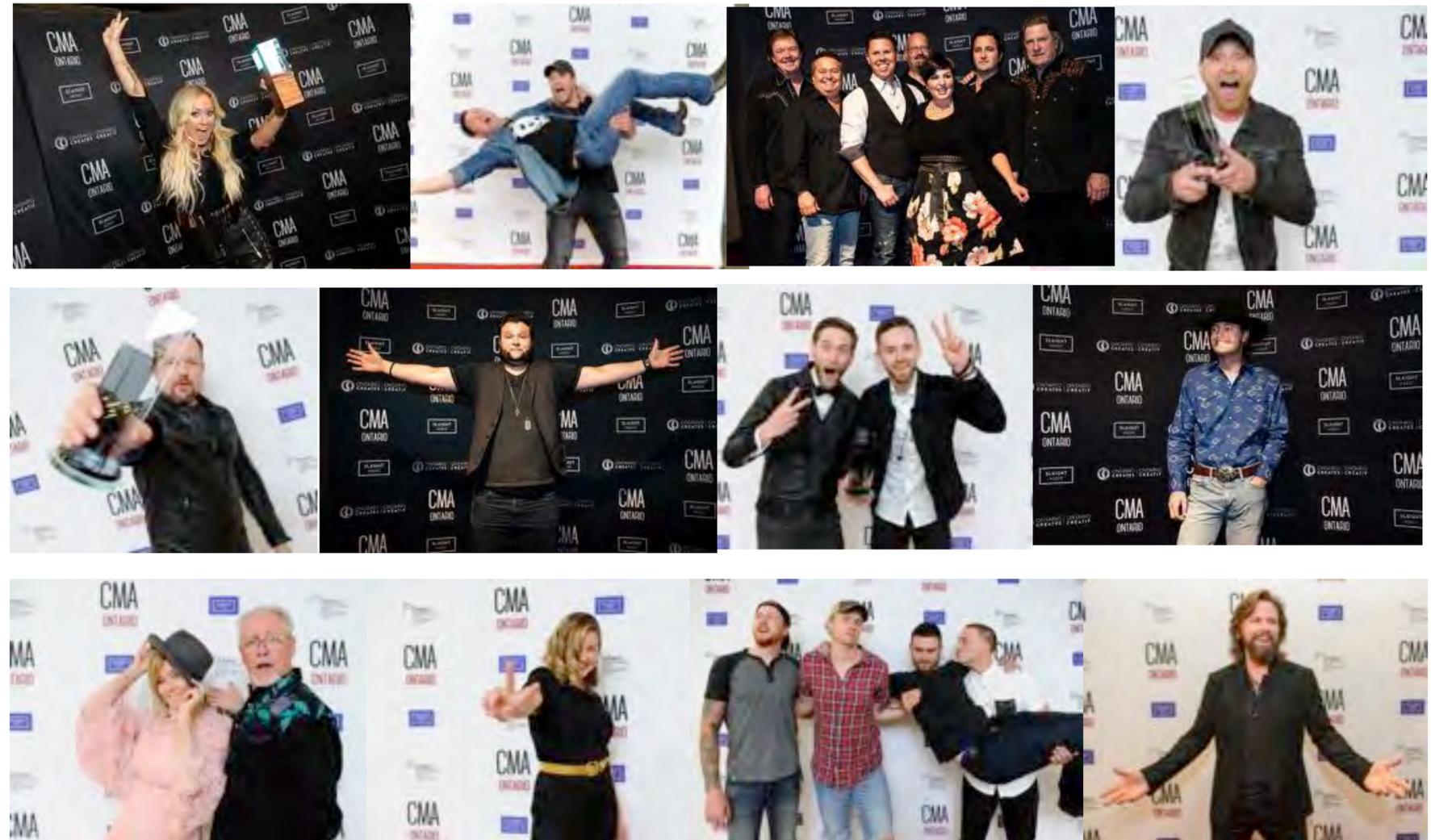
TWO (2) POSITIONS AVAILABLE

Support Ontario's established and up-and-coming country stars by interacting with the presenters, performers, nominees, and winners in an intimate setting while getting your brand in their hands.

\$1,500.00

Artist Green Room Sponsors will receive the following benefits:

- Corporate Name identified as the Sponsor for the Artist Green Room
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during the CMAOntario Awards Show
- Sponsor supplied signage/branding in the Artist Green Room
- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership



ARTIST PERFORMANCES

ONE (1) POSITION AVAILABLE PER PERFORMANCE



JASON BLAINE

\$2,000.00

Artist Performance Sponsors will receive the following benefits:

- Company Name identified as the Sponsor for the specified performance
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- One Full Page 4-Colour advertisement in the Official Program
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen during performance
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos

CMA ONTARIO AWARDS RED CARPET

FOUR (4) POSITIONS AVAILABLE

What would an Awards Show be without a Red Carpet. Here fans can watch their favourite Ontario artists arrive for the big show. It's the perfect photo op!

\$1,500.00

Red Carpet Sponsors will receive the following benefits:

- Company Name identified as a Sponsor of the Red Carpet
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement from the stage during the Awards Show
- Sponsor supplied signage/branding at the Red Carpet Entrance
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership



THE GOOD BROTHERS, JIM CUDDY, JADE EAGLESON, DANIELLE BOURJEAUD

KICK OFF EVENT SPONSORSHIP

SIX (6) POSITIONS AVAILABLE

\$3,000.00

Kick Off Event Sponsor will receive the following benefits:

- Company Name identified as the Sponsor for the Kick Off Event
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during the Kick Off Event
- Sponsor supplied signage/branding at the Kick Off Event
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership



SONGWRTIERS: SONGS & STORIES SPONSORSHIP

FOUR (4) POSITIONS AVAILABLE

\$3,000.00

Songwriters' Songs & Stories Sponsor will receive the following benefits:

- Company Name identified as the Sponsor for Songwriters' Songs & Stories
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during Songwriters' Songs & Stories
- Sponsor supplied signage/branding at Songwriters' Songs & Stories
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership



ANDREW HYATT, JT HARDING

CONFERENCE PLATINUM SPONSOR

CMAOntario's R2I (Road to Independence) TuneUp Conference scheduled for May 30-31, 2020, is 2 days of presentations, seminars and workshops designed for artists, songwriters and industry professionals focusing on the business of music. Our Conference helps attendees further develop their creative skills and business acumen while also providing valuable networking opportunities.

Audience: Artists, Songwriters, Record Labels, Producers, Booking Agents, A&R, Artist Managers, Associations and Publishers



\$2,500.00

Sponsor Benefits:

- Six (6) Delegate registrations for the R2I TuneUp Conference
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- A Full Page 4-Colour advertisement in the Official Program
- Opportunity to sponsor a keynote address
- Opportunity for company representative to participate on a panel
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Sponsor supplied signage/branding at the event
- Verbal acknowledgement during the conference

CONFERENCE GOLD SPONSOR

\$1,500.00

Sponsor Benefits:

- Two (2) Delegate registrations for the R2I TuneUp Conference
- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- One Half Page 4-Colour advertisement in the Official Program
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website



NEW FACES SHOWCASE & CONCERT SPONSORSHIP

A FREE OUTDOOR CONCERT OPEN TO ALL RESIDENTS IN THE COMMUNITY

A cornerstone of CMAOntario's mission is to help new Ontario talent get noticed and advance to the next level. Selected by a jury of industry experts, each artist performs a 20 minute set live on the CMAOntario stage followed by a special concert presentation. 2019 featured performances by **Owen Barney, Les Rats d'Swompe, Kris Barclay, Brad James, Chris Labelle, Danielle Bourjeaurd and The Abrams.**

PRESENTING SPONSOR

\$3,000.00

ONE (1) POSITION AVAILABLE

Sponsor Benefits:

- Company Name identified as the Sponsor for the event
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One Full Page 4-Colour advertisement in the Official Program
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Sponsor supplied signage/branding at the event
- Verbal acknowledgement during the event



SUPPORTING SPONSOR

\$1,000.00

Sponsor Benefits:

- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- One Half Page 4-Colour advertisement in the Official Program
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Sponsor supplied signage/branding at the event

LEGACY REVIVAL

FOUR (4) POSITIONS AVAILABLE

The Legacy Show brings together some of Ontario's greatest hit-makers with some of our newest emerging artists for an evening of cherished classics and soon to be hits.

\$1,500.00

Legacy Revival Sponsors will receive the following benefits:

- Company Name identified as the Sponsor for the Legacy Revival
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during the Legacy Revival
- Sponsor supplied signage/branding at the Legacy Revival
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership



AARON PRITCHETT



PATRICIA CONROY



MICHELLE WRIGHT, BOB FUNK, PATRICIA CONROY



THE GOOD BROTHERS

TAILGATE CONCERT

PRE-AWARDS SHOW CONCERT

Get pumped before the CMAOntario Awards at a pre-show concert featuring entertainment, vendors, beer garden, sampling and more.

PRESENTING SPONSOR

\$3,000.00

ONE (1) POSITION AVAILABLE

Sponsor Benefits:

- Company Name identified as the Sponsor for the event
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One Full Page 4-Colour advertisement in the Official Program
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Sponsor supplied signage/branding at the event
- Verbal acknowledgement during the event



SUPPORTING SPONSOR

\$1,000.00

Sponsor Benefits:

- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- One Half Page 4-Colour advertisement in the Official Program
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- Sponsor supplied signage/branding at the event

VOLUNTEER PROGRAM

ALIGN YOUR BRAND WITH OUR DEDICATED VOLUNTEERS

CMAOntario welcomes dozens of volunteers who work tirelessly assisting with all aspects of the CMAOntario Awards, Conference and Festival events. Without them, we could not do the work that we do. Sponsorship of the Volunteer Program provides the opportunity to align your brand with a program that benefits many members of the community.



\$2,000.00

Volunteer Program Sponsor will receive the following benefits:

- Company Name identified as the sponsor of the Volunteer program
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Full Page 4-Colour advertisement in the Official Program
- Verbal acknowledgement during the event
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- Sponsor supplied signage/branding at the event
- One 1-year corporate CMAOntario membership

OFFICIAL PRODUCT SUPPLIER

ONE (1) POSITION AVAILABLE PER PRODUCT CATEGORY

As an official product supplier of the CMAOntario Awards or Conference, you will have the opportunity to showcase your signature product to event guests.



\$1,500.00

Official Product Supplier will receive the following benefits:

- Exclusive category supplier of selected product at the event
- Company Name identified as Official Product Supplier for event
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during the event
- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- Sponsor supplied signage/branding at the event
- One 1-year corporate CMAOntario membership

EVENT WEARABLES

FOUR (4) POSITIONS AVAILABLE

Be front and center of all the festival action by sponsoring the official t-shirt worn by Event Staff, Stage Crew and Venue Serving Staff.

\$1,500.00

Event Wearables Sponsors will receive the following benefits:

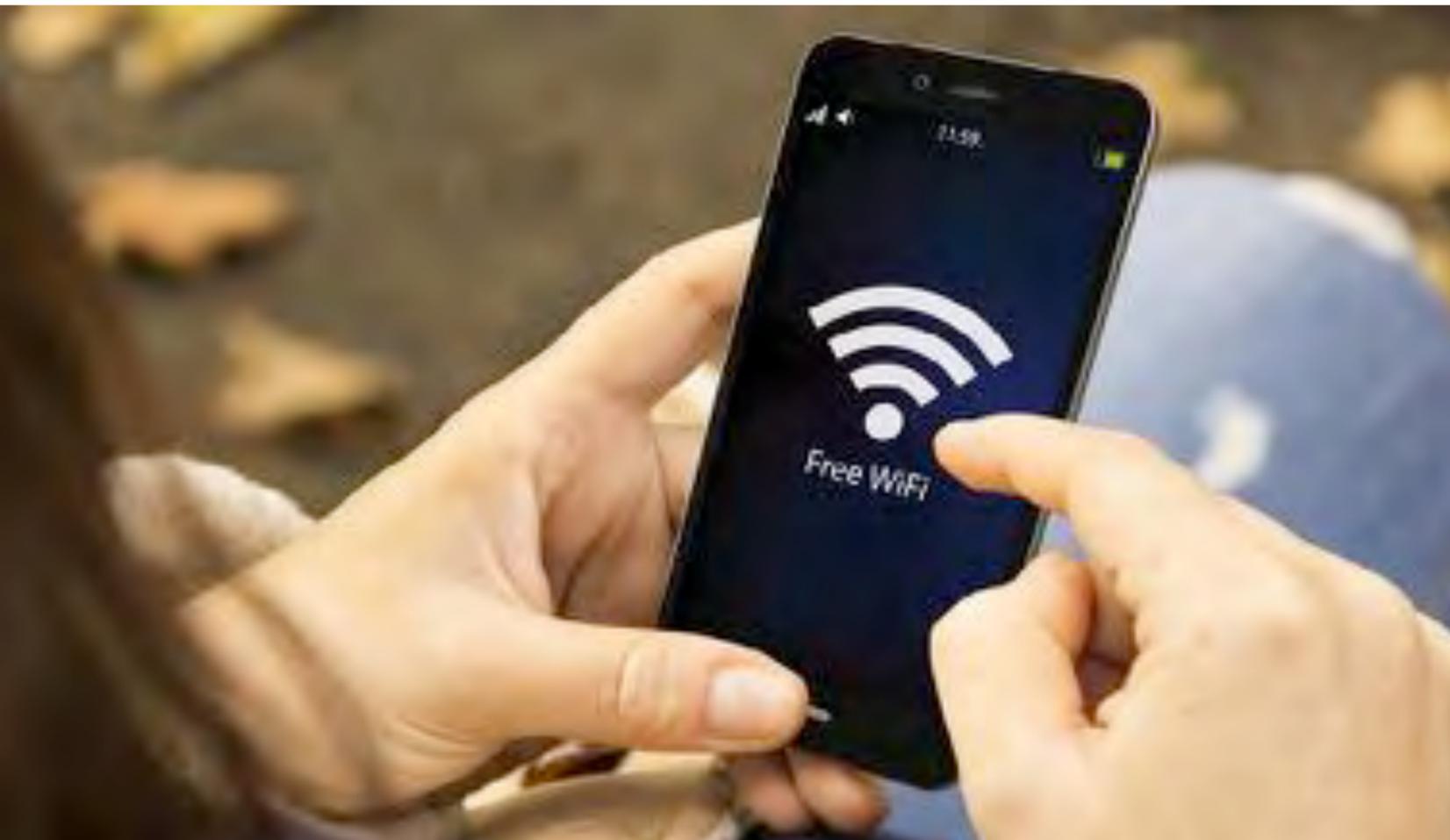
- Company Name identified as a Sponsor of the event
- Company logo on staff shirts
- Company logo recognition in Official Program, promotional materials, event signage and on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during the events
- Sponsor supplied signage/branding at events as agreed
- Four (4) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership



WIFI SPONSOR

ONE (1) POSITION AVAILABLE

Reliable WiFi is a critical must-have productivity tool. Your company will be promoted to the full conference delegation through the WiFi login portal. Help delegates stay connected by sponsoring the WiFi connection.



\$2,000.00

WiFi Sponsor will receive the following benefits:

- Company Name and logo identified as WiFi Sponsor in the Official Program
- Company Name listed as the sponsor on the WiFi login landing page with name and logo (including hyperlink)
- Company logo recognition (including hyperlink) on the CMAOntario website
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Verbal acknowledgement during the event
- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership

CHARGING STATION SPONSOR

ONE (1) POSITION AVAILABLE

As a sponsor of a charging station, your company will be promoted to conference delegates during all meal breaks. The charging station will be branded with your company logo and message.



\$2,000.00

Charging Station Sponsor will receive the following benefits:

- Company Name identified as Charging Station Sponsor for event
- Company logo recognition in Official Program
- Name and logo (including hyperlink) on CMAOntario website
- Company branding on charging stations
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership

TRANSPORTATION SPONSOR

ONE (1) POSITION AVAILABLE

One of the top branding opportunities during the CMAOntario Awards & Festival, sponsoring the weekend's transportation shuttles gets your company's name, logo, and brand message directly in front of delegates, volunteers, artists and guests. Signage on the side of transportation shuttles traveling back and forth between events is the first and last thing seen by attendees, plus it's a rolling weekly billboard constantly visible within the local community!



\$2,000.00

Transportation Sponsor will receive the following benefits:

- Company name and logo placed on all event shuttles used for transporting artists and delegates
- Opportunity to place promotional take-away items inside each shuttle
- One Half Page 4-Colour advertisement in the Official Program (upgrade to a full-page ad for an additional fee)
- Company logo recognition in Official Program
- Name and logo (including hyperlink) on CMAOntario website
- Verbal acknowledgement during the event
- Two (2) VIP tickets to the Awards Show including the VIP reception and After Party
- One 1-year corporate CMAOntario membership

ALWAYS IN GOOD COMPANY



MEDIA PARTNERS: Bayshore Broadcasting, Bell Media, Blackburn Radio, Canadian Beats, Corus, Country 103, Cool 100.1, Country 107.3, In the Country, KX Country, Rogers Radio, The Reviews are In



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