

CMA ONTARIO

SPONSORSHIP OPPORTUNITIES

COUNTRY MUSIC ASSOCIATION OF ONTARIO (CMAOntario)

MAKING ONTARIO COUNTRY MUSIC MATTER



TIM HICKS

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

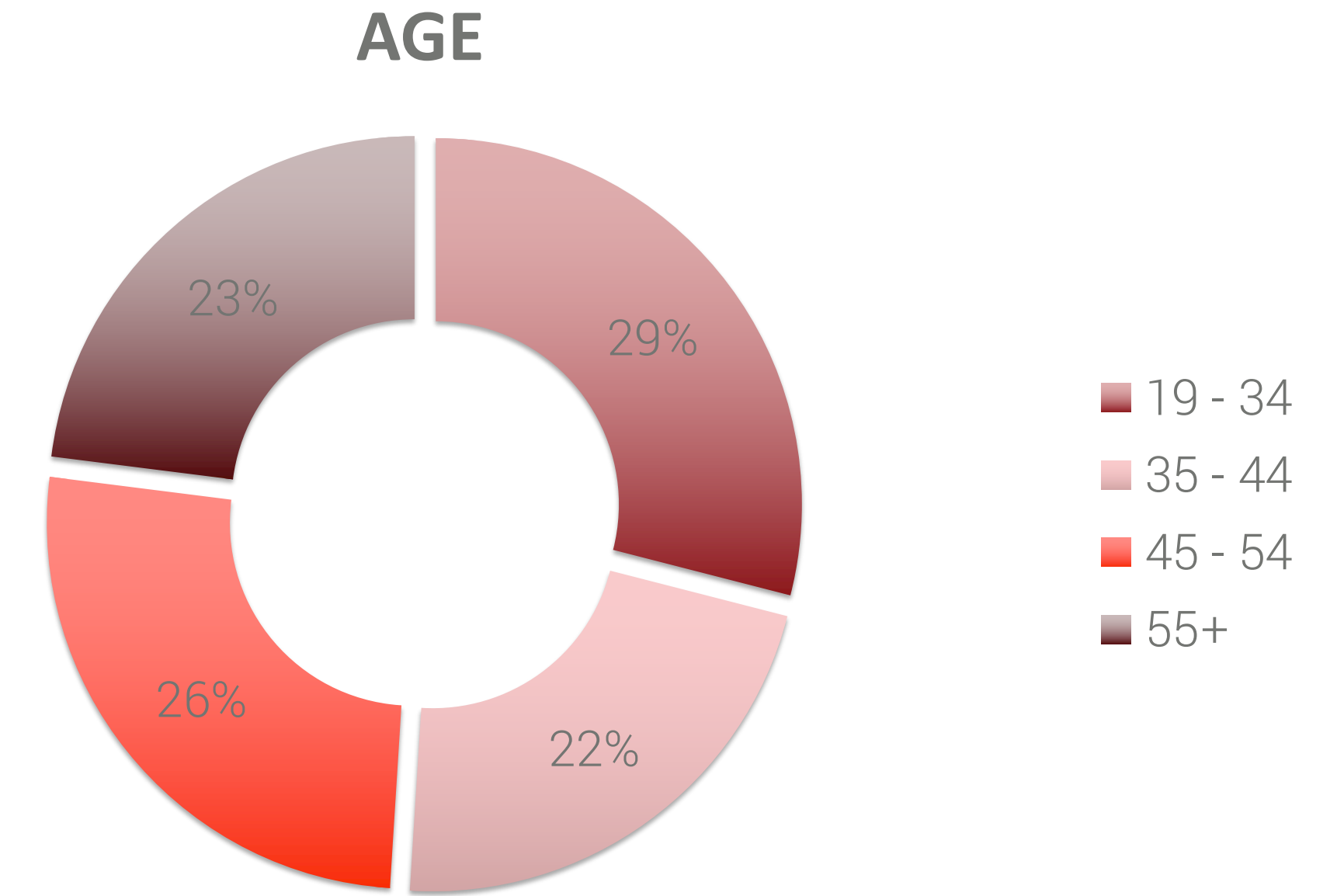
development of Ontario’s country music community and all those associated with the Ontario country music infrastructure – provincially, nationally and internationally.

“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

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:

87.1K

DIGITAL TRACKS SOLD IN CANADA

38.1M

CANADIAN STREAMS

THE REKLAWS

94.2K

DIGITAL TRACKS SOLD IN CANADA

23.2M

CANADIAN STREAMS

TIM HICKS

73.6K

DIGITAL TRACKS SOLD IN CANADA

16.6M

CANADIAN STREAMS

JAMES BARKER BAND

79.1K

DIGITAL TRACKS SOLD IN CANADA

21.6M

CANADIAN STREAMS

MEGHAN PATRICK

87.1K

DIGITAL TRACKS SOLD IN CANADA

13.9M

CANADIAN STREAMS

JADE EAGLESON

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



**2021 CONFERENCE &
AWARDS
MAY 28 – 30
HAMILTON, ONTARIO**



Embarking on its eighth year, the CMAOntario R2I (Road to Independence) Conference, along with the annual Awards Show (now in its ninth 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 2020, country music fans and industry members flocked to London for the first ever drive-in Awards Show. Ontario's biggest artists performed their hits, 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

AWARDS SHOW PREMIER SPONSORSHIP

\$20,000.00

Premier Sponsor will receive the following benefits:

- Premier sponsor will be prominently mentioned in all media and press releases associated with the event
- Inclusion on CMAOntario Awards Show radio promo spots
- Social media campaign on CMAOntario channels
- Three (3) Dedicated e-blasts to CMAOntario members
- Company recognition as premier sponsor of the CMAOntario Awards Show
- Integrated partner branding on-site
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos
- Fifteen (15) VIP parking spots in VIP area close to the stage
- A 4-colour ad display on screen prior to the Awards Show
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- Five (5) targeted social stories
- Opportunity for contesting on social media channels for VIP tickets



AWARDS SHOW PLATINUM SPONSORSHIP

\$15,000.00

Platinum Sponsor will receive the following benefits:

- Platinum sponsor will be prominently mentioned in all media and press releases associated with the event
- Social media campaign on CMAOntario channels
- Two (2) Dedicated e-blasts to CMAOntario members
- Company recognition as platinum sponsor of the CMAOntario Awards Show
- Integrated partner branding on-site
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos
- Twelve (12) VIP parking spots in VIP area close to the stage
- A 4-colour ad display on screen prior to the Awards Show
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- Three (3) targeted social stories
- Opportunity for contesting on social media channels for VIP tickets



AWARDS SHOW MAJOR SPONSORSHIP

\$10,000.00

MAJOR Sponsor will receive the following benefits:

- Major sponsor will be prominently mentioned in all media and press releases associated with the event
- Social media campaign on CMAOntario channels
- Company recognition as major sponsor of the CMAOntario Awards Show
- Integrated partner branding on-site
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos
- Ten (10) VIP parking spots in VIP area close to the stage
- A 4-colour ad display on screen prior to the Awards Show
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- Two (2) targeted social stories
- Opportunity for contesting on social media channels for VIP tickets



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 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 parking spots in VIP area close to the stage
- A 4-colour ad display on screen prior to the Awards Show
- Company logo recognition on promotional materials, event signage and on the CMAOntario website



JASON McCOY

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 2021, 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 recognition in CMAOntario media releases where appropriate
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen during on-stage award presentation
- Three (3) VIP parking spots in VIP area close to the stage
- A 4-colour ad display on screen prior to the Awards Show
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos



ARTIST GREEN ROOM SPONSORSHIP

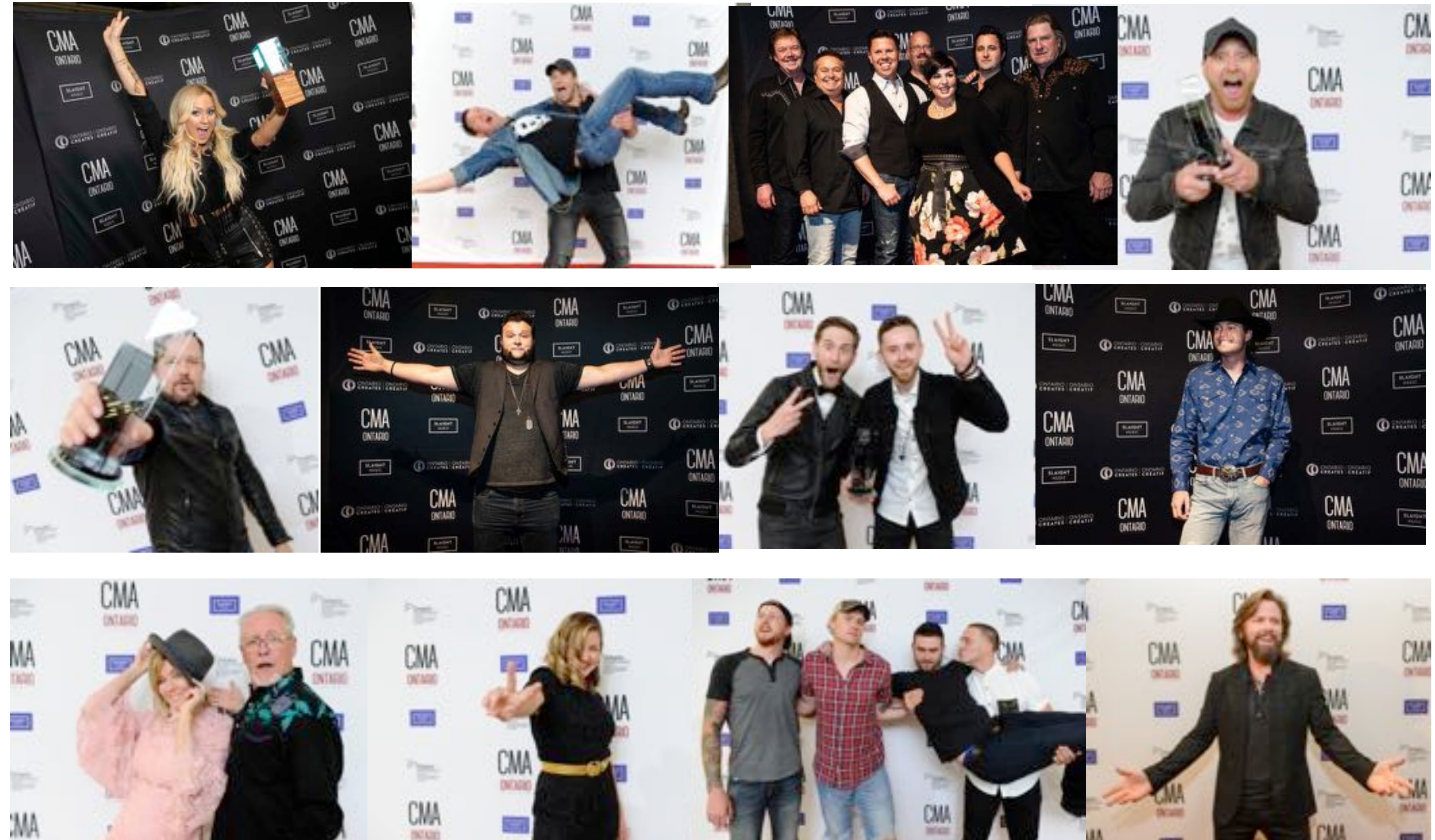
TWO (2) POSITIONS AVAILABLE

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
- Verbal acknowledgement during the CMAOntario Awards Show
- Sponsor supplied signage/branding in the Artist Green Room
- Two (2) VIP parking spots in VIP area close to the stage
- A 4-colour ad display on screen prior to the Awards Show
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- One 1-year corporate CMAOntario membership



ARTIST PERFORMANCES

ONE (1) POSITION AVAILABLE PER PERFORMANCE



\$2,000.00

Artist Performance Sponsors will receive the following benefits:

- Company Name identified as the Sponsor for the specified performance
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- A 4-colour ad display on screen prior to the Awards Show
- Verbal acknowledgement during the CMAOntario Awards Show as well as corporate logo displayed on screen during performance
- Two (2) VIP parking spots in VIP area close to the stage
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos

CMAONTARIO 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 on promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- A 4-colour ad display on screen prior to the Awards Show
- Verbal acknowledgement during the CMAOntario Awards Show
- Two (2) VIP parking spots in VIP area close to the stage
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos



THE GOOD BROTHERS, LES RATS d'SWOMPE, JADE EAGLESON, DANIELLE BOURJEAURD

SONGWRITERS: 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 on promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- A 4-colour ad display on screen prior to the Awards Show
- Verbal acknowledgement during the event as well as corporate logo displayed on screen during performance
- Four (4) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos



ANDREW HYATT, JT HARDING

CONFERENCE PLATINUM SPONSOR

CMAOntario's R2I (Road to Independence) TuneUp Conference scheduled for May 29-30, 2021, is 2 days of presentations, seminars and workshops designed for artists, songwriters and industry professionals focusing on the business of music. This year's event will be streamed live from the Art Gallery of Hamilton and archived for future access. 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:

- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Verbal acknowledgement during the conference as well as corporate logo displayed on screen
- Four (4) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos

CONFERENCE GOLD SPONSOR

\$1,500.00

Sponsor Benefits:

- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- Company recognition in CMAOntario media releases where appropriate
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Verbal acknowledgement during the conference as well as corporate logo displayed on screen
- Four (4) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos



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 Bourjeurd and The Abrams.**

PRESENTING SPONSOR

\$3,000.00

ONE (1) POSITION AVAILABLE

- **Sponsor Benefits:**
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Four (4) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos



SUPPORTING SPONSOR

\$1,000.00

Sponsor Benefits:

- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Two (2) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos

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:

Sponsor Benefits:

- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Three (3) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- One 1-year corporate CMAOntario membership
- Right to use CMAOntario's official event logos



AARON PRITCHETT



PATRICIA CONROY



MICHELLE WRIGHT, BOB FUNK, PATRICIA CONROY



THE GOOD BROTHERS

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 on promotional materials, event signage and on the CMAOntario website
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Four (4) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- 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 on promotional materials, event signage and on the CMAOntario website
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Three (3) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- 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 on promotional materials, event signage and on the CMAOntario website
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Three (3) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- Sponsor supplied signage/branding at the event
- One 1-year corporate CMAOntario membership



SANI-STATION SPONSOR

ONE (1) POSITION AVAILABLE

During these unprecedented times, a vital service we provide to all staff, crew, performers and attendees is frequent locations for hand sanitizer stations to ensure the health and safety of everyone at the event. As the official sponsor of the hand sanitization stations, your company will be promoted to everyone in attendance.



\$2,000.00

Sponsor will receive the following benefits:

- Company Name identified as Sanitizer Station Sponsor for event
- Company logo on staff shirts
- Company logo recognition on promotional materials, event signage and on the CMAOntario website
- A 4-colour ad display on screen prior to the CMAOntario Awards Show
- Three (3) VIP parking spots in VIP area close to the stage for the CMAOntario Awards Show
- Sponsor supplied signage/branding at the event
- 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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