

A full-page background image of Charlotte Cardin performing on stage. She is wearing a black leather vest over a dark top and jeans, holding a microphone and singing. The stage is lit with purple and blue lights. In the background, another musician is visible playing a guitar.

**JUNE 2-8 | 2024**  
**MARKETING**  
**SPONSORSHIP**  
**+ ADVERTISING**

**ARTIST: CHARLOTTE CARDIN**

PHOTO BY: GRANT MARTIN

2024 **CMW**

**CANADIAN**  
**MUSIC WEEK**  
JUNE 2-8 | TORONTO, ON

[cmw.net](http://cmw.net)

**CONFERENCE | FESTIVAL | AWARDS**

**FACTOR**  
THE FOUNDATION ASSISTING CANADIAN TALENT ON RECORDINGS

This project has been made possible in part by the Government of Canada. Ce projet a été rendu possible en partie grâce au gouvernement du Canada.

**Canada**



**Ontario**



**RBCxMUSIC™**



**ONTARIO CREATES | ONTARIO CRÉATIF**



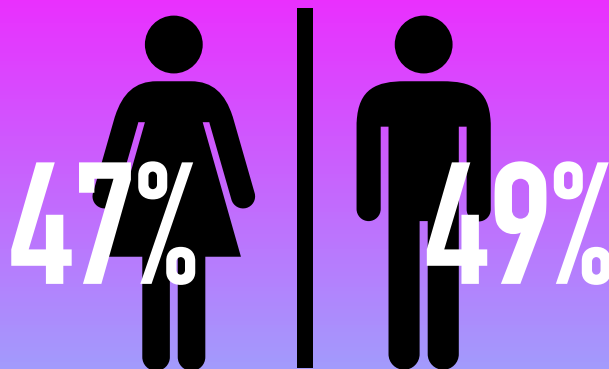
## SOCIAL CONNECTIONS

50K CMW.NET  
34K FACEBOOK  
50K X (TWITTER)  
17.9K INSTAGRAM  
9.4K YOUTUBE  
3.6K LINKEDIN

## FAST FACTS

2500 DELEGATES  
850 MEDIA  
200 SPEAKERS  
80 SESSIONS

## CMW FESTIVAL AUDIENCE



1% NON-BINARY / 3% OTHER  
7% INTERNATIONAL / 93% DOMESTIC

### ANNUAL HOUSEHOLD INCOME

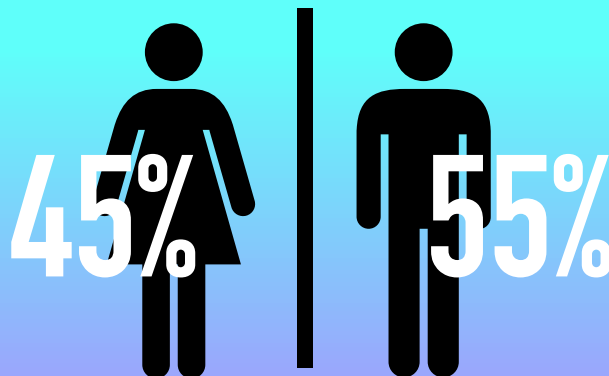
Under \$25K 18%  
\$25K - \$50K 26%  
\$50K - \$75K 17%  
\$75K - \$100K 7%  
\$100K - \$150K 17%  
\$150K and over 15%

### DEMOGRAPHICS

1% Under 19  
57% 19 - 34  
18% 35 - 44  
15% 45 - 54  
9% 55+

160k FANS IN ATTENDANCE AT OUR FESTIVAL (PRE-COVID)

## CMW CONFERENCE AUDIENCE



70% EXECUTIVE OR HIGHER

0.14% NON BINARY / 0.19% OTHER / 20% INTERNATIONAL / 80% DOMESTIC

URBAN/SUBURBAN DWELLER  
COLLEGE/UNIVERSITY EDUCATED  
TECHNOLOGY EARLY ADOPTERS

### NETWORK CONNECTIONS

ARTISTS, RADIO, STREAMING, RECORD LABELS (MAJOR/INDIE),  
MUSIC PUBLISHING, SYNC MUSIC SUPERVISORS, ARTIST MANAGEMENT,  
PROMOTERS, AGENTS, FESTIVAL BUYERS, MEDIA, DIGITAL INTERACTIVE,  
TELEVISION, FILM, TECH INDUSTRIES, (AR/VR/AI), ADVERTISING, FINANCE,  
VENTURE CAPITAL, PACKAGED GOODS, CONSUMERS AND MORE...



# OVERVIEW



## CMW 2024

### CMW FESTIVAL

Over 300 bands in 25 concert & club venues attract over 160,000 fans each year at Canada's largest and longest running new music festival. New and emerging talent and concert attractions are featured in a week-long celebration and discovery of new music at Toronto's top live music venues, June 2-8, 2024.

### CMW CONFERENCE



Celebrating 42 years, the Canadian Music Week Conference is the premier annual business and networking event in Canada. The 3-day music summit attracts all sectors of the industry in an interactive forum for domestic and international delegates to exchange ideas, explore trends & breakthroughs and offer insight into the global challenges facing an ever-changing landscape. Keynotes, speakers, panels, workshops, master classes and receptions all take place at the Westin Harbour Castle, Toronto, June 3-5, 2024.

### CMW AWARDS



Celebrating and recognizing peers in various aspects of the music industry in 4 awards shows taking place during Canadian Music Week:

- **Sync Awards**, Monday, June 3, 2024
- **Canadian Live Music Awards**, Tuesday, June 4, 2024
- **The Indie Awards (Indies)**, Thursday, June 6, 2024

3,000 DELEGATES | 850 MEDIA | 200 SPEAKERS | 80 SESSIONS



# Aysanabee performing at the 2023 Jim Beam Indies

PHOTO BY GRANT MARTIN



# INDIES



## 2024 CMW SUPPORTING PARTNERS

Canadian Music Week is made possible by the generous support of Canadian music business leaders and Government Funding organizations, who are committed to the continued growth of the Canadian Music Industry.

CMW Conference is the premier annual gathering of global leaders in Canada, and combined with the CMW Festival, which showcases new and emerging artists to the international music community - Canadian Music Week provides an integral platform for new Canadian music business development, both internationally and domestically.



**FACTOR Canada**

We acknowledge the financial support of FACTOR, the Government of Canada and of Canada's private radio broadcasters.  
Nous reconnaissons l'appui financier de FACTOR, du gouvernement du Canada, et des radiodiffuseurs privés du Canada.

## CUSTOMIZATION & CREATIVE MARKETING

PROPRIETARY BRAND ACTIVATION PROGRAMS, BUILT WITH OUR CLIENTS AND THEIR AGENCIES SHOWCASE BRANDS IN AN EXPERIENTIAL MUSIC FESTIVAL ENVIRONMENT

Custom sponsorship platforms created exclusively for optimum brand engagement in association with Canada's premier annual music event. Contact us today to explore opportunities for marketing your brand!

Canadian Music Week offers brand alignment with Canada's largest annual new music Festival, Conference and Awards.

- Music Industry and fans are early adopters, trend setting & key influencers
- Enhance your marketing objectives
- Reach targeted audience
- Brand activation with music creates lasting impressions
- Sponsor integration of products & services
- Opportunity to reach tens of thousands of potential consumers
- Tie-in with CMW extensive marketing & social media campaigns
- CMW marketing team offers planning support, ideation and exploitation leading up to the event and year round

Contact us for more information on developing a fully integrated promotional plan to meet your brand's goals and objectives.

# 2024 SPONSORSHIP PROGRAM

## TITLE, PRESENTING & PREMIER SPONSOR LEVELS

There are many opportunities available at Canadian Music Week for sponsorship. A Sponsor may choose one or multiple types of sponsorship items from this package to build themselves which will determine their level of sponsorship recognition. We are pleased to offer custom sponsorships tailored to meet your marketing and promotional needs. Please call for opportunities and pricing.

## LEVELS OF SPONSORSHIP RECOGNITION

**TITLE** Call for pricing and customization

**PRESENTING** Call for pricing and customization

**PREMIER** \$75,000 CAD minimum net investment

**MAJOR** \$50,000 CAD minimum net investment

**DIAMOND** \$25,000 CAD minimum net investment

**PLATINUM** \$15,000 CAD minimum net investment

**GOLD** \$10,000 CAD minimum net investment

**SILVER** \$5,000 CAD minimum net investment

All prices displayed are in Canadian (CAD) currency and will be invoiced in CAD currency.

All Sponsorship packages are individually customized for conference registration passes, festival wristbands and/or Award tickets with each client. Sponsor logo to appear on all promotional materials relevant to the sponsored item.

Note: All packages and options are allocated to a first come, first signed, first paid, first served basis. Arrangements and bookings become valid with the return of the signed agreement and payment as outlined on signed agreement.



# 2024 CMW FESTIVAL

## EVENT MARKETING OPPORTUNITIES

Call For Pricing



### EXCLUSIVE FESTIVAL SPONSOR

- identified as "Sponsor Name" Presents CMW Festival
- company logo on website
- 7-day festival
- brand signage display, venue video screens where applicable
- identified on all print, postering, digital and radio advertising
- branded into all festival shows
- Sponsor logo on all CMW Festival Wristbands
- free tickets to each show



### FESTIVAL CLUB TAKE-OVER/PARTNER SHOWCASE

- one 'Club Takeover' package per venue
- multiple sponsorships available per night
- dates available: June 2-8, 2024
- Showcase times: 8:00pm and later (schedule to be provided closer to event)
- Location to be in the downtown Toronto entertainment district
- Production staff and backline provided; for details contact Festival GM Andrew Valle: [andrew@cmw.net](mailto:andrew@cmw.net)



### CMW FESTIVAL SAMPLING

- brand activation and street teams
- ability to target fans at CMW with product samples and offers
- opportunity to engage consumers in music environment

### CONCERT SPONSOR

Be the Presenting Sponsor of a concert featuring a high-profile act during the Canadian Music Week Festival.

### DAYTIME HOTEL SHOWCASES AVAILABLE FOR THE FIRST TIME!

- Wednesday, June 5, 2024, 11:00am – 5:00pm (\*times subject to change)
- Part of the International Festival and Talent Buyers Network
- Production staff and backline provided; for details contact Festival GM Andrew Valle: [andrew@cmw.net](mailto:andrew@cmw.net). Call for pricing and details.

### NATIONAL TALENT SEARCH, TITLE SPONSORSHIP **SOLD**

CMW's annual program dedicated to finding the best independent and emerging artists across Canada. There is always a fabulous prize package for one grand prize winner which includes the opening slot to perform at the annual Indies Awards!

\* All Sponsorship packages are individually customized for conference registration passes, festival wristbands and/or award tickets with each client. Sponsor logo to appear on all promotional materials relevant to the sponsored item.



## BRAND SPONSORSHIP OPPORTUNITIES



\* All Sponsorship packages are individually customized for conference registration passes, festival wristbands and/or award tickets with each client. Sponsor logo to appear on all promotional materials relevant to the sponsored item.

### CMW CONFERENCE TRACKS

Presenting Sponsor of specific programming theme including one of any of the following streams:

- Radiodays
- Live Touring
- Music Tech
- Global Creators

### Call For Pricing

### CMW CONFERENCE KEYNOTE PRESENTATIONS

Presenting Sponsor of one featured Keynote Speaker or Celebrity Interview:

- Tech Leaders
- Industry Leaders
- Artists / Creators

### CORPORATE PRESENTATIONS

Presenting Sponsor of one CMW Music Summit conference session of 45 minutes, produced and presented by sponsor on:

- Monday, June 3, 2024 (Global Creator's Summit)
- Tuesday, June 4, 2024 (Live Touring Summit)
- Wednesday, June 5, 2024 (Int'l Festival Network & Music Tech)

Note: CMW has the right to review and approve session presentation in advance of conference dates.

- Panel with industry leaders
- Opening remarks, podium signage, video screen identification
- Representative on the panel or moderator

### CMW CONFERENCE DELEGATE BAG

Logo on the official CMW delegate bag which each attendee receives at registration. Sponsor to provide delegate bags, quantity 3,000. ONE EXCLUSIVE AVAILABLE.

- tote bag with logo
- 1 color 1 side print

### CMW CONFERENCE LANYARD

Brand Logo on the official CMW lanyard which each attendee receives at registration and must wear to attend all conference programmed events/receptions. ONE EXCLUSIVE AVAILABLE.

- lanyard with logo
- 1 color 1 side print
- distribution 3K+
- Sponsor to provide lanyards to be distributed

### CMW REFRESHMENT/COFFEE BREAK

Available: 2 sponsorships per day, across 3 Conference dates

- June 3, 2024, Morning, Afternoon
- June 4, 2024, Morning, Afternoon
- June 5, 2024, Morning, Afternoon

### CMW OPENING PARTY

Branded as the host of the official CMW Opening Industry Party on June 2, 2024 and featuring some of the hottest acts

### CMW BREAKFAST SPONSORSHIP

Branded as the host of the music industry continental breakfast pre-conference hospitality function. Everyone appreciates this type of hospitality and what a perfect opportunity for your company to actively engage with a wide variety of our conference delegates Dates available: June 3, June 4, June 5, 2024

## NETWORKING & HOSPITALITY OPPORTUNITIES





## AWARDS

Canada's premier music industry awards ceremonies. Recognizing the artists, leaders and legends in 4 very special events which all take place during Canadian Music Week. These events draw the 'who's who' of the entire music industry and present a unique opportunity for brand association amongst peers and influencers.

## CELEBRATIONS OF EXCELLENCE



Call For Pricing

### SYNC AWARDS

Monday, June 3, 2024  
5:00-7:00pm  
Frontenac Ballroom (across  
from Westin Harbour Castle Hotel)

TITLE PRESENTING SPONSOR

INDIVIDUAL AWARD SPONSOR

### CANADIAN LIVE MUSIC INDUSTRY AWARDS

Tuesday, June 4, 2024  
5:00-7:00pm  
Frontenac Ballroom (across  
from Westin Harbour Castle Hotel)

TITLE PRESENTING SPONSOR

INDIVIDUAL AWARD SPONSOR

### INDIE AWARDS

Thursday, June 6, 2024  
8:00pm  
Location: TBC

TITLE PRESENTING SPONSOR (SOLD)

INDIVIDUAL AWARD SPONSOR



All Sponsorship packages are individually customized for conference registration passes, festival wristbands and/or award tickets with each client. Sponsor logo to appear on all promotional materials relevant to the sponsored item.

Group sales tables/tickets are available for staff, clients and guests attending awards celebrations.





All Sponsorship packages are individually customized for conference registration passes, festival wristbands and/or award tickets with each client. Sponsor logo to appear on all promotional materials relevant to the sponsored item.



## INTERNATIONAL MARKETPLACE

Call For Pricing | 2 available

CMW's International Marketplace (IMP) plays home to 40+ visiting countries and hosts more than 1,000 B2B one-on-one dedicated meetings. In addition to highlighting key international markets, the IMP offers specialized trade support and export activities, networking events and receptions and unmatched opportunities for delegates to do business. Brandable assets include presentations, B2B Meetings and Performance Stage. Open during CMW Conference Hours June 3, 4 and 5, 2024.

## MENTORS' CAFÉ

TITLE SPONSOR | Call For Pricing

PRESENTING SPONSOR | Call For Pricing

Delegates meet one-on-one with conference speakers, and other music professionals and industry players in attendance. No appointment is necessary and is open to all delegates to drop by to get advice from some of the finest people in the industry. Open during CMW Conference Hours June 3, 4 and 5, 2024.



## CONFERENCE EXHIBITION BOOTH

There are 3 sizes of booth space sizes that can be accommodated in the 2024 exhibition area. RDNA/CMW will provide the space only. Each exhibitor is responsible for all of their own stand elements to be provided, built up, disassembled, and removed by the exhibitor's own means and contractors.

All power and additional wifi needs must be ordered directly from the venue's supplier, Encore.

All furniture (table, chairs, lounge furniture, etc) can be ordered directly with our preferred Show Production supplier, Stronco. The exhibit booth space size options are as follows:

**8'x8' BOOTH SPACE** **\$3,000 CAD** | 2 available

Includes 2 CMW Conference passes; each conference pass includes 1 ticket to the President's Cocktail Reception. For additional CMW Conference or expo area only passes, there is a maximum of 2 at discounted rates outlined below.

**8'x10' BOOTH SPACE** **\$3,500 CAD** | 16 available

Includes 2 CMW Conference passes; each conference pass includes 1 ticket to the President's Cocktail Reception + 1 expo area only pass; each conference pass includes 1 CMW Festival wristband. For additional CMW Conference or expo area only passes there is a max. of 2 at discounted rates outlined below

**8'x20' BOOTH SPACE** **\$6,000 CAD** | on demand

Includes 2 CMW Conference passes; each conference pass includes 1 ticket to the President's Cocktail Reception + 2 expo area only pass; each conference pass includes 1 CMW Festival wristband. For additional CMW Conference or expo area only passes there is a max. of 2 at discounted rates outlined below

### SCHEDULE (subject to change)

Build/Load-in: Sunday, June 2, Time TBC

Expo Hours:

Sunday, June 2: 11:00am – 6:00pm

Monday, June 3: Open - 8:00am | Closed - 5:00pm

Tuesday, June 4: Open - 8:00am | Closed - 5:00pm

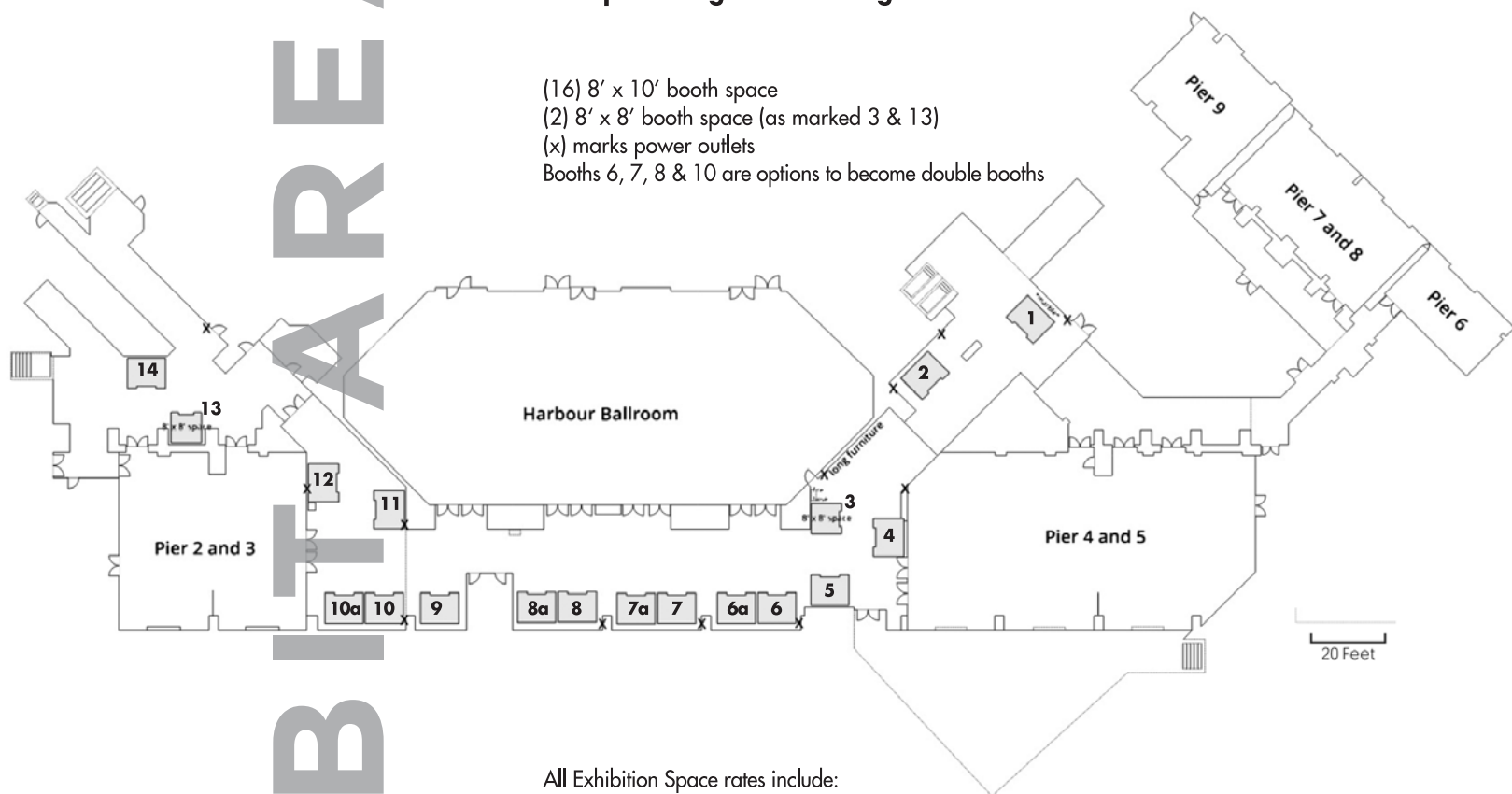
Wednesday, June 5: Open - 8:00am | Closed - 5:00pm

Dismantling may not start before all conference programming is complete on Wednesday, June 5. Thank you for respecting our show, the delegates and your fellow exhibitors, and for planning your travel and transportation arrangements accordingly.

All exhibitors are responsible for all their own stand elements to be provided, built up, disassembled, and removed by the exhibitor's own means and contractors. Free build is an option but no discount applies.

**Exhibit area booths are strategically placed between conference entry/exit, seminar and ballrooms where programming will be held producing a lot of delegate foot traffic.**

(16) 8' x 10' booth space  
(2) 8' x 8' booth space (as marked 3 & 13)  
(x) marks power outlets  
Booths 6, 7, 8 & 10 are options to become double booths



All Exhibition Space rates include:  
Exhibit Event/Public Wifi (for basic connection)  
Communication (1 brand; extra communication package fee for additional brands)

- Carpeted area
- Inclusion in the Canadian Music Week Conference exhibitor list and floor plan
- 100-words company/brand profile on CMW Conference website with contact details
- Placement of logo & link on CMW web page (Sponsors section)
- Logo & link in 1 CMW Newsletter
- Access to online delegate database
- Free use of CMW2024 logo and banners

Additional Canadian Music Week Conference passes at \$500 CAD

- Individual company code for discounted CMW Conference passes for sponsor's customers and prospective clients etc.
- Extra stand staff passes (exhibition access only): \$200 CAD (max. of 2 can be purchased); examples of who you would pay this fee for are: additional staff members at your booth, including internal and third party staff. Change max of 2 to max of 3 can be purchased)
- Access to CMW Conference social and networking events





2023 Program Cover

## PRINT ADVERTISING

TRIM:  
5.375 x 8.3125"  
BLEED:  
5.625 x 8.5625"

AD SIZE:  
4.875 x 3.7983"  
(no bleed)

AD SIZE:  
2.3711 x 3.7983"  
(no bleed)

FULL PAGE

1/2 PG HORIZONTAL

1/4 PG VERTICAL

Artwork to be submitted as either press-ready PDF (preferred), or as hi-res (300ppi) TIF. All files must be in CMYK colour mode and correctly sized as indicated. Microsoft Word files are not accepted.

- Full Page ad in program  
**\$ 3,700.00 CAD**
- Half Page ad in program  
**\$ 2,500.00 CAD**
- Quarter Page ad in program  
**\$ 1,500.00 CAD**
- Outside Back Cover of program  
**\$ 5,000.00 CAD**
- Inside Front Cover of program  
**\$ 4,000.00 CAD**
- Inside Back Cover of program  
**\$ 4,000.00 CAD**



VIRTUAL VOICES SPONSORSHIP **SOLD**

INDIVIDUAL SERIES SPONSORSHIP **Call For Pricing**

Why wait for a live event to speak on trending topics of importance to our industry? Build your team of experts to present and discuss facts on a dedicated Virtual Voices webinar that is promoted via CMW social platforms, e-blast and positioned on the CMW's website. Virtual Voices runs bi-weekly on Tuesdays at 2:00pm est. After it's broadcasted, it lives on CMW's Vimeo channel, accessible via CMW's dedicated 'Virtual Voices' webpage. All sessions are hosted by Rudy Blair and are free to viewers. RBC® is proud to support Canadian talent through our Emerging Artists Project in partnership with Canadian Music Week's Virtual Voices Series.

MAKING NOISE FEATURE ARTICLE **Call For Pricing**

Have your brand, band or person of interest featured in our bi-weekly industry news blog 'Making Noise'. Your featured story will be written by veteran journalist Karen Bliss (Billboard, Rolling Stone, Pollstar, Melody Maker, NME, Time) and will be shared via CMW social platforms, e-blast and on the CMW dedicated 'Making Noise' webpage.

**CMW.NET PORTAL**

CMW.NET is a portal for brands to reach the music industry at large. Website impressions: 6,253,157

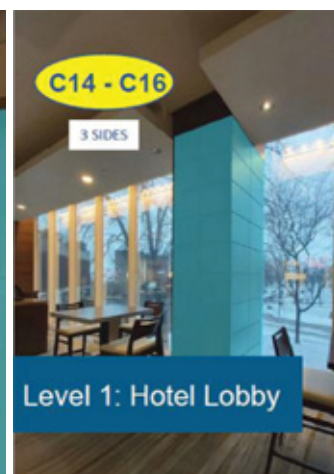
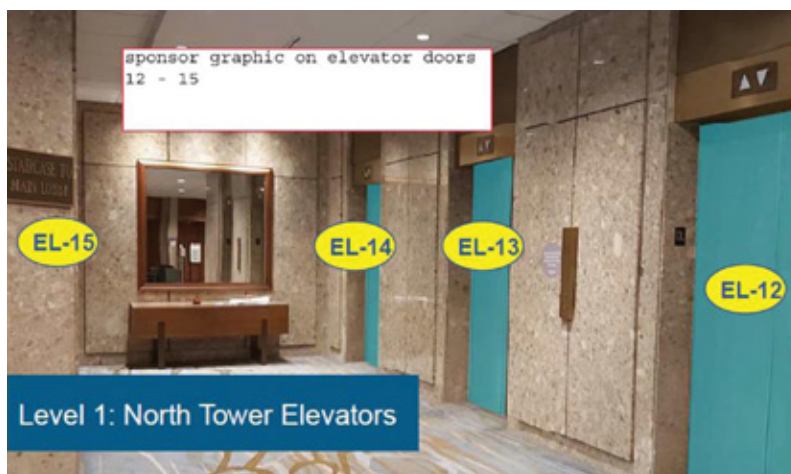
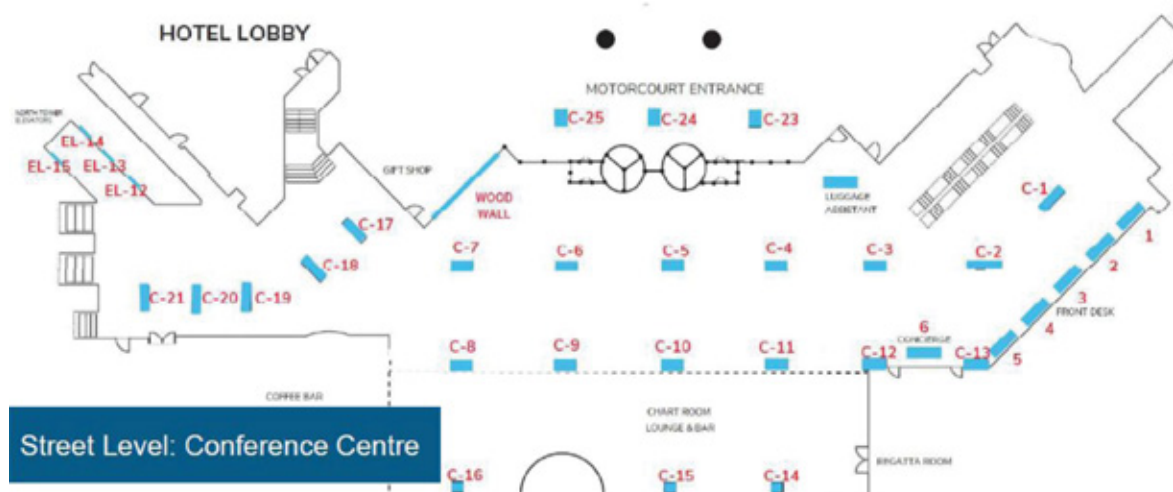
# BRANDING

## VENUE BRANDING

Call For Pricing

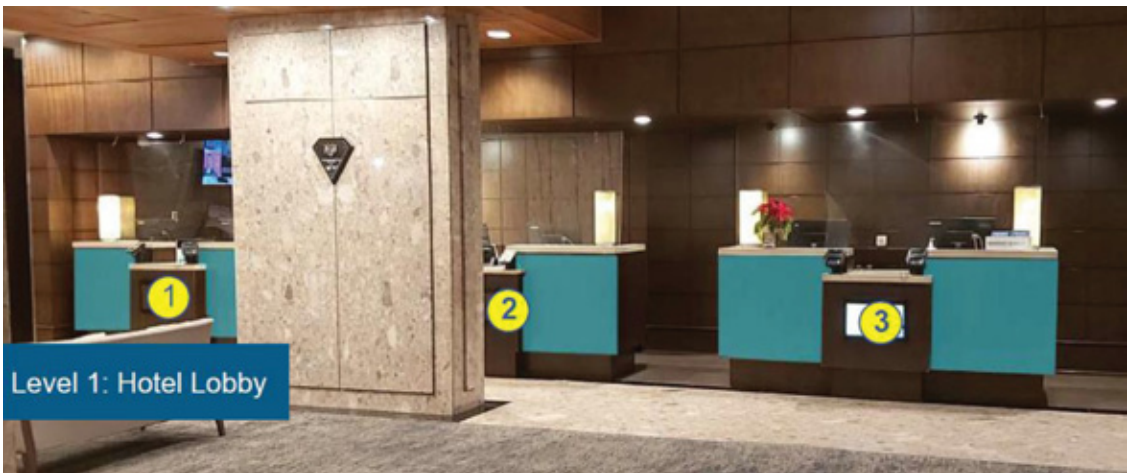
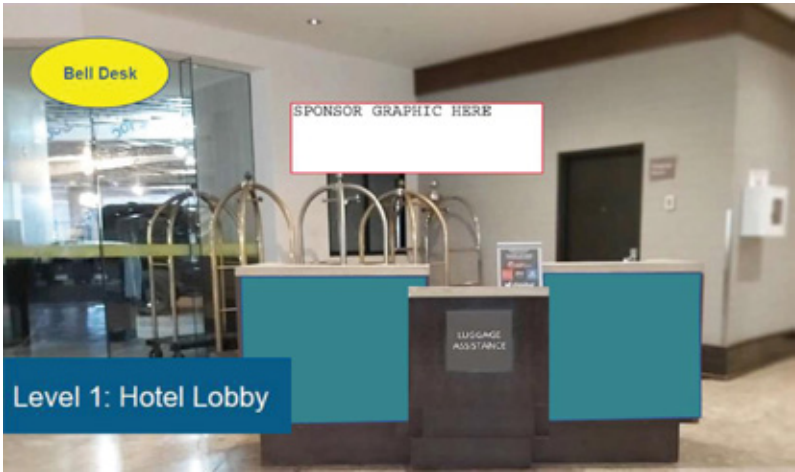
Co-branding of the venue (e.g. venue lounge area, venue entrance, slanted windows outside main ballroom, registration area (including counter), elevators, escalators, corporate colours on LED lobby pillars, floors, steps, dedicated TV channel in guest-room for delegates, banner in the motorcourt, etc.).

For images, quotes and individual suggestions, please contact [kristen@cmw.net](mailto:kristen@cmw.net)  
See additional images of branding examples on next page.





# SPONSORING



Call For Pricing

# A LA CARTE DIGITAL ADVERTISING OPTIONS

## NEWSLETTER ADVERTISING OPTIONS (graphic includes click thru url to website)

Target your audience with the weekly CMW newsletter e-mail blasts landing in over 50,000 subscriber inboxes!

TYPE	SIZE	INSTANCE	RATE
Header Banner (Top of Newsletter)	728x90px	once	\$1,500
Horizontal Banner	728x90px	once	\$1,500
Footer Banner	728x90px	once	\$1,500
Box Graphic	1080x1080px	once	\$2,000
Lead Story in Newsletter: Large graphic + 400 (max) word count article/story	1200x1200px	once	\$3,000
Feature Story in Newsletter: Graphic + 75 word count (max)	728x90px	once	\$2,000

## SOCIALS \$2,000

x1 post per CMW social platform (Meta (FB/IG), LinkedIn, X, Threads = 1 per platform x 5 platforms)  
Sponsor can only purchase one dedicated social post option.  
All Sponsored Social posts are subject to approval by CMW prior to post being scheduled.

## ROTATING IN-APP BANNER AD \$1,000 per placement

Your company's graphic will display in rotation in our event app for delegates to see.  
A hyperlink of your url will allow delegates to select it to visit your website. Specs to be provided.

## BANNERS ON CMW WEBSITE

TYPE	SIZE	WEEKLY	MONTHLY
Header Banner (Premium Placement)	728x90px	\$700	\$2,400
Footer Banner	728x90px	\$600	\$2,000
Square Banner	250x250 px	\$600	\$2,000
Big Box	300x250px	\$650	\$2,200
Skyscraper	160x600px	\$700	\$2,400
Medium Rectangle Banner - Premium	300x600 px	\$800	\$2,800
Half-page Banner - High Impact, Premium Size	300x1050px	\$1,000	\$3,400