MAY 6-12 | 2019
MARKETING
SPONSORSHIP
+ ADVERTISING
CONFERENCE | FESTIVAL | AWARDS
2019
CMW
CANADIAN
MUSIC WEEK
WHERE MUSIC, TECH + BIZ CONVERGE
cmw.net

CMW 2019 OVERVIEW

CMW FESTIVAL

Over 300 bands in 30 concert & club venues attract over 170,000 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, May 6 -12, 2019.
www.cmw.net/music

CMW CONFERENCE

Now in its 37 year, 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 Sheraton Centre Toronto, May 9 -11, 2019.
www.cmw.net

CMW AWARDS

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

- Music & Broadcast Industry Awards
- Live Music Industry Awards
- Sync Awards
- Indie Awards (Indies)

www.cmw.net/awards

3000 DELEGATES | 850 MEDIA | 200 SPEAKERS | 80 SESSIONS

CMW 2019

CONTACTS

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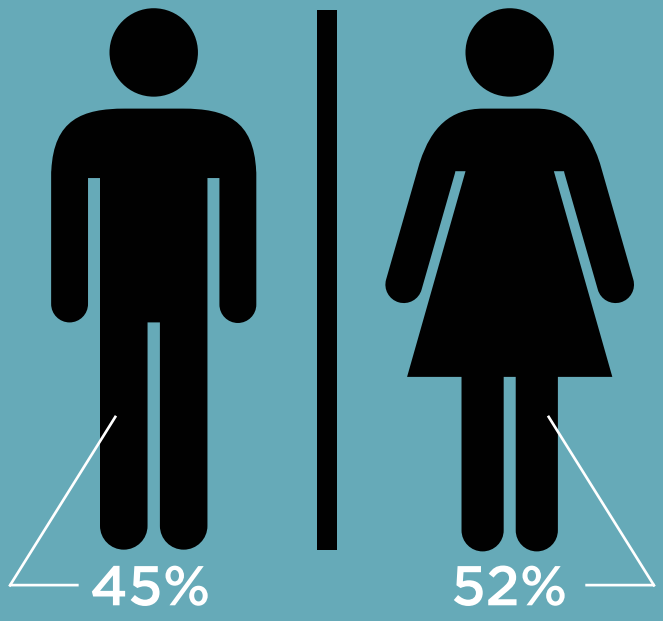
www.cmw.net

AUDIENCE

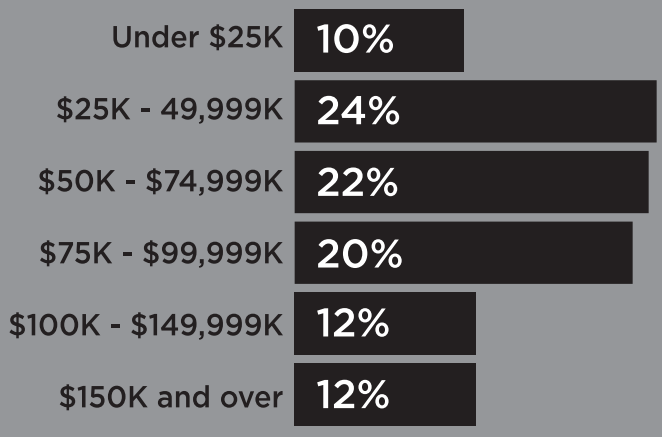


23% INTERNATIONAL/ 77% DOMESTIC

DEMOGRAPHICS

Under 19 - 7% | 19-34 - 57% | 35-44 - 16% | 45-54 - 11% | 55+ - 8%

ANNUAL HOUSEHOLD INCOME



SOCIAL CONNECTIONS

CMW.net: 50K | Facebook: 27K followers | Twitter: 53K |
YouTube: 3.7K viewers | Instagram: 9.4K

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...

2019 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 international music community - Canadian Music Week provides an integral platform for new Canadian music business development, both internationally and domestically.

LEVELS OF SUPPORT:

- TITLE
- PREMIER
- MAJOR
- DIAMOND
- PLATINUM
- GOLD
- SUPPORTING

Contact us to join your peers in the industry and discover how you can become a Canadian Music Week Supporter!

CREATIVE MARKETING

PARTNER: SIRIUS XM

PARTNER: JIM BEAM

PARTNER: BELL MEDIA

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 campaign
- 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.

2019 CMW FESTIVAL

EVENT MARKETING OPPORTUNITIES

YONGE DUNDAS SQUARE TITLE $25,000

$5,000 POP-UP TENT ONSITE BRAND ACTIVATION

- Free Outdoor Concert at YDS w/ multiple artists
- Opportunity for large-scale brand activation
- CMW media dedicated event with brand recognition
- Brand signage display, YDS video screens

FESTIVAL CLUB TAKE-OVER/AFTER HOURS PARTY $5,000

- Branded curated night at select venue during CMW Festival May 6-12, 2019
- Opportunity for brand activation
- Social media dedicated event
- Brand signage display
- PA announcements

CMW FESTIVAL SAMPLING $3,000

- Brand Activation & Street Teams
- Ability to target fans at CMW with product samples and offers
- Opportunity to engage consumers in music environment

2019 CMW CONFERENCE

BRAND SPONSORSHIP OPPORTUNITIES

CMW CONFERENCE TRACK PRESENTATION $10,000

Brand - Presenting Sponsor of specific programing thematic including one of any of the following tracks:

- Radio Interactive
- Music Tech
- Live Touring
- Global Creators

CMW CONFERENCE KEYNOTE PRESENTATION $7,500

Brand - Presenting Sponsor of featured Keynote Speaker or Celebrity Interview:

- Tech Leaders
- Industry Leaders
- Artists / Creators

CMW CONFERENCE PANEL SPONSORSHIP $5,000

Brand - Presenting Sponsor of Panel Seminar:

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

CMW CONFERENCE DELEGATE BAG/LANYARD $5,000

Brand Logo on the official CMW delegate bag OR custom lanyard which each attendee receives at registration

- Tote bag or lanyard with logo
- 1 color 1 side print
- Distribution 3K +

2019 CMW CONFERENCE

NETWORKING / HOSPITALITY OPPORTUNITIES

CMW hospitality opportunities create highly-targeted branded social events, specifically geared towards networking within the music industry. Catered and strategically placed within the Conference, Festival and Awards. Receptions can be hosted by a designated sponsor, recognized by their peers in the industry:

CMW CONFERENCE VIP INDUSTRY RECEPTION $7,500

Brand as the host of industry 'happy hour' networking reception:

- Thursday, May 9th 4:00-5:30 pm
- Friday, May 10th 4:00-5:30 pm
- Saturday, May 11th 4:00-5:30 pm

CMW CONFERENCE BREAKFAST SPONSORSHIP $5,000

Brand as the host of the music industry continual breakfast pre-conference hospitality function

- Thursday, May 9th 8:00-9:30 am
- Friday, May 10th 8:00-9:30 am
- Saturday, May 11th 8:00-9:30 am

CMW GLOBAL FORUM - LUNCHEON SOLD

Brand host of forum revolves around two intimate one-hour round-table discussions focusing on a selected theme – ticketed event.

- Friday, May 10th 8:00- 9:30 am

CMW HEALTH & WELLNESS SUITE $10,000

A quiet and meditative environment in which delegates can experience meditation sessions, yoga and take part in wellness workshops aimed at the music community.

- Thursday, May 9th 10:00-4:00 pm
- Friday, May 10th 10:00-4:00 pm
- Saturday, May 11th 10:00-4:00 pm

** COFFEE BREAKS AND OTHER OPPORTUNITIES AVAILABLE UPON REQUEST

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.

2019 CMW AWARDS

CELEBRATIONS OF EXCELLENCE

MUSIC & BROADCAST INDUSTRY AWARDS

Thursday, May 9th
6:00-9:30pm
at Rebel

TITLE PRESENTING SPONSOR	$25,000
HALL OF FAME AWARD	$10,000
INDIVIDUAL AWARD SPONSOR	$5,000

LIVE MUSIC INDUSTRY AWARDS

Friday, May 10th
5:00-7:00pm
at el Mocambo

TITLE PRESENTING SPONSOR	(SOLD)
INDIVIDUAL AWARD SPONSOR	$5,000

SYNC AWARDS

Saturday May 11th
5:00-7:00pm
at Sheraton Centre

TITLE PRESENTING SPONSOR	$15,000
INDIVIDUAL AWARD SPONSOR	$5,000

INDIE AWARDS

Saturday May 11th
8:00pm-1:00am
at The Phoenix

TITLE PRESENTING SPONSOR	(SOLD)
INDIVIDUAL AWARD SPONSOR	$5,000

GROUP SALES TABLES/TICKETS ARE AVAILABLE FOR STAFF, CLIENTS AND GUESTS ATTENDING AWARDS CELEBRATIONS

2019 CMW

PRINT ADS

PROGRAM & FESTIVAL GUIDE AD RATES

NOTE: B&W files are acceptable

- Full Page 4 colour ad in official program $ 3,700.00
- Half Page 4 colour ad in official program $ 2,500.00
- Quarter Page 4 colour ad in official program $ 1,500.00
- Outside Back Cover in official program $ 5,000.00
- Inside Front Cover in official program $ 4,000.00
- Inside Back Cover in official program $ 4,000.00

- Full Page 4 colour ad in Festival Guide $ 3,700.00
- Half Page 4 colour ad in Festival Guide $ 2,500.00
- Quarter Page 4 colour ad in Festival Guide $ 1,500.00
- Outside Back Cover in Festival Guide $ 5,000.00
- Inside Front Cover in Festival Guide $ 4,000.00
- Inside Back Cover in Festival Guide $ 4,000.00

TRIM: 6.375 x 8.625
LIVE AREA: 5.875 x 8.175
BLEED: 6.625 x 8.875
FULL PAGE

AD SIZE: 5.875 x 4
BLEED: 6.625 x 4.375
1/2 PG HORIZONTAL

AD SIZE: 2.875 x 4
1/4 PG VERTICAL

MUSIC INDUSTRY AWARDS TRIBUTE PROGRAM AD RATES

- Full Page 4 colour ad in Canadian Music Industry Awards Tribute program $ 3,700.00
- Half Page 4 colour ad in Canadian Music Industry Awards Tribute program $ 2,500.00
- Quarter Page 4 colour ad in Canadian Music Industry Awards Tribute program $ 1,500.00
- Outside Back Cover of Canadian Music Industry Awards Tribute program $ 5,000.00
- Inside Front Cover in Canadian Music Industry Awards Tribute program $ 4,000.00
- Inside Back Cover of Canadian Music Industry Awards Tribute program $ 4,000.00

TRIM: 5.375 x 8.375
LIVE AREA: 4.875 x 7.875
BLEED: 5.625 x 8.625
FULL PAGE

AD SIZE: 4.875 x 3.875
BLEED: 5.625 x 4
1/2 PG HORIZONTAL

AD SIZE: 2.375 x 3.875
1/4 PG VERTICAL

DIGITAL ADS

LEADERBOARD

Other custom sizes available upon request. Contact us for pricing and placement opportunities

BIG BOX

SKYSCRAPER

CMW.NET – A PORTAL FOR BRANDS TO REACH THE MUSIC INDUSTRY AT LARGE

$2,500

CONFERENCE EXHIBITION 8'x10' BOOTH

- Display area 8' x 10' drapery backwall + 3 ft sidewalls
- Table and carpeting
- 24 hour security
- Two (2) Exhibitor Passes
- Larger booth space available subject to availability

$5,000

INTERNATIONAL MARKETPLACE

- Club takeover featuring artists / DJ's in club
- Branded with International cultural display
- Spotlight / Focus with international artists

MENTOR'S CAFÉ

The meeting place for international and Canadian delegates looking to do business with each other.

TITLE SPONSOR $5,000

PRESENTING SPONSOR $2,500