

CANADIAN  
**MUSIC**  **FEST**

2012 SPONSORSHIP  
MARKETING OPPORTUNITIES



OVER 900 ARTISTS  
40 COUNTRIES  
60 VENUES 5 NIGHTS  
ONE WRISTBAND

1983-2012

**CANADIAN MUSIC WEEK**



CELEBRATING

**30** YEARS

MUSIC, FILM & COMEDY FESTIVALS • AWARDS

MARCH 21-25, 2012 TORONTO, ON

## Canada's **LARGEST** and **INTERNATIONAL** new music Festival!

Every year, the music industry comes together with music fans in venues across Toronto to hear the hottest acts both famous and unknown. The industry reps come to find next year's stars, while the fans come to discover and celebrate new music and see talent on the rise to the top.

- The Hub of CMF is in Toronto's Entertainment District, with 60 live music venues spanning across the city
- 5 nights of concerts and showcases with more than 900 bands from over 40 countries around the world.
- 4,000 performing musicians both famous and developing
- Attended by over 100,000 music fans and 3,000 music reps
- An established reputation in the marketplace, now in its 30th year

### FESTIVAL VENUES:

Air Canada Centre, Danforth Music Hall, Queen Elizabeth Theatre, Sony Centre, Fairmont Royal York, Glenn Gould Studio, Government/Kool Haus, The Great Hall, Masonic Temple, Massey Hall, The Mod Club, Opera House, Sound Academy, Phoenix Concert Theatre, Roy Thomson Hall, Elgin & Wintergarden Theatres, John Bassett Theatre, Koerner Hall (at The Royal Conservatory)

...and 50 clubs around downtown Toronto!

### MEDIA COVERAGE

- 850 media representatives in attendance, providing national and international coverage through print, television, radio, online, and social outlets
- 72,000,000 Editorial and advertising impressions including print and broadcast
- 750,000 Web views (Jan-March)
- Major Media Partners:  
Chum Radio, Astral Radio, Rogers Media, Sirius XM

### Coverage has included media sources such as:

MTV, CTV, ETalk, Canada AM, Entertainment Tonight, Global, CBC The Hour, 24 Hours, Toronto Star, National Post, Globe & Mail, Toronto Life, Inside Entertainment, Tribute, Much Music, CP24, 102.1 The Edge, 104.5 CHUM FM, Virgin Radio 99.9 FM, BizBash, Kiss 92.5 FM, Report on Business TV, 680 News, Allaccess.com, Broadcast Dialogue, Digital Music News, Audience, Metro News, Canadian Musician, Celebrity Access, NOW Magazine, Canoe.ca, andPOP.com, Toronto Sun, Billboard, Broadcaster BlogTO, Spinner.com, IndieSolo.com, MSN.ca, Aux TV, CIUT 89.5 FM, Market News, Toro Magazine, Uncharted Sounds, XM Satellite Radio, Sun TV, Sirius Satellite Radio, The Georgia Straight, India Times, OMNI Television, Music Week, AU Review, Exclaim!, iheartthemusic.com, Pollstar, Mediacaster, **And many more.....**



ABOUT

### CORE AUDIENCE:

- 80% Canadian, 20% International
- Urban/suburban dweller
- College educated
- Technology early adopters
- Leaders in music and fashion trend-setting
- Active online music consumers

- **Male/Female Ratio:** 57% Male, 43% female
- **Income:** \$45,000 (Median), \$40,000 (Average)
- **Age:** 19-24 : 48%  
25-34 : 33%  
35-44 : 15%  
45-54 : 2%  
55-64 : 1%  
< 19 : 1%

Katy Perry



Randy Bachman & Sammy Hagar



Janelle Monae



## PLEASE CONTACT:

**Neill Dixon**  
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905.858.4747 x225

**Verle Mobbs**  
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**CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE.**

## FESTIVAL: PRESENTING SPONSOR

**Call for Pricing (Custom Opportunity)**

**Company logo identification on the following:**

- All Advertising for the Festival
- Festival Wristbands
- Festival Pocket Guide
- Canadianmusicfest.com
- Canadian Music Week sponsor "Thank You's" and website

**Additional Sponsor Benefits:**

- One Full Page 4 Colour Ad in the Festival Pocket Guide
- Insert into the Executive Delegate & Festival Performers Bags
- Ten (10) VIP Delegate Badges (access to all conferences, seminars, trade show, Canadian Music Fest, Film Fest, International Comedy Fest, executive delegate bag)

## LARGE VENUE CONCERT SPONSORSHIP

**Pricing Subject to Artist**

Go all out while Toronto draws on music lovers from around the world and put on a large venue concert in conjunction with Canadian Music Week.

**Sponsor Benefits:**

- Sponsorship recognition in the CMF Festival Pocket Guide
- Company logo identification on all Advertising for the Concert
- Company logo on Canadianmusicfest.com
- Verbal acknowledgement from the stage
- Venue signage
- 25 Canadian Music Fest Wristbands
- Opportunity for on-site activation

## FESTIVAL PERFORMERS BAG

**\$5,000**

You will find the Festival Performers Bag is a great way to market to musicians and producers all year round. Distributed to all bands upon their arrival.

## FESTIVAL PERFORMERS BAG INSERTS

**\$700 (1000 inserts)**

Given inside the Festival Performers bag to performers upon arrival, market directly to bands with the ingenuity of your bag insert.

## STREET BANNERS : Call for Pricing

We're taking it to the streets with banners in high traffic locations surrounding CMW (downtown Toronto). Street banners are an innovative form of media that promotes brands and events by capturing the attention of drivers and pedestrians within an area.



**OPPORTUNITIES**

## SHOWCASE SERIES

**Pricing subject to artists**

An opportunity to really stand out! Host 3-5 nights of nightly showcases (or special concerts) and have your brand noticed every night of Canadian Music Fest!

## SHOWCASES

**\$5,000**

Here's your chance to reach your target audience by becoming a sponsor of an individual showcase. Choose a showcase that has already been programmed, or program your own. All genres considered, including: blues, country, dance, electronica, folk, hard rock, hip hop, jazz, metal, pop rock, roots rock, urban and world.

**Sponsor Benefits:**

- Venue signage
- Company logo identification on showcase ads
- Verbal acknowledgement from the stage
- Product sampling on site
- Sponsorship recognition in the CMW Festival Pocket Guide
- 25 Canadian Music Fest Wristbands

## FESTIVAL STAFF WEARABLES

**\$10,000**

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

**Sponsor Benefits:**

- Staff shirts identified with sponsor logo
- Sponsorship recognition on www.cmw.net
- Sponsorship recognition on Canadianmusicfest.com
- Company logo identification on all advertising for the festival

**Finger Eleven**



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**CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE.**

# indies

## **CANADIAN INDEPENDENT MUSIC AWARDS "THE INDIES" (FAN DRIVEN AWARDS) Sat, March 24, 2012**

This Grammys-of-the-Indie scene, the closing party of Canadian Music Week, has quickly become a media flashpoint and major trolling ground for music fans and tastemakers searching for the next wave of new music superstars. Celebrating the successes of indie artists- both from home and abroad.

### **One (1) Title Sponsorship Available: \$75,000**

#### **Sponsor Benefits:**

- Company logo identification on video loop
- Company logo identification on Indie advertisements
- Sponsorship recognition in the CMW Official Program
- Signage at the Indie Awards
- Verbal acknowledgement from host at the Awards
- Twenty (20) tickets to The Indies
- Five (5) Festival Wristbands

### **CMW KICK OFF PARTY / RECEPTION: \$10,000 WED, MARCH 21, 2012**

#### **Sponsor Benefits:**

- Company logo on the Official CMW Invitation
- Sponsorship recognition in the CMW Official Program
- Sponsor supplied signage at the event
- One (1) Combo Delegate Badge (access to all conferences, seminars, trade show, Canadian Music Fest, Film Fest, Canadian International Comedy fest, and delegate bag)



**SPECIAL EVENTS**

### **BACKSTAGE/GREEN ROOM OPPORTUNITIES**

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

### **AWARD SPONSORSHIP : \$5,000 - \$10,000**

Sponsor an award at one of our 3 award shows. Receive your logo on all sponsor signage and have your company mentioned live from the stage before an award is presented.

### **PERFORMANCE SPONSORSHIP :**

#### **Pricing subject to artists**

Performances add the perfect touch to every award show. Sponsor one of our many star or nominee performances to get in on the show.



**Sponsored Awards / Gifts  
2011 Indie Awards Winners Hollerado**

# ADVERTISING OPPORTUNITIES

## OFFICIAL PROGRAM

Advertise directly to your target market. Frequently consulted by all participants both during and after the show, this is the only official program for CMW.

## FESTIVAL GIG GUIDE

A complete venue map and schedule of bands performing during Canadian Music Fest all in one handy Gig Guide is your one-stop source for reaching Festival-goers, musicians and A&R Reps. Guides are distributed on-site to all CMW delegates and to the general public at participating venues, clubs and targeted retail outlets throughout Toronto.

### SIZE:

**Trim size** 5.625" x 8.25"  
**Full Page** 5" x 7.625"  
**1/2 Page Horz.** 5" x 3.5"  
**1/4 Page Box** 2.5" x 3.75"

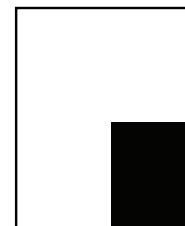
### RATES & DIMENSIONS



FULL PAGE



1/2 PAGE



1/4 PAGE

SIZE	BLACK & WHITE		4 COLOUR		PREMIUM POSITIONS: (4 COLOUR)		
	FESTIVAL	PROGRAM	FESTIVAL	PROGRAM		FESTIVAL	PROGRAM
Full Page	\$1,800.00	\$2,250.00	\$2,600.00	\$3,700.00	OUTSIDE BACK COVER	\$4,000.00	\$5,500.00
1/2 Page	\$1,200.00	\$1,600.00	\$1,500.00	\$2,500.00	INSIDE FRONT COVER	\$3,500.00	\$4,500.00
1/4 Page	\$600.00	\$900.00	\$800.00	\$1,450.00	INSIDE BACK COVER	\$3,000.00	\$4,000.00

\*\*ALL PRICES IN CANADIAN DOLLARS

**MECHANICALS:** Full page bleed ads will be accepted and must include a 1/8" bleed. It is recommended that only the background bleeds. All ad materials must adhere to the live area. All ad material must be exact sizes. Artwork not received to our size specifications will be returned or resized to our specification at a rate of \$75.00 per hour.

All ads must be supplied in digital format (CD, FTP or via Website) in Macintosh or PC formats in either Quark Express 5.0 or lower, Illustrator EPS, TIF or Photoshop. All ads must be accompanied by a laser or PDF proof. All support files such as eps or tiff images as well as all fonts must be supplied or converted to outlines. Half Tone Screen - 133 line.

**DEADLINE FOR ARTWORK:** JANUARY 30, 2012

**ARTWORK SUBMISSION:** Email: [artwork@cmw.net](mailto:artwork@cmw.net)  
 Or contact [Sponsorship@cmw.net](mailto:Sponsorship@cmw.net) for FTP password and instructions.

## ONLINE MARKETING OPPORTUNITIES

Updated daily, [cmw.net](http://cmw.net) is tailored to both the music business professional and the active music consumer and averages over 100,000 visitors per month. In addition to its regular features, [cmw.net](http://cmw.net) delivers up-to-the minute information and material on festival performers, venues, panels and panelists, plus special events.

## ONLINE MARKETING OPPORTUNITIES

AD TYPE	SIZE	WEEKLY	MONTHLY
Leader Board	728 x 90 pixels	\$750.	\$2,550
Skyscraper	160 x 600 pixels	\$700	\$2,400
Big Box	300 x 250 pixels	\$650	\$2,200



## NEWSLETTER BLASTS:

\$1,250 per blast  
 Advertise in one of the 24 Email Blast that go to over 25,000 industry insiders. Banners start at \$1,250 per blast

## COUNTDOWN TICKER:

\$1,000  
 Help us count down the days until CMW! Be a sponsor of the ticker with prominent placement on the CMW home page. This is a perfect way to get your message out.