

**BE PART OF THE STORY.**

**ST. JOHN'S / ML**

**APRIL 29-MAY 3, 2020**

**100% EAST COAST.**

**EAST COAST MUSIC AWARDS: FESTIVAL & CONFERENCE SPONSORSHIP GUIDE**

# JOIN THE PARTY.

Since 1988, the East Coast Music Association (ECMA) has celebrated, promoted, and developed the work of musicians from five regions of Atlantic Canada (Cape Breton, New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island).

ECMA today represents over 1,500 artists and showcases their work annually at the East Coast Music Awards: Festival & Conference.

This is an event like no other. St. John's, Newfoundland & Labrador will come alive with thousands of musicians, industry reps, and cheering fans April 29-May 3, 2019

**WE'RE INVITING YOU TO JOIN THE BEAT AS A SPONSOR. YOUR SUPPORT IS A CORNERSTONE OF ECMAs.**

## 2019 ATTENDANCE IN CHARLOTTETOWN, PE

- 14,125 attendees
- 575 performing artists
- 220 volunteers
- Over 1,000 International and National delegates
- 100 international and domestic buyers
- We paid out over \$112,500 to our performing artists
- Ticket sales surpassed \$126,500



**Classified (NS)** Photo by: James Bennett

# MAKE IT HAPPEN.

Each year, the East Coast Music Association takes the ECMAs to a different community in Atlantic Canada, bringing with it hundreds of musicians, industry reps, and cheering fans.

The Awards Show presents the year's biggest awards and features performances by our most-nominated artists for a live audience of more than 2,500 and an online audience across the globe.

## STEAM REPORT | HALIFAX, NS | MAY 2017

The combined total of visitors, capital, and operational spending as a result of hosting the 2018 East Coast Music Awards are estimated to total \$2,837,505. These expenditures are expected to generate a total of \$6,404,069 of economic activity in the province, of which \$4,454,360 will be in Halifax.

The net increase in economic activity in the province as a result of the initial expenditures of the event is \$3,317,641.

The total level of taxes supported by the 2018 East Coast Music Awards are estimated at \$1,318,970. Of this, \$577,410 is allocated to the federal government, \$603,778 to the provincial government and \$137,783 to municipal governments across Nova Scotia. The level of municipal taxes supported within Halifax is estimated to be \$111,905.

## PROJECTED ECONOMIC IMPACT 2020:

- \$2.5 Million Projected Non-Resident Impact
- \$3.3 Million Estimated Total Impact

**Disclaimer:** The results of this pre-event economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event's potential economic impact. The projections are based on standardized spending estimates that may or may not reflect that of the highlighted event's attendees. In addition, the projections are based on the organizer's assumptions regarding attendance, composition and characteristics. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from forecasted results. Additionally, these forecasts only recognize the economic benefits of the event, and do not consider any displacement or substitution costs that may occur as a result of hosting the event.

STEAM© is the federally recognized economic impact assessment model used for sport tourism in Canada.

The Local Organizing Committee (LOC) and Event Governing Body (EGB) release Events Nova Scotia from any and all claims which it may have relating to or resulting from the use of the results by the LOC, EGB or its agents.

# ACTIVATE YOUR BRAND AT THE ECMAs.

## TAKE CENTRE STAGE AT THE ECMAs!

Unique branding opportunities and engaging experiences for your target audience, musicians, industry, and fans.

### Opportunities for activation include:

- The Red Carpet
- Fans' Choice Awards
- Transportation Program
- Media Centre Takeover
- Fan Fest
- Product Sampling
- Artist Gifting
- ECMAs Survival Kit
- Host an Artist Meal
- Artist partnerships
- Radio ECMA
- Host Your Own Industry Lounge
- Hotel Takeover: Lobby and Elevator Decoration
- Custom Private Parties and VIP Areas
- Venue takeovers
- Custom programming
- VIP experiences
- Client Engagement
- Social takeovers & contests

EAST COAST  
MUSIC AWARDS

ST. JOHN'S / NL  
APRIL 29-MAY 3, 2020

### ECMA COMMUNITY ENGAGEMENT

- Educational programs for youth interested in the music industry
- Press Conference & local pre-event promotional engagement
- Engaging sponsors to co-produce free, accessible, public events
- Special programs through partnerships with local arts organizations
- Francophone & Indigenous programming
- City-wide activation, airport to host hotel
- Comprehensive volunteer program and outreach
- Contract positions hired in host community

### SOCIAL MEDIA IMPRESSIONS

(Based on April 1-May 3, 2019 data):

- 474.9K Impressions on Facebook
- 518.3K Impressions on Twitter
- 252.3K Impressions on Instagram

### ECMA APP USAGE

- 2,354 Unique App Downloads
- 73,000 Ad views within App
- 4,101 Song plays within App



[ECMA.COM](https://www.ecma.com)





# SPONSOR A MARQUEE EVENT.

## MARQUEE EVENTS

**LOVED BY MUSICIANS, DELEGATES AND MUSIC FANS ALIKE, ECMAs MARQUEE EVENTS ARE THE BEST WAY TO SHOWCASE YOUR BRAND.**

### **RED CARPET EXPERIENCE - \$10,000**

Have your company present the glitz and glamour of the Red Carpet Ceremony. Celebrities will arrive to the flashing of cameras and delight of fans as they walk the Red Carpet to the 2020 Awards Show.

### **ACTIVATE THE RED CARPET - \$1,250**

Activate your brand on the red carpet by providing samples, marketing activations, and photo opportunities. On the red carpet the sky is the limit and the music brings the vibe.

### **RADIO ECMA - \$5,000**

Radio ECMA is a live broadcast set up in a local venue that streams to the world! It features ECMA member music and live interviews throughout the week.

### **ECMA SHOWCASES- \$10,000**

Does your brand align with a specific genre? Consider sponsoring an ECMA stage.

### **ECMA AWARDS SHOW - \$25,000**

This event is a \$200,000 production that is broadcast across the country and you can title various properties. Activate at the premiere event featuring major award presentations and the best of East Coast talent.

### **MUSIC & INDUSTRY AWARDS- \$15,000**

Present this Sunday night popular event – another night to celebrate our artists and industry! Celebrating our music and industry award winners, some event highlights include the presentation of our honorary awards, special presentations, and music performances.

### **AWARD SHOW PACKAGE: AWARD, TABLE, VIP EXPERIENCE - \$2,500**

Your clients will love this VIP experience at either of our award shows. Includes the honour of presenting an award to an artist, photo opportunities, and the best seats in the house!

### **BREAK OUT STAGE / RISING STAR PROGRAMS - \$7,500**

ECMAs fosters the development of new artists through two marquee programs which include mentorship of artists and showcases at the festival. These showcases provide access to a younger demographic of music fans.

### **OPENING NIGHT INDUSTRY EVENT - \$10,000**

Be the one to kick-off ECMAs! Varying from city-to-city the ECMA Opening Night welcomes delegates and musicians to the host community.

### **SONGWRITERS' CIRCLE- \$10,000**

The best of Atlantic Canadian songwriters on one stage! This signature event is a fan-favourite every year at the ECMAs. Acts on this stage perform their songs and share the stories behind their inspiration and success. This high ticket selling event represents a key opportunity for an up close and personal audience experience.

# SUPPORT THE FESTIVAL.



The Once (NL) open the 2019 ECMA Awards Show  
Photo by: James Bennett



Fortunate Ones (NL) perform on Export Buyers Stage  
Photo by: Sylvia Blanchard

## SUPPORT THE FESTIVAL

### HOTEL TAKEOVER - \$10,000

Have your brand be the first thing ECMA fans, musicians and delegates upon arrival at the host hotel. The ECMA team will help you develop a hotel takeover that will WOW!

### APP SPONSOR - \$10,000

The ECMA mobile app is your portal to all things ECMA including discovering artists, finding shows and learning about our conference. In 2019, the ECMA app saw 2,700 downloads and over 7,500 ad views/clicks. The ECMA app, now with your brand!

### SPONSOR RECEPTION - \$10,000

This event could not happen without our partners and sponsors. The reception recognizes their support and is a night of networking, mingling and the who's who of corporate giving. Sponsor this event and get presenting rights, a speaking opportunity and activate with your brand front-and-centre!

### VOLUNTEER PROGRAM - \$20,000

250 volunteers will be wearing volunteer t-shirts all across St. John's with your corporate identity on them! When you present this program, your company will be looking after the hardworking volunteers who are critical to this event. Food and drink is the energy that keeps this team going!

### ECMA PASSES OR WRISTBANDS - \$2,500

1,500 delegate, musician, VIP and sponsor passes branded with your logo!

### VIP SHUTTLE - \$5,000

ECMA will be transporting artists, VIPs, sponsors, volunteers and staff around St. John's during the ECMAs and will be providing VIP shuttle service to the Awards Show. This is your opportunity to have your corporate brand on all transportation vehicles!

### CONFERENCE SPONSOR - \$10,000

Our music means business! Supporting the ECMA Conference is helping to grow the music industry in Atlantic Canada and beyond.

### CONFERENCE SESSION SPONSOR - \$2,500

Each year business development forums and export readiness training programs will be introduced and expanded based on the needs of our members and our industry stakeholders. Topics may include media coaching, export training, digital marketing and many more.

# SUPPORT THE ARTIST

ECMA's EXISTS TO CELEBRATE, GROW, AND FOSTER THE CAREERS AND MUSIC OF EAST COAST ARTISTS. CONSIDER A SPONSORSHIP THAT DIRECTLY SUPPORTS THE ARTISTS AT ECMA's 2020.

## ECMA DELEGATE BAGS - \$5,000

Put your brand in the hands of artists, industry professionals, and delegates from the East Coast and across the globe.

## GATEWAY TO ECMA- \$5,000

Be the first to welcome delegates to St. John's by activating at the International airport.

## ECMA HOCKEY GAME- \$5,000

In partnership with the Unison Benevolent Fund the ECMA Hockey Cup brings artists, industry professionals and hockey pros together for one afternoon of good ole' Canadian fun! Donations from this event support Unison Benevolent Fund.

## REHEARSAL ROOM SPONSOR - \$5,000

Space to rehearse allows artists to prepare for their showcases and have an excellent performance at ECMA's! Sponsor the ECMA rehearsal space and put your brand front of mind.

## ECMA WATER BOTTLES - \$5,000

In 2019 ECMA reduced waste by providing 1,000 reusable water bottles for artists to use throughout the festival. See your logo on stage with artists as they perform.

## HEALTH & WELLNESS CENTRE: MASSAGE AREA - \$2,500

On-site space during the festival for artists, delegates, staff volunteers and sponsors to take a breather. Relaxing vibes, rejuvenating meditation, massage, and maybe a cup of tea! Focus on mental health and wellness in this space.

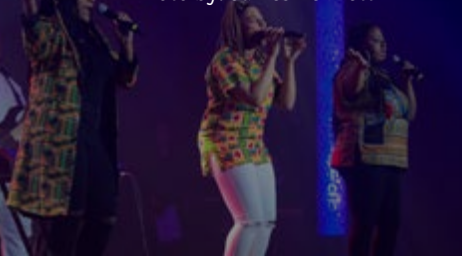
## PRESS ROOM SPONSOR- \$3,500

Meet the newly minted ECMA award winners, your branding in social media mentions, and press photography.

## SPONSOR AN ARTIST - \$2,500

Meet the artist/social media call outs.

Reeny Smith (NS) performs on ECMA 2019 Awards Show  
Photo by: James Bennett



PROPERTY (NL) performs on the Rising Star Stage  
Photo by: Heidi O'Connor



Rose Cousins (PE) honours Lennie Gallant's "Peter's Dream"  
Photo by: James Bennett



Tim Baker (NL) performs on Export Buyers Stage  
Photo by: James Bennett







# BENEFITS. YOUR WAY.

**SUPPORTING THE EAST COAST MUSIC AWARDS:FESTIVAL & CONFERENCE IS AN INTEGRAL PART OF NORTH AMERICA'S LEADING EXPORT BUSINESS DEVELOPMENT PROGRAMS. MAKING A DIFFERENCE IN FURTHERING THE CAREER OF ATLANTIC CANADIAN ARTISTS IN THE EAST COAST, NATIONALLY, AND INTERNATIONALLY.**

- Ad in the ECMA Event Guide (1,500 copies distributed annually)
- Logo on ECMA produced signage through all venues
- Logo placement on ECMA website.
- Logo placement and ad opportunities in ECMA app
- Corporate Ad play at ECMA Award Show
- Walk the Red Carpet
- VIP Award Show Table
- VIP Sponsor Passes (front-of-line passes to all stages & venues)
- Invitation to Sponsor Summit and Sponsor Reception
- Activate a show with your brand
- Banner placement at venues and hotel hotel
- Social media features and promotion



# EAST COAST MUSIC AFICIONADOS (\$10,000)

## OBJECTIVES

- Provide an exclusive and invaluable experience that lasts indefinitely.
- Leverage and strengthen ECMA's special relationship with its artist members.
- Raise substantial funds by engaging with key individuals who are committed to supporting East Coast musical talent
- Enable ECMA to continue its mandate of 30 years – to foster, develop, promote and celebrate East Coast music and its artists locally, regionally, nationally and internationally.

### Essential elements of the Aficionado program:

1. **EXCLUSIVITY** – VIP experience to share with clients, associates, friends and family.
2. **STATUS** – Recognition as a being a member of the East Coast Music insiders 'club'.
3. **ROI** – Rewards that last all year and beyond.

## ENTITLEMENTS

As a member of this select group, you'll be recognized as a strong supporter of East Coast music and will receive:

- Your own ECMA (East Coast Music Aficionado) Award
- ¼ page ad in event guide
- Exclusive ECMA pin that shows status
- Custom VIP experience during the ECMAs – private show, access to sound check, backstage, photo ops with artists, signed memorabilia, content captured for your own personal use, and more.
- VIP table at the Awards Show
- 4 VIP passes for all events at the ECMAs
- Recognition in event guide, on website, on Aficionado pop-up banner, and social media mentions



## WAX SEAL LAPEL PIN

The wax seal is associated with high class, exceptional quality, connoisseurs, the elite. Somewhat understated but looks sharp; very wearable.



## EAST COAST MUSIC AFICIONADO AWARD

An East Coast Music Award is our region's most respected award. Our Aficionados join this exclusive club by receiving an award of their own.





HIGHLIGHTS FROM THE 2019  
**EAST COAST MUSIC AWARDS:**  
FESTIVAL & CONFERENCE  
IN CHARLOTTETOWN, PE





# LET'S HEAR IT!

Partner with ECMA on any of our existing events or work with us to create your own ECMA experience customized especially for **YOUR BRAND.**



**GET IN TOUCH. GET ON THE LIST.**

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