



2010 Music PEI Awards & Conference

Sponsorship Package

www.musicpei.com

tel: 902-894-6734



Music PEI

A Brief History

- Music PEI was originally formed in 2000 as PEI Music Awards Association.
- In 2006, following the awards gala on the Confederation Centre Mainstage and extensive lobbying by PEIMAA and the music community, PEIMAA was officially recognized by the Province as an Industry Association.
- What followed was a name change, and generous government funding that allows Music PEI to administer funding programs that aid Island musicians in the pursuit of their musical careers.
- Music PEI has a current and past membership of over 700. The industry has seen steady growth since Music PEI became a fulltime music industry association.
- Annual industry events now include Showcase PEI in September, a music conference which was responsible for developing close to \$100,000 in work for Island artists in 2008.

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Music PEI Mandate

Music PEI, founded in 2001 as the Prince Edward Island Music Awards Association, is a non-profit member services organization devoted to advancing careers of Island musicians. Music PEI is actively seeking ways to promote, foster and develop artists and the music industry on PEI. The Association acts as an advocate for the Island music industry and a representative at the national table.

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Music PEI Awards Weekend 2009 – In Review

- The Event went from a 1 day event in 2006 to a 4 day event in 2009
- Songwriters Association of Canada sponsored the Songwriters Workshop on Wednesday hosted by master songwriter Marc Jordan.
- The Songwriter's Circle sponsored by OLS was hosted by Marc Jordan and featured Songwriter of the Year nominees at The Mack on Thursday night
- Showcases at 5 local venues, The Murphy Centre, Baba's Lounge, Fishbones, Hunter's Ale House & Olde Dublin Pub featuring 4 bands at each venue on the Friday night
- 4 music industry professional development workshops were held at the Guild on Saturday during the day
- Week long gallery show at The Guild featuring local photographers and graphic designers working in the music industry titled 'Art for Music'
- The Awards Gala was presented at the Confederation Centre of the Arts to a sold out house and featured performances for the top nominees for the year.
- 22 Awards were handed out during the Awards Gala
- PEI Music Week was featured on the front page of the Guardian 4 of the 6 days during Music Week

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Music Week 2010 Highlights

- 2010 will see a return of the music industry workshops on Saturday
- Music PEI is currently in negotiations with CBC radio 1 and 3 to record and podcast parts of Music Week most likely the Songwriters Show and the Showcases
- Showcases will return at Baba's Lounge, Fishbones, Hunter's Ale House, Olde Dublin Pub and the Murphy Centre with the possible addition of one more venue
- 2010 Ocean 100/K-Rock 105.5 Music PEI Music Awards Gala, hosted by Kerri Wynne MacLeod at the Confederation Centre of the Arts
- New Awards have been added including Event, Educator, Musician and Visual Artist of the Year to the 22 other categories traditionally handed out.
- A minimum of 12 performances by 2010 nominees at Awards Gala

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Music PEI Week Title Sponsor \$10,000

This Premier Sponsorship Includes:

- Event to include the Title Sponsor's name
- Logo to be included in all print material
- Opportunity to present an award at Awards Gala
- 20 Complimentary Tickets to Awards Gala at Confederation Centre of the Arts
- 6 Complimentary Tickets to Songs & Writer's Show at The Mack
- 20 Complimentary Tickets to "After Party"
- Other opportunities as deemed mutually beneficial

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Music Week Title Sponsor Marketing Opportunities

- Representative will present an award during the Awards Gala
- The aforementioned award will include the sponsor name
- Acknowledgment of Sponsor support from the stage during the show
- Display of sponsor supplied banner during all Music Week Events
- Logos displayed on the Music PEI website for the full calendar year
- Publicity in all Press Releases and advance advertising related to all events
- All print and media promotions including posters, programs, newsprint, social media marketing and other advertisement
- Street Banners on the lampposts on University Ave the month of the Gala prominently featuring the title sponsor logo
- Title sponsor featured on Twitter, Facebook, Myspace and other social media as well as the Music PEI weekly newsletter with a circulation of over 800 in the music industry
- Opportunity to do contesting for tickets to events

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Music PEI Gala Awards Show Title Sponsor \$7000

Sponsorship Includes:

- Event to include the Title Sponsor's name – Presented By...
- Logo to be included in all print material
- Opportunity to present award at Awards Gala
- 10 Complimentary Tickets to Awards Gala at Confederation Centre of the Arts
- 6 Complimentary Tickets to Songs & Writer's Show at The Mack
- 10 Complimentary Tickets to "After Party"
- Other opportunities as deemed mutually beneficial

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Music PEI Songs & Writers Show

Title Sponsor

\$4000

Sponsorship Includes:

- Event to include the Title Sponsor's name – Presented By...
- Logos to be included in all print material
- Opportunity to present award at Awards Gala
- 6 Complimentary Tickets to Awards Gala at Confederation Centre of the Arts
- 4 Complimentary Tickets to Songs & Writer's Show at The Mack
- 6 Complimentary Tickets to "After Party"
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Music PEI Showcase Series Title Sponsor \$4000

Sponsorship Includes:

- Event to include the Title Sponsor's name – Presented By...
- Logos to be included in all print material
- Opportunity to present award at Awards Gala
- 6 Complimentary Tickets to Awards Gala at Confederation Centre of the Arts
- 4 Complimentary Tickets to Songs & Writer's Show at The Mack
- 6 Complimentary Tickets to "After Party"
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Conference Sponsor \$1000

Sponsorship Includes:

- Logos to be included in all print material
- Opportunity to present award at Awards Gala
- 4 Complimentary Tickets to Awards Gala at Confederation Centre of the Arts
- 2 Complimentary Tickets to Songs & Writer's Show at The Mack
- 4 Complimentary Tickets to "After Party"
- Other opportunities as deemed mutually beneficial

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Awards Sponsor \$500

Included in Sponsorship:

- Logo included in all print material
- Opportunity to Present Award at Awards Gala
- 2 Complimentary Tickets to Awards Gala at Confederation Centre of the Arts
- 2 Complimentary Tickets to "After-Party"
- Other opportunities as deemed mutually beneficial

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Sponsorship Agreement

In acceptance of the terms of this proposal please sign in the space provided within this agreement and return to the Music PEI office 90 University Ave. Suite 70

Company

Date

Music PEI

Date

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