

YYCNA

CALGARY'S MUSIC AWARDS

SPONSORSHIP PACKAGE



ELEVATE YOUR BRAND WITH THE YYC MUSIC AWARDS

Unlock unparalleled marketing and promotional opportunities by joining forces with the YYC Music Awards, Calgary's premier celebration of local musical talent. As a valued sponsor, you'll gain exclusive access to a diverse audience within the thriving arts and cultural sector in Calgary, ensuring maximum exposure for your organization.

Your support directly contributes to the success and longevity of this annual event, fostering community and collaboration within Calgary's vibrant arts scene. Since its inception in 2016, the YYC Music Awards has become a highlight of the local music calendar and has experienced remarkable growth. From expanding categories to moving to larger venues, we've consistently seen increased ticket sales and garnered significant national media attention, creating an ideal environment for your brand to shine.

To explore how your organization can become an integral part of the YYC Music Awards success story, reach out to Alberta Kelly, Director, Adjudication / Sponsorship and Fundraising, at sponsorship@yycmusicawards.com. Don't miss this chance to align your brand with the heartbeat of Calgary's music community!



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SPONSORSHIP LEVELS

TITLE SPONSOR - \$15,000+ **(only one available)**

- Exclusive host and company name as part of the official event name – YYC Music Awards, Presented by 'ABC Sponsor'
- Company signage at the event
- Opportunity for sponsor to speak at event/provide presenter, or run an up to 3-minute promotional video presentation
- Company logo exclusively presented on red carpet step & repeat backdrop with awards branding
- Company logo on all promotional material to be used prior to the event included in press releases
- Full page ad in program - premium placement
- Full screen during sponsor loop at event
- Mention by host during introduction of show
- Company name and logo on main page of event website (until start of next year's awards promotion)
- Mention in media interviews where allowed
- 5 pairs of tickets to the event
- 20% discount on ticket sales over and above complimentary tickets
- Opportunity to provide prizes for media, promotional activities or nominee gift bags



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SPONSORSHIP LEVELS

RECEPTION SPONSOR - \$5,000+ (only one available)

- Exclusive **Pre-show Reception Sponsor**, which includes placement in event program, sponsorship loop at the event, mention by the host during introduction.
- Company logo on all promotional material to be used prior to the event included in press releases
- Full page ad in program – premium placement
- Full screen during sponsor loop at event
- Company logo placement on event website (until start of next year's awards promotion)
- 3 pairs of tickets to the event
- 20% discount on ticket sales over and above complimentary tickets
- Opportunity to provide prizes for media, promotional activities or nominee gift bags



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SPONSORSHIP LEVELS

AWARD CATEGORY SPONSORSHIP – \$1,500

If you wish to sponsor a specific award, please contact us. Availability is limited. Sponsored awards would be titled with your organization name on the trophy, at the Awards Gala and through the upcoming year in all promotions.

Example: *Pop Recording of the Year, presented by “ABC Sponsor”*

- 1 pair of tickets to the event
- Website logo recognition
- Organization name engraved on trophy
- Organization name listed with category nominees and winners on the specific year

Award Categories (“_____ of the year”)

- | | | |
|--|--|-------------------------------|
| • Alternative Recording
CLAIMED | • Inspirational Recording | • Recording Studio |
| • Blues Recording | • Jazz Recording | • Rock Recording |
| • Children's Recording | • Metal Recording
CLAIMED | • Single |
| • Classical Recording | • Music Educator
CLAIMED | • Solo Artist |
| • Community Ensemble | | • Songwriter |
| • Country Recording | • Music Video | • Venue/Presenter |
| • EDM Recording | • People's Choice Award | • World/Cultural
Recording |
| • Folk Recording | • Pop Recording | |
| • Group | • R&B/Soul Recording | |
| • Industry Person | • Rap Recording | |



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SPONSORSHIP LEVELS

DIAMOND RECORD LEVEL – \$2,500 OR IN-KIND VALUE

- Full page ad in program
- 1/2 screen during sponsor loop at event
- Mention by host during introduction of show
- Company logo placement on event website (until start of next year's awards promotion)
- 2 pairs of tickets to event
- 20% discount on ticket sales over and above complimentary tickets, to a maximum of four (4) tickets
- Opportunity to provide prizes for media, promotional activities or nominee gift bags

PLATINUM RECORD LEVEL – \$1,000 OR IN-KIND VALUE

- 1/2 page ad in program
- 1/2 screen during sponsor loop at event
- Mention by host during introduction of show
- Company Logo placement on event website (until start of next year's awards promotion)
- 2 pairs of tickets to event
- 20% discount on ticket sales over and above complimentary tickets, to a maximum of two (2) tickets
- Opportunity to provide prizes for media, promotional activities or nominee gift bags



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SPONSORSHIP LEVELS

GOLD RECORD LEVEL – \$500 OR IN-KIND VALUE

- 1/4 page ad or banner ad in program
- Shared screen during sponsor loop at event
- Company logo placement on event webpage (until start of next year's awards promotion)
- 1 pair of tickets to event
- 20% discount on ticket sales over and above complimentary tickets, to a maximum of two (2) tickets
- Opportunity to provide prizes for media, promotional activities or nominee gift bags

AMBASSADOR LEVEL – \$350 OR IN-KIND VALUE

- 1/4 page ad or banner ad in program
- Shared screen during sponsor loop at event
- Company logo placement on event webpage (until start of next year's awards promotion)
- 20% Discount on ticket sales for a maximum of two (2) tickets



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SPONSORSHIP LEVELS

PROGRAM ADS

Our event programs are a huge hit every year, spending time in the hands of everyone who attends - from promoters to artists and everyone in between. Nominees keep them as mementos to celebrate their recognition, and they follow many other attendees home, extending the duration and value of your ad placement. Give your organization visibility at the event with one of our program ad options.

1/4 page or small banner - \$50

1/2 page or large banner - \$100

Full page - \$200

Outside back cover - \$500

Inside front cover \$300

Inside back cover \$250



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