

YYCMA

CALGARY'S MUSIC AWARDS SPONSORSHIP PACKAGE



CELEBRATE 10 YEARS OF IMPACT WITH THE YYC MUSIC AWARDS

2025 is an exciting year as the YYC Music Awards celebrates our 10th year recognizing the Calgary music community! Since our inception in 2016, we have been shining a spotlight on artists and industry from one of Canada's most vibrant and eclectic music scenes. With a focus on celebrating both emerging and established artists that embrace Calgary as home; the YYCMA are dedicated to recognizing our local creative forces.

Every September, Calgary and area artists and industry professionals from all diverse parts of the music community look forward to an evening where we gather to network, celebrate and elevate each other!

Your support directly contributes to the success and longevity of the platform. The YYC Music Awards, year after year, proves to be an important step in an artist's growth to further recognition and audience development outside the local market. As a result of this local recognition, new connections and audiences, nominees and winners go on to further recognition at other music awards regionally, nationally and internationally – such as the JUNO Awards, Western Canadian Music Awards, Canadian Folk Music Award, Canadian Country Music Awards and more!

To explore how your organization can become an integral part of the YYC Music Awards success story, reach out to Alberta Kelly, Director, Sponsorship and Fundraising, at sponsorship@yycmusicawards.com.



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sponsorship@yycmusicawards.com

SPONSORSHIP LEVELS

TITLE SPONSOR - \$20,000+ **(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 1-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 and VIP Reception.
- 25% discount on ticket sales over and above complimentary tickets
- Opportunity to provide items for 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.
- 25% discount on ticket sales over and above complimentary tickets.
- Opportunity to provide items for nominee gift bags.



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SPONSORSHIP LEVELS

PERFORMER SPONSORSHIP - \$5,000

- Celebrate the performers that grace the event stage curated each year from the vast pool of nominees as the exclusive Gala Performer Sponsor. Benefits include placement in event program, sponsorship loop at the event, mention by the host during introduction.
- Includes all Awards Gala live performances.
- Company logo on all promotional material to be used prior to the event included in Gala event-related 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.
- 25% discount on ticket sales over and above complimentary tickets.
- Opportunity to provide items for 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 and VIP Reception.
- Website logo recognition.
- Organization name engraved on trophy.
- Organization name listed with category nominees and winners on the specific year.
- Opportunity to present the award on stage.

29 Award Categories:

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



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SPONSORSHIP LEVELS

DIAMOND RECORD LEVEL – \$2,500

- 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 and VIP Reception.
- 25% discount on ticket sales over and above complimentary tickets.
- Opportunity to provide items for nominee gift bags.

PLATINUM RECORD LEVEL – \$1,000

- 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 and VIP Reception
- 25% discount on ticket sales over and above complimentary tickets.
- Opportunity to provide items for nominee gift bags.



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SPONSORSHIP LEVELS

GOLD RECORD LEVEL – \$500

- 1/4 page ad in program.
- Shared screen during sponsor loop at event.
- Mention by host during introduction of show.
- Company logo placement on event webpage (until start of next year's awards promotion).
- 1 pair of tickets to event and VIP Reception.
- 25% discount on ticket sales over and above complimentary tickets.
- Opportunity to provide items for nominee gift bags.

AMBASSADOR LEVEL – \$350

- 1/4 page ad in program.
- Shared screen during sponsor loop at event.
- Mention by host during introduction of show.
- Company logo placement on event webpage (until start of next year's awards promotion).
- 25% Discount on ticket sales for a maximum of two (2) tickets.



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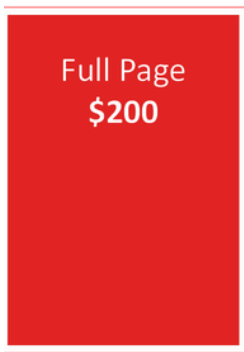
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SPONSORSHIP LEVELS

PROGRAM ADS

The YYC Music Awards is looking for your support and to provide you and your organization with a marketing and promotional opportunity to reach a wide variety of participants in the arts and cultural sector in Calgary. The support of the community plays a large part in the success and continuation of this annual event.

ADVERTISING SIZES & PRICES



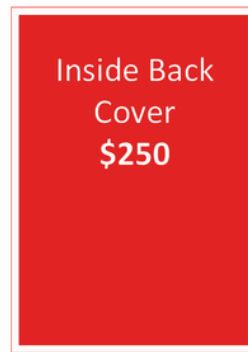
Full Page
\$200

5"W x 8"H



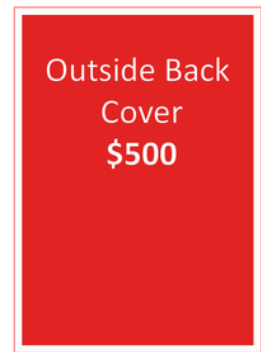
Inside Front
Cover
\$300

5"W x 8"H



Inside Back
Cover
\$250

5"W x 8"H



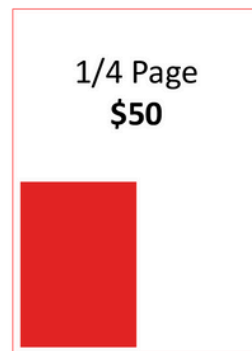
Outside Back
Cover
\$500

5"W x 8"H



1/2 Page
\$100

5"W x 3 7/8"H



1/4 Page
\$50

2 3/8"W x 3 7/8"H

CONTACT

Alberta Kelly - Sponsorship
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