



THE WESTERN CANADIAN MUSIC ALLIANCE PRESENTS

BREAKOUT WEST

FOUR DAYS OF MUSIC AND MUSIC BUSINESS

CONFERENCE

FESTIVAL

WESTERN CANADIAN MUSIC INDUSTRY AWARDS

BRUNCH

WESTERN CANADIAN MUSIC AWARDS GALA

WHITEHORSE YT - OCT. 20 TO 23- 2011

SPONSORSHIP OPPORTUNITIES

BREAKOUT WEST - BACKGROUND

- BreakOut West is a four-day conference and music festival followed by the Western Canadian Music Awards, all presented by the Western Canadian Music Alliance (WCMA).
- Since 2002, The Western Canadian Music Alliance has held its weekend events in a different city each year to promote and celebrate the music, artists and industry of western Canada. The WCMA is an alliance of the provincial Music Industry Associations (MIAs) of British Columbia, Alberta, Saskatchewan, Manitoba and the Yukon.
- The Western Canadian Music Alliance annually celebrates the incredible music and industry talent from western Canada. The four-day BreakOut West event is comprised of a music industry conference, a multi-genre music festival and two awards shows.

VISION

BreakOut West:

- Programming is designed specifically to assist emerging and established artists and industry professionals to embrace, understand and monetize the music business on regional, national and international levels.
- Facilitates success by providing real world tools, networking and hands-on “one-on-one” professional development opportunities.
- Is a chance for artists and industry to interact and brainstorm together through mutually beneficial experiences, intentionally staged and implemented as part of the BreakOut West programming.
- Is designed to help inspire, create and strengthen relationships between artists and industry professionals.
- Will provide an international stage for emerging and established artists and industry to expose and promote their talent.
- Will highlight the people and products of local community organizations and businesses through new positive partnerships, while also introducing these partnerships to new music industry markets and professionals.

EVENTS

BREAKOUT WEST WILL TAKE ADVANTAGE OF THE FIRST CLASS FACILITIES AND BEAUTY OF WHITEHORSE’S DOWNTOWN CORE.

LOCAL VENUES, HOTELS AND CLUBS WILL ALL BE WITHIN A TIGHT GEOGRAPHIC AREA, CREATING AN ENERGIZED HUB WHERE DELEGATES, ARTISTS AND FANS WILL CONGREGATE TO CELEBRATE THE MUSIC.

THE BREAKOUT WEST CONFERENCE

- The conference schedule will highlight current industry relevant topics through specific workshops and discussion sessions.
- Daily internationally renowned keynote speakers, followed by topic related breakout sessions, are a major part of the BreakOut West conference programming. These sessions are intended to stimulate

discussions, questions, networking and career development for emerging and established artists and industry professionals.

- Face-to-face interactions and one-on-one mentoring sessions, between industry professionals and artists will add a greater element of comradery and sociability to the event while also giving a “no-pressure” feel that keeps delegates coming back year after year.
- The BreakOut West conference is also focused on “giving back” to the community by inviting students from neighbouring music schools, who are interested in a career in the music industry, to attend all weekend conference sessions. This educational element gives the selected students first-hand experience in a major music industry event.
- The *International Buyers Program* brings industry professionals from around the world to add their expertise to the conference, to network with their Canadian colleagues and to generate export opportunities for western Canadian music.

THE WESTERN CANADIAN MUSIC AWARDS GALA

- The Western Canadian Music Awards Gala honours the excellence and achievements of our western Canadian artists.
- The awards show features unique collaborative performances by some of western Canada’s finest artists, hosted by a well-known personality, with presentations and appearances by a who’s who of the western Canadian music scene.
- Artists performing at the Western Canadian Music Awards Gala represent all of the five regions of the WCMA and are highly accomplished in their careers.
- The award winners are chosen by a combination of jury and membership voting. Awards in 23 categories recognize the best in all genres of western Canadian music in all genres.
- The awards provide a platform to promote artists from the west by providing a focus on their careers and musicianship – from which a number of publicity and promotional opportunities arise.

THE WESTERN CANADIAN MUSIC INDUSTRY AWARDS BRUNCH

- The Western Canadian Music Awards Industry Brunch honours the work of those behind the scene: managers, agents, labels, recording engineers and others.
- This event takes place on the Saturday of the BreakOut West weekend. The show includes intimate performances from nominated musicians and a keynote interview from a “world recognized” industry professional or artist.

BREAKOUT/WEST MUSIC FESTIVAL

- Thursday through Saturday, the BreakOut West Festival takes place in 8+ venues throughout Whitehorse’s beautiful downtown core. Artists from the five western regions, who have passed through a competitive jury process, will be scheduled to perform in genre specific festival events.
- The festival will feature over 50 bands/solo artists from across the west - everything from hard rock to classical, francophone to hip-hop – all performing in the host city’s

top live music venues. It also provides an opportunity for the participating artists to showcase for various local, national and international industry professionals.

- Thousands of music fans attend the shows.
- \$20 wristbands gain access to all festival venues for all three days!

MARKETING, PROMOTION AND PUBLICITY

- Print: All local print properties
- Radio: CBC Radio 1, 2 and 3 and all local radio properties
- Television
- Internet: Email Blasts, WCMA – BreakOut West and Music Industry Association Websites, invited artists and record label websites, castanet.net, Whitehorse.com
- Other: 20,000 free festival guides, 1000 delegate guides, posters, street teams, flyers
- All member industry organizations from the five western provinces will support the event via marketing initiatives to their local membership and outreach programs in their communities.
- BreakOut West website (over 33,000 individual visits per year)
- Vibrant Twitter and Facebook properties (during 2010 event BreakOut West trended #1 in Canada on Twitter!)

SPONSORSHIP

- The WCMA has successfully partnered with some of Canada's most dynamic and forward thinking companies.
- The BreakOut West weekend is the largest of its type in western Canada.
- Partnership with the WCMA – BreakOut West will give your company and its clients VIP access and exposure to top industry professionals from around the world, hundreds of Canadian artists and thousands of music fans in the host city.

The WCMA understands that each partner has very individual needs.

A deck of possible partner benefits is available, but we are also happy to tailor a sponsorship opportunity specifically for your organization.

QUOTES ABOUT BREAKOUT WEST

"I met a lot of great people and felt more connected to the Western Canadian scene and I also furthered the profile of my company,"

– Elizabeth Spear - Senior Creative manage, ole Publishing

"One of the most consistently enjoyable and well organized events I go to"

– Martin Elbourne – Glastonbury – Great Escape

"The WCMA's IS the conference to go to....real people.... the "rock star" factor disappears - I love it."

– David J Taylor - Record Producer

"BreakOut West was one of the best music events I've ever been to and there were more bands/artists there that I could use than any other event I've ever been to. And interestingly, more people connected with me immediately after the event via email than any other event I've ever been to. I hope to come to every BreakOut West event from now on because it's such a great source for untapped talent (in the States anyway). And quite frankly, Canadians are just a pleasure to do business with."

– Andrea von Foerster - Music Supervisor, Firestarter Music

"As a working musician for most of my life I'm so very proud to be a part of the Western Canadian Music Awards. Many thanks for supporting the music and musicians we can call our own."

– Buffy Sainte – Marie

"The WCMA is part of an industry whole –a whole that has the potential to be even bigger and better and more successful in the future. You get it and I hope that the people supporting your organization do as well. Invite me and I'm there."

– Bob Hunka – Independent Music Supervisor ~

"Would love to speak again at the Breakout West in White Horse Yukon 2011, very positive experience,"

– Monte Malone - VP, A&R Worldwide

“Thanks for your work through the weekend. You guys were an excellent team.”

– Bill Henderson, Chilliwack

“I’ve been to many of these sorts of events as both an artist and an industry leader and I have to say that the seminars, the WCMA’s and the Breakout West Festival were really well done!”

– Angela Harris, Singer/Songwriter

FOR MORE INFORMATION

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AWARDS PRESENTING PARTNER

AVAILABLE FOR SUPPORT OF \$120,000

- Title recognition for WCMA Awards Show "*Company* presents the 2009 WCMA Awards"
- Exclusive presenting recognition of Awards Show
- Presenter of Choice for one (1) Artistic Award
- Verbal sponsor recognition at Awards Show
- On stage signage
- Logo on signage at all venues (Festival, Conference and Awards Show)
- Logo on all printed materials including posters and event guide
- Logo on all general sponsor signage
- Logo placement and link on WCMA – Breakout/West website main page and sponsor page
- Full-page color ad in event guide (distribution of 1,000)
- Insertion of one item in delegate bag (500 units)
- Banner placement in Conference area
- Thirty (30) VIP passes providing access to Breakout/West events including the three day Conference and Festival
- Thirty (30) Festival wristbands
- Thirty (30) tickets to the WCMA Awards Show
- "Beat the Box Office" opportunity to purchase additional Festival wristbands and Awards Show tickets at 20% off the regular price
- Two (2) minutes per hour of commercial time in the case of a national television broadcast of the WCMA Awards

FESTIVAL PRESENTING PARTNER

AVAILABLE FOR SUPPORT OF \$50,000

- **Title sponsorship of the Breakout/West Festival e.g. “Breakout/West *YourCompany* Music Festival”**
- **Logo on all printed materials including posters and event guide**
- **Logo on signage at all Festival venues**
- **Logo on all general sponsor signage**
- **Full-page color ad in Festival event guide (distribution of 20,000)**
- **Half-Page color ad in event guide (distribution of 1,000)**
- **Insertion of one (1) item in delegate bag (500 units)**
- **Logo placement and link on WCMA – Breakout/West website main page and sponsor page**
- **Ten (10) tickets to the WCMA Awards Show**
- **Thirty (30) Festival Wristbands**
- **Ten (10) VIP passes providing access to Breakout/West events including the three day conference and festival**
- **“Beat the Box Office” opportunity to purchase additional festival wristbands and award show tickets at 20% off the regular price**

PREMIER PARTNER
AVAILABLE FOR SUPPORT OF \$20,000

- **Presenter of Choice for one Artistic Award**
- **Logo on all printed materials including posters and event guide**
- **Logo on all general sponsor signage**
- **Full page color ad in event guide (distribution of 1,000)**
- **Insertion of one (1) item in delegate bag (500 units)**
- **Logo placement and link on WCMA – Breakout/West website sponsor page**
- **Ten (10) VIP passes providing access to Breakout/West events including the three day conference and festival**
- **Ten (10) tickets to the WCMA Awards Show**
- **Ten (10) Festival wristbands**
- **“Beat the Box Office” opportunity to purchase additional festival wristbands and award show tickets for 20% off the regular price**

FESTIVAL VENUE PARTNER
AVAILABLE FOR SUPPORT OF \$10,000

- **Title sponsorship of one designated festival venue**
- **Banner at designated venue**
- **Logo on all printed materials including posters and event guide**
- **Name recognition on all general sponsor signage**
- **Half-page color ad in event guide (distribution of 1,000 to event delegates)**
- **Insertion of one (1) item in delegate bag (500 units)**
- **Logo placement and link on WCMA - Breakout/West website sponsor page**
- **Ten (10) Festival Wristbands**
- **Four (4) VIP passes providing access to WCMA events including the three day conference and festival**
- **“Beat the Box Office” opportunity to purchase additional festival wristbands and award show tickets for 20% off the regular price.**

CONTRIBUTING PARTNER

AVAILABLE FOR SUPPORT OF \$5,000

- Name recognition on all general sponsorship signage
- Quarter-page color ad in event guide (distribution of 1,000 to event delegates)
- Insertion of one (1) item in delegate bag (500 units)
- Logo placement and link on WCMA - Breakout/West sponsor page
- Two (2) VIP passes providing access to Breakout/West events including the three day conference and festival
- Four (4) tickets to the WCMA Awards Show

OFFICIAL SUPPLIER

SUPPORT OF LESS THAN \$1,000

- Name recognition in event guide
- Name recognition on WCMA – Breakout/West website sponsor page