

2008 Toronto Blues Society Sponsorship Opportunities and the Maple Blues Awards



Suzie Vinnick



Douglas Watson



Blues in the Schools, Mark "Bird" Stafford, "Colourblind" Brian Blain



Mako Funasaka, Blues Booster Award

The Blues runs like a deep river through all of North American music and society. Its ripples can be felt in jazz, rock, pop, hip-hop and beyond. It has inspired many artists - writers, painters, sculptors, dancers – as well as ordinary people. It has been a part of Canadian culture since the early 20th century, when former slaves traveled north in search of freedom.

The Toronto Blues Society, formed in 1985 by Derek Andrews, David Barnard and John Valenteyn, has been successfully promoting the Blues and its culture for twenty years. The Society has brought this music to hundreds of thousands of fans.

Sponsorship offer you a unique opportunity to position your brands with the genre and a highly desirable audience, in partnership with one of Canada's most highly respected musical organizations.

Blues Consumers Demographics

- 48% of all music consumers "like the blues"
- Slightly more male than female
- More than 50% of the 35+ age range
- Median Income – \$54,465
- College education – 50% +
- Attended live shows in the last year – 60% +
- Bought more than 10 CDs in the last year – 60% +

There are four main sponsorship opportunities

1. The **Maple Blues Awards**, held in January is *the* gala that celebrates the very best in Canadian Blues, prominent musicians, producers, executives and press will be in attendance
2. The **Women's Blues Revue**, held at Massey Hall in November and broadcast by CBC Radio, celebrates the genre's strong female influence
3. **Year-round**, there are 12-14 club & concert events and workshops giving sponsors continuing exposure, e.g Guitar, Harmonica and Song Writing Workshops, contests and festivals
4. **Society publications**, including the monthly MapleBlues magazine, Maple Blues Awards and Women's Blues Revue programs

The audience skews male, mature, upper middle income, and ranks as heavier-than-average consumers of all the good things in life – music, consumer electronics, beverage alcohol, and food.

Sponsorship offers access to this large and loyal audience. It is an ideal marketing tool, for companies involved in the industry, as well as those wishing to reach this audience. Packages vary in cost and benefits depending on budget, and offer value-added extras and unique opportunities that help to connect with the audience. Sponsors will enjoy even greater benefits by getting involved with the society events on a year-round basis.

We will work with you to develop your own custom package and benefits.

Year-round sponsors

1. Presentation Sponsor \$25,000
2. Premium Sponsor \$15,000
3. Benefactor \$10,000

Beverage Alcohol Sponsor \$10,000

Maple Blues Awards

1. Prime Sponsor \$5,000
2. Champion \$1,200
3. Friend \$600

Year-round Sponsorships

There are three levels of Year-round Sponsorships available, Presentation, Premium and Benefactor.

All include

- one Maple Blues award named after the sponsor
- advertisement in all Toronto Blues Society publications
- name on all Toronto Blues Society media ads and press releases
- banner at all society events
- live onstage recognition during the Maple Blues Awards show
- tickets to all Society events
- advance notice of all Society events
- prominent sponsor name, logo and link on the Toronto Blues Society Web site



Sue Foley



Jim Byrnes



Jackie & Kim Richarson



Madagascar Slim



Raven Kanatakt

1. Presentation Sponsor

Value Added Extras Include:

- this sponsor will present all Society events
- corporate name and logo at the top of all media ads, press releases, on the line underneath the event
- back inside cover advertisement in all Society publications, if available, otherwise full page
- corporate banner at all Society concerts and club evenings
- corporate name announced with the event during CBC's taped broadcast of The Women's Blues Revue
- one major Society social event presented by the sponsor. e.g.: The "Presentation Sponsor" Maple Blues Pre-Party.

Price \$25,000

2. Premium Sponsor

Value Added Extras Include

- prominent logo on all Society media ads and press releases
- back inside cover advertisement on all Society publications, if available, otherwise full page
- prominent corporate banner at all Society concerts and club evenings
- one major Society social event presented by the sponsor

Price \$15,000

3. Benefactor Sponsor

Value Added Extras Include

- prominent logo on all Society media ads and press releases
- full page advertisement in all Society publications
- prominent corporate banner at all Society concerts and club evenings
- one Society social event presented by the sponsor

Price \$10,000



Beverage Alcohol Sponsorship Includes

- one Maple Blues award named after the sponsor, sponsor's name on the award, opportunity to take part in the live presentation of the award, photo with the winner and a pair of tickets to the event
- advertisement in all Society publications including the monthly MapleBlues magazine and the Maple Blues Awards Program
- corporate logo on all Society media ads and press releases
- corporate banners at all Society events - exclusivity in beverage alcohol category

Value Added Extras Include:

- the featured beverage alcohol at all Toronto Blues Events including the Maple Awards Gala, The Women Blues Revue post party, and at all 12 - 14 year round club events, workshops etc.
- full page advertisement inside the Maple Blues Awards program
- half page advertisement in monthly MapleBlues magazine for one year
- logo in The Women's Blues Revue Program
- live onstage recognition during the Maple Blues Awards show

Price: \$10,000



Maple Blues Awards Sponsorships

There are three levels of Maple Blues Awards sponsorships, Prime, Champion and Friend. All include

- one Maple Blues award named after the sponsor, sponsor's name on the award, opportunity to take part in the live presentation of award, photo with the winner and a pair of tickets to the event
- an advertisement in the Maple Blues Awards program and in the MapleBlues February magazine
- corporate name on all Maple Blues Awards media ads and press releases
- live onstage recognition during the Maple Blues Awards show
- sponsor name, logo and link on the Toronto Blues Society Web site

2. Maple Blues Award Champion Sponsor

Value Added Extras Include

- half page advertisement inside the Maple Blues Awards Program
- quarter page advertisement in the MapleBlues February magazine
- corporate banner at the Maple Blues Awards

Price: \$1,200

1. Maple Blues Award Prime Sponsor

Value Added Extras Include

- prominent logo on all Maple Blues Awards media ads and press releases. This sponsor will share their logoposition with the premium sponsor.
- back inside cover, if available, or full page advertisement inside the Maple Blues Awards program
- half page advertisement in the MapleBlues magazine for one year
- prominent corporate banner at the Maple Blues Awards
- sponsorship with corporate banner at the pre-ceremony Maple Blues Award party

Price: \$5,000

3. Friend Of The Maple Blues Awards

Value Added Extras Include

- quarter page advertisement inside the Maple Blues Awards Program
- listing in the MapleBlues February magazine
- corporate banner at the Maple Blues Awards

Price: \$600

Maple Blues Awards categories

There are 16 categories available in the Maple Blues Awards show. This list shows the category sponsors for 2007.

Entertainer of the Year - Fusion 3 Distribution/Justin Time Records
Electric Act of the Year
Acoustic Act of the Year
Male Vocalist of the Year
Female Vocalist of the Year - Make It Real Records
New Artist of the Year - presented by Galaxie
International Artist of the Year
Guitarist of the Year - Long & McQuade Musical Instruments
Harmonica Player of the Year - Lee Oskar Harmonicas
Piano/Keyboard Player of the Year
Horn Player of the Year
Drummer of the Year - Steve's Music Store/Pearl Drums
Bassist of the Year
Song Writer of the Year - presented by SOCAN
Recording of the Year - Stony Plain Records
Blues With a Feeling Award - CBC Radio/ Saturday Night Blues

Please note: The Maple Blues Awards assignments are on a first-come, first-served basis, with first refusal given to the previous year's sponsors. All necessary banners and finished ad layouts are to be supplied by the sponsors.

For more information contact Dougal Bichan, Dougal & Co. Inc.
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All photographs by Dougal Bichan, except Mako Funasaka from Talkin' Blues

