

PARTNERSHIP DECK 2026

OTTAWA MUSIC INDUSTRY COALITION

CONNECTING BUSINESS & MUSIC



**OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA**

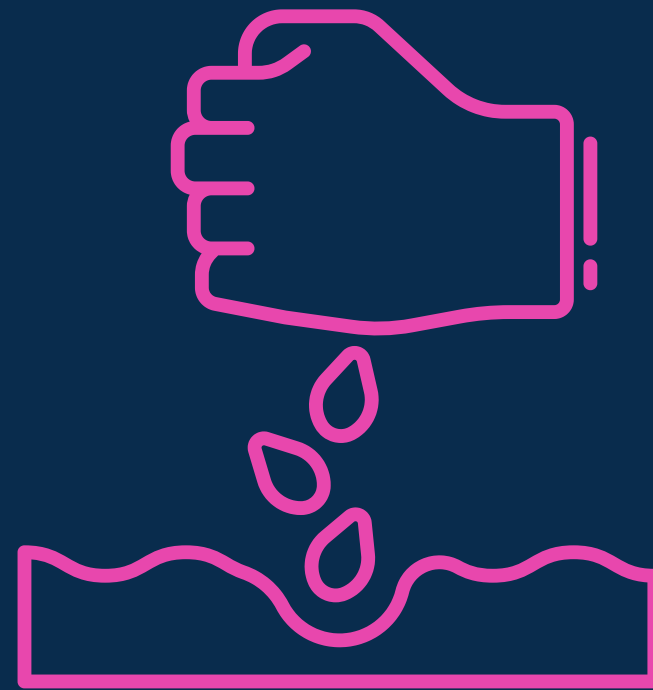


OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

INVEST WHERE YOUR
BRAND WILL **GROW.**



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA



BECOME
A
MEMBER



SPONSOR
AN
EVENT



INVEST
AND
INNOVATE

OMIC Corporate/Organizational Membership



Rockstar
\$5,000



Amplifier
\$3,000



Champion
\$1,000

Fund free memberships

For new members during high-visibility periods
(e.g. Capital Music Awards Nomination season)

Animate your space

We'll bring a live performance to the space of
your choice and waive our admin fee

Power OMIC's newsletter

40K+ readers annually & growing

Power our events page

Logo on OMIC event listings webpage (50K+ hits
annually)

Homepage logo visibility

Logo on OMIC's homepage (80K+ hits annually)

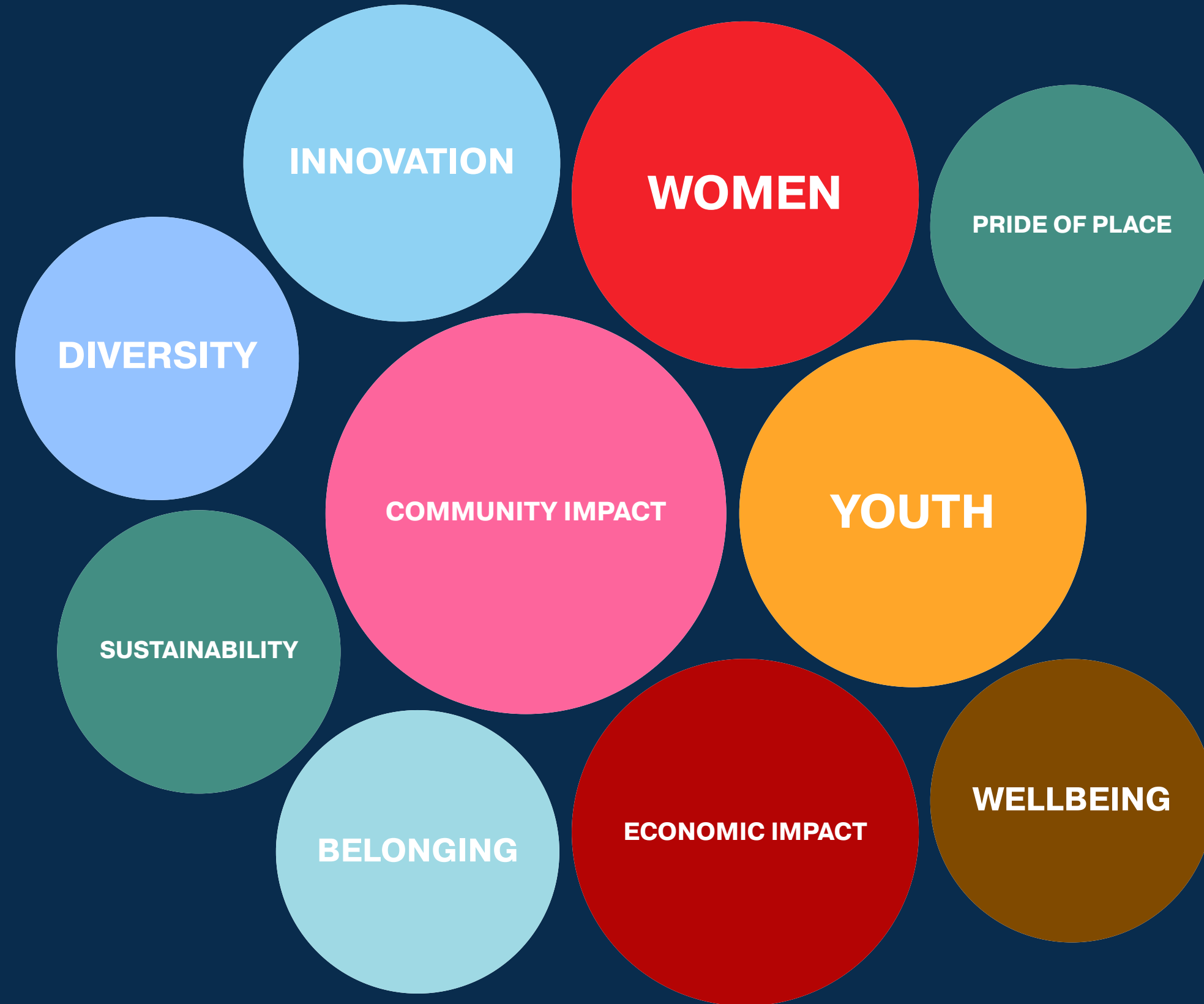


**BECOME
A
MEMBER**



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

**WHAT
VALUES
RESONATE
WITH YOUR
BRAND?**





OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

**WE HAVE
THE
PERFECT
FIT.**



2025 FUNDERS, SPONSORS & PARTNERS

OTTAWAMUSIC.COM



NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage. Le Canada en scène.



GODZSPEED



events.com





**EPIC BATTLE OF THE BANDS
WHERE MUSICIANS WORKING IN TECH
GO HEAD TO HEAD FOR GLORY!**

NEXT DATE: JUNE 5, 2026

AUDIENCE: 200 TECH LEADERS & CEOS

**LOCATION: RAINBOW BISTRO
IN THE BYWARD MARKET**





OTTAWA MUSIC INDUSTRY COALITION
COALITION DE L'INDUSTRIE MUSICALE D'OTTAWA

TECHROCKS

BATTLE OF THE BANDS

Doors: 6PM | Show: 7PM

WESTPARK featuring music by: **WAYWARD SONS**

DISASTER RECOVERY

JUNE 5, 2026

RAINBOW BISTRO

76 Murray St, Ottawa, K1N 5M6



Rockstar Sponsor - \$5,000

- Onstage presentation
- Tickets (up to 10)
- Logo on marketing materials
- Social media post

Amplifier Sponsor - \$2,500

- Tickets (4)
- Logo on marketing materials
- Social media post

Champion Sponsor - \$1000

- Tickets (2)
- Logo on marketing materials
- Social media post

TICKET BUNDLES ARE ALSO AVAILABLE!

Bring your staff to an unforgettable night of networking and connection!



**SPONSOR
AN
EVENT**

**CAPITAL
MUSICAWARDS**



**PRIX DE LA MUSIQUE
DE LA CAPITALE**

AWARDS & RED CARPET

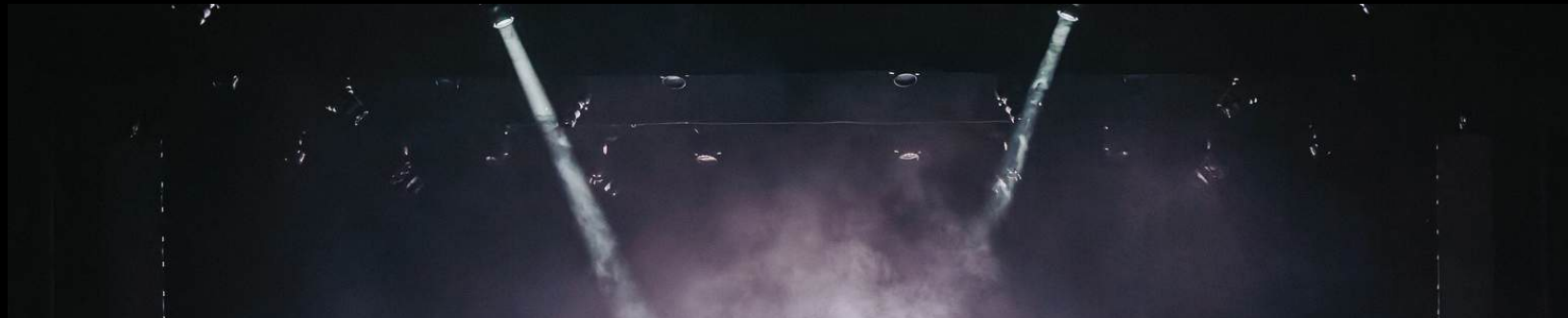
**CELEBRATING ARTISTS, VENUES, PROMOTERS,
TECHNICIANS, MUSIC EDUCATORS & ENTREPRENEURS
WHO SHAPE OTTAWA'S IDENTITY**

DATE: FRIDAY OCTOBER 9, 2026

AUDIENCE: APPROX 1,500

**LOCATION: SOUTHAM HALL
IN THE NATIONAL ARTS CENTRE**





HAVE YOU SEEN
OUR SPONSOR RAP?



FRIDAY, OCTOBER 9, 2026

SOUTHAM HALL

NATIONAL ARTS CENTRE

Diamond - \$5,000

- 2 minute presentation onstage at awards or VIP mixer
- Tickets to awards (4)
- Tickets to VIP mixer (4)
- Social media tags
- Acknowledgement in national press campaign
- Acknowledgement in marketing materials
- Logo on webpage
- Logo on screen at Capital Music Awards

**Category Presenting Sponsor - \$3,000
(deadline: August 1, 2026)**

- Logo on 1 trophy
- Onstage presentation of award
- Tickets to awards (4)
- Tickets to VIP mixer (4)
- Social media tags
- Acknowledgement in national press campaign
- Acknowledgement in marketing materials
- Logo on webpage
- Logo on screen at Capital Music Awards

Platinum - \$1,000

- Tickets to awards (2)
- Tickets to VIP mixer (2)
- Social media tag
- Logo on screen at Capital Music Awards

Gold - \$500

- Ticket to awards (1)
- Ticket to VIP mixer (1)
- Social media tag
- Logo on screen at Capital Music Awards



**SPONSOR
AN
EVENT**

C:MMW

Capital Music Week

Semaine musicale de la capitale

**NATIONALLY RECOGNIZED FESTIVAL & INDUSTRY EVENT
HEADLINERS CONCERTS, SHOWCASES,
CONFERENCES, PANELS & MIXERS**

DATES: OCTOBER 2-10, 2026

AUDIENCE: 7,500+

**LOCATION: 20+ VENUES
CITY-WIDE**



CxMW Capital Music Week

Semaine musicale de la capitale

CXMW.CA



CONCERTS • NETWORKING • SHOWCASES • WORKSHOPS
FREE SHOWS • PANELS • NIGHTLIFE FORUM • AWARDS

OCTOBER 2-10, 2026
CITY-WIDE,
MULTIPLE VENUES

CxMW Presenting Partner - \$75,000

- Naming rights on event
- Tickets to all event & mixers
- + social, press, logo perks

Capital Music Awards After Party Presenter - \$10,000

- Naming rights on event
- Tickets to After Party & mixers
- + social, press, logo perks

CxMW Concert Stage Presenter - \$5,000 to \$20,000

- Presenting naming rights on concert
- Potential meet & greets with headlining artists
- Tickets to concert & mixers
- + social, press, logo perks
- Contact us for confidential planning information

Proclamation Reception Co-Presenter - \$5,000

- Co-presentation
- Tickets to concert & mixers
- + social, press, logo perks

ALL CxMW SPONSORSHIP TIERS INCLUDE:

- Social media tags
- Acknowledgement in national press campaign
- Acknowledgement on all marketing materials
- Logo on OMIC webpage



SPONSOR
AN
EVENT

A PARTNERSHIP WITH OTTAWA'S NIGHTLIFE OFFICE

CANADA AFTER DARK



CANADA LA NUIT

2-DAY FORUM FOR NIGHTLIFE INDUSTRY LEADERS & POLICYMAKERS FEATURING INTERNATIONAL SPEAKERS, PANELS, PRESENTATIONS AND NETWORKING

DATES: OCTOBER 7 & 8, 2026

AUDIENCE: 250 NIGHTLIFE LEADERS & POLICYMAKERS

LOCATION: NATIONAL ARTS CENTRE

PAST GUEST SPEAKERS

ELLA OVERKLEEF

GUEST SPEAKER



Founder,
Rural Radicals,
Amsterdam

ERICKA ALNEUS

CONFÉRENCIÈRE



Conseillère
municipale
responsable de la
vie nocturne,
Ville de Montréal

MICHAEL KILL

GUEST SPEAKER



CEO, Night
Time Industries
Association UK
(NTIA)

Vice-President,
International
Nightlife Association

SAMANTHA MATHYS

GUEST SPEAKER



Senior Policy
Advisor,
24 Hour London

THOMAS SCHEELE

GUEST SPEAKER



Senior Project
Manager,
VibeLab, Berlin

ERIN BENJAMIN

GUEST SPEAKER



CEO,
Canadian
Live Music
Association

CANADA AFTER DARK



OCTOBER 7 & 8, 2026
NATIONAL ARTS CENTRE

Lunch Sponsor - \$5,000 (2 available)

- 2 minute presentation at event
- Logo on stage
- Logo on ticketing platform & webpage
- Tickets to CAD event & sponsor mixers

Event Sponsor - \$3,000 (3 available)

- 2 minute presentation at event
- Logo on stage
- Logo on ticketing platform & webpage
- Tickets to CAD event & sponsor mixers



**SPONSOR
AN
EVENT**

NEW!

OMIC'S CAREER DEVELOPMENT FUND

MICROGRANTS HELPING OTTAWA'S MUSIC INDUSTRY PROFESSIONALS ADVANCE AND SCALE THEIR CAREERS

DATES:

ONGOING

2026 SPONSORSHIP GOAL:

\$5,000



Program Purpose

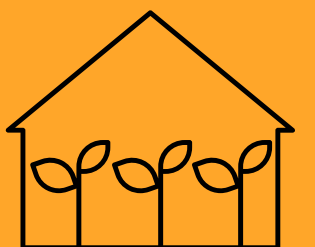
The OMIC Career Development Microgrant Fund is designed to support Ottawa-area-based music industry professionals in advancing their careers through participation in high-impact music industry activities beyond the local market. The fund prioritizes professional growth, business acumen, market readiness, and long-term sustainability by reducing financial barriers to participation in national and international industry opportunities.

Program Objectives

- Support music industry professionals in scaling their careers and businesses
- Increase Ottawa representation at national and international music industry events
- Strengthen skills, networks, and market knowledge across the sector
- Offer equitable access to professional development opportunities
- Contribute to long-term economic impact and export readiness of Ottawa's music industry

Donations of any amount are welcome.

Contribute anytime at [OTTAWAMIC.COM](https://ottawamic.com)



**INVEST
AND
INNOVATE**

Ottawa's
WOMEN IN MUSIC
Career Accelerator

PEER TO PEER YEAR-LONG MENTORSHIPS TO BUILD UP
OTTAWA'S MUSIC ECOSYSTEM

DATES:

ONGOING

PROGRAM COST:

\$25,000/YEAR



Program Purpose

The OMIC Career Accelerator addresses key gaps in Ottawa's music industry by supporting the development and retention of local talent, particularly women and gender-diverse professionals. While Ottawa has a strong artist base, sustainable career pathways are limited due to fewer opportunities in management, publicity, and technical mentorship. This program provides structured, year-long, paid mentorship tied to real-world projects, industry networks, and national perspectives.

By embedding mentorship within active events and initiatives, the program builds local capacity, reduces talent outflow, and strengthens Ottawa's music ecosystem.

Program Objectives

- Strengthen career pathways within Ottawa's experience economy
- Retain talent through paid, project-based opportunities
- Build practical skills through hands-on experience
- Support women and gender-diverse professionals
- Contribute to long-term sector growth and competitiveness

CURRENTLY SEEKING SPONSORS &
PARTNERS FOR OUR **CLASS OF 2027**



**INVEST
AND
INNOVATE**



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

BUILD THE SCENE.
SHAPE THE CITY.



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

**BUT WAIT.
THERE'S MORE.
CURIOUS?**

JOIN US.



@OTTAWAMIC

MELANIE@OTTAWAMIC.COM

WWW.OTTAWAMIC.COM



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

John Sicard, Mayor Mark Sutcliffe and Erin Benjamin at the 2024 Capital Music Awards pre-show mixer.
Photo by Curtis Perry.