

Ontario Live Music Collaborative Marketing Initiative

Call for *Expressions of Interest* from
2016 Ontario-Based Signature Events and/or Summer Series



The Ontario Live Music Working Group, in partnership with Music Canada Live, is currently seeking expressions of interest from Ontario-based 2016 summer festivals and/or series to participate in a **collaborative marketing initiative**. The goal of the marketing initiative is to promote the Province of Ontario as a live music destination for those residing out of province including Quebec and the United States (especially major cities with significant transportation hubs and/or are close to the Ontario border).

Who Should Get Involved

Festivals and/or summer series that are based in the Province of Ontario that are signature and/or key events in their regions (see criteria below). Events from all regions of Ontario are encouraged to participate. A limited number of events will be selected. Final participants (as well as chosen advertising/publicity firms) will be selected by industry members of the Outreach and Collaboration Task Team (Ontario Live Music Working Group).

Project Description

This is a *pilot program** intended to create **partnerships** between live music event producers, stakeholders in the tourism sector and governments to deploy an out-of-region tourism marketing campaign. The project provides the sector the opportunity to create impact that is **substantially greater** than could be realized through any one individual participant's isolated activities. The initial program will profile with digital, print, radio and television advertising (etc.) signature events and series taking place in summer of 2016. The participating events will represent a range of genres and geography to reflect the diversity of Ontario's summer music offerings.

Music Canada Live is submitting funding applications to both the Ontario Music Fund and the Tourism Industry Partner Program to support the initiative, as well as coordinating the project. A final budget will be dependent upon outcomes of these two requests.

**Based on the success of this pilot, future programs will be scalable and bring together different live music stakeholders.*

Requirements

Each participating series or festival will contribute the following:

1. A financial contribution of \$15,000.00 CAD per participant;
2. Participant will bring a tourism stakeholder to the table to contribute additional funds. Examples may include tourism boards, chamber of commerce, hotel associations, business improvement areas, etc.
3. Event must demonstrate track record of attendees from out of region; potential participants are encouraged to provide data;
4. Participation in dialogue regarding final market selection;

Deadline

Written expressions of interest, indicating a commitment to the financial and other requirements of the project (funding permitting) can be accepted until **Friday, November 27th** and should be emailed to ebenjamin@musiccanadalive.ca. Inquires/questions? Please email to schedule a time to discuss the project.