

# MUSICIANS KNOWLEDGE • N E T W O R K •

## Sponsor Packages

### MISSION STATEMENT

**Musicians Knowledge Network** is a dedicated business, reaching out to the rural marketplace in Canada, with educational & expo of events focusing on musicians of all ages who are looking to network and learn about the entertainment industry.



### Musicians Knowledge Core Audience:

- 80% of the surrounding population in the towns where the event is held, 20% from the greater GTA.
- 90% are Musicians & DJs.
- College or University educated.
- Technology early adapters.

**Male/Female ratio: 55% Male, 45% Female**

### Age:

Under 19	10%
19 – 34	60%
35 – 44	15%
45 – 54	10%
55+	5%



## **MARKETING STRATEGY FOR CAMBRIDGE EVENT**

**Connect through all College & University Radio Stations**

**Campus Radio Stations in Surrounding Areas:**

- CFRU-FM      Guelph      University of Guelph
- CFMU-FM      Hamilton      McMaster University
- CIOI-FM      Hamilton      Mohawk College
- CJIQ-FM      Kitchener      Conestoga College
- CKMS-FM      Waterloo      University of Waterloo

**Contact all high schools in the Waterloo/Cambridge area**

**Get Retailers to Promote Event**

**Promote through Google and Facebook platforms**

**Estimated between 500 to 1,000 participants**



**Our weekend formula is set up as follows:**

**1. MKN CLINICS**

MKN Clinics are 45 minutes; topics from instrument & vocal performance to songwriting.

**2. MKN LIVE SHOWCASES**

MKN Live Showcases are selected from accredited Bands, Artists and DJ's who will provide a live performance of their work. The showcases will be held on the Saturday Night.

**3. MKN MARKETPLACE**

The MKN Marketplace provides a selection of industry products that would be of interest to Musicians.

**4. MKN NETWORK MENTORS**

MKN Network Mentors will allow a person to spend 10 minutes with up to 8 different mentors on a one to one private conversation on both days.

**5. MKN SEMINARS**

MKN Seminars focus specific topics to educate musicians. These seminars cover topics from beginner to intermediate knowledge. (Limited seating)



## **MKN TITLE SPONSORSHIP OPPORTUNITIES**

GOLD TITLE SPONSORSHIP – ONLY ONE

SILVER TITLE SPONSORSHIP – ONLY TWO

BRONZE TITLE SPONSORSHIP – ONLY THREE

## **TARGETED MKN SPONSORSHIP OPPORTUNITIES**

MENTORS NETWORK

CLINICS

SEMINARS

## **THE NETWORK MARKETPLACE**

LIMITED NUMBER OF RETAILERS

## **MKN TITLE SPONSORSHIP OPPORTUNITIES**



### **GOLD TITLE SPONSORSHIP**

#### **RIGHTS**

- Designation as **GOLD TITLE Sponsor of MKN**
- Integration of brand logo
- Promotion rights to use **MKN Logo** within internal and external communications, ads and promotions
- Product category exclusivity

#### **PROMOTION & ADVERTISING**

- Logo or wordmark on all print, online social media, posters, event promo
- Logo in all email blasts
- Logo w/link on website with prominent positioning
- Logo on program festival guide

#### **ON-SITE EXPOSURE**

- Booth in Marketplace
- 10 Banners placed in strategic locations around the show
- Saturday Showcase signage

#### **TICKETS**

- 10 ALL ACCESS TICKETS

#### **INVESTMENT & TERMS**

##### **AVAILABLE ONE GOLD**

**INVESTMENT: \$2,000**

**TERMS: 50% Upon signing 50% due week before show**

# MKN TITLE SPONSORSHIP OPPORTUNITIES



## SILVER TITLE SPONSORSHIP

### RIGHTS

- Designation as SILVER TITLE Sponsor of MKN
- Integration of brand logo
- Promotion rights to use MKN Logo within internal and external communications, ads and promotions
- Product category exclusivity

### PROMOTION & ADVERTISING

- Logo or wordmark on all print, online social media, posters, event promo
- Logo w/link on website with prominent positioning
- Logo on program festival guide

### ON-SITE EXPOSURE

- Booth in Marketplace
- 5 Banners placed in strategic locations around the show
- Saturday Showcase signage

### TICKETS

- 5 ALL ACCESS TICKETS

### INVESTMENT & TERMS

#### AVAILABLE TWO SILVER

**INVESTMENT: \$1,000**

**TERMS: 50% Upon signing 50% due week before show**

## **MKN TITLE SPONSORSHIP OPPORTUNITIES**



### **BRONZE TITLE SPONSORSHIP**

#### **RIGHTS**

- Designation as BRONZE TITLE Sponsor of MKN
- Integration of brand logo
- Promotion rights to use MKN Logo within internal and external communications

#### **PROMOTION & ADVERTISING**

- Logo or wordmark on all print, online social media, posters, event promo
- Logo w/link on website with prominent positioning
- Logo on program festival guide

#### **ON-SITE EXPOSURE**

- 3 Banners placed in strategic locations around the show

#### **TICKETS**

- 2 ALL ACCESS TICKETS

#### **INVESTMENT & TERMS**

**AVAILABLE: THREE BRONZE SPONSORSHIPS**

**INVESTMENT: \$500**

**TERMS: 50% Upon signing 50% due week before show**

## TARGETED MKN SPONSORSHIP OPPORTUNITIES



### MENTORS NETWORK AREA SPONSORSHIP

#### RIGHTS

- Designation as Mentors Network Sponsor of MKN
- Integration of brand logo
- Promotion rights to use MKN Logo within internal and external communications

#### PROMOTION & ADVERTISING

- Logo or wordmark on all print, online social media, posters, event promo
- Logo w/link on website with prominent positioning
- Logo on program festival guide

#### ON-SITE EXPOSURE

- 3 Banners placed in strategic locations around the Mentors Network area telling visitors your company is the Mentors Network Sponsor

#### TICKETS

- 4 ALL ACCESS TICKETS

#### INVESTMENT & TERMS

**AVAILABLE: ONE OR TWO MENTOR NETWORK SPONSORSHIPS**

**INVESTMENT: \$500 FOR SATURDAY DAY**

**TERMS: 50% Upon signing 50% due week before show**



# TARGETED MKN SPONSORSHIP OPPORTUNITIES



## CLINIC AREA SPONSORSHIP

### RIGHTS

- Designation as Clinic Sponsor of MKN
- Integration of brand logo
- Promotion rights to use MKN Logo within internal and external communications

### PROMOTION & ADVERTISING

- Logo or wordmark on all print, online social media, posters, event promo
- Logo w/link on website with prominent positioning
- Logo on program festival guide

### ON-SITE EXPOSURE

- 3 Banners placed in strategic locations around the Mentors Network area telling visitors your company is the Mentors Network Sponsor

### TICKETS

- 4 ALL ACCESS TICKETS

### INVESTMENT & TERMS

**AVAILABLE: ONE OR TWO CLINIC SPONSORSHIPS**

**INVESTMENT: \$750 PER DAY**

**TERMS: 50% Upon signing 50% due week before show**

# TARGETED MKN SPONSORSHIP OPPORTUNITIES



## SEMINAR AREA SPONSORSHIP

### RIGHTS

- Designation as Seminar Sponsor of MKN
- Integration of brand logo
- Promotion rights to use MKN Logo within internal and external communications

### PROMOTION & ADVERTISING

- Logo or wordmark on all print, online social media, posters, event promo
- Logo w/link on website with prominent positioning
- Logo on program festival guide

### ON-SITE EXPOSURE

- 3 Banners placed in strategic locations around the Mentors Network area telling visitors your company is the Mentors Network Sponsor

### TICKETS

- 4 ALL ACCESS TICKETS

### INVESTMENT & TERMS

**AVAILABLE: ONE OR TWO SEMINAR SPONSORSHIPS**

**INVESTMENT: \$750 PER DAY**

**TERMS: 50% Upon signing 50% due week before show**

# THE NETWORK MARKETPLACE



## NETWORK MARKETPLACE BOOTH

### RIGHTS

- Designation as Network Marketplace Retailer of MKN
- Integration of brand logo
- Promotion rights to use MKN Logo within internal and external communications

### PROMOTION & ADVERTISING

- Logo w/link on website with prominent positioning
- Logo on program festival guide

### ON-SITE EXPOSURE

- 6 Foot Table

### TICKETS

- ONLY AVAILABLE FOR STAFF WORKING BOOTH

### INVESTMENT & TERMS

**AVAILABLE: TEN NETWORK MARKETPLACE BOOTHS**

**INVESTMENT: \$100 FOR WEEKEND**

**TERMS: 100% Upon signing**