

PHOTO CREDIT
Daniel Caesar, courtesy of Steven Van

THE NEXT STAGE

A CORPORATE GUIDE TO LEVERAGING

LIVE MUSIC IN A DIGITAL WORLD.

#FORTHELOVEOFLIVE

AUTHORS:



02.

DATE
May 2021

TITLE
The Next Stage: A Corporate Guide to Leveraging Live Music in a Digital World

PHOTO CREDIT
Walk Off The Earth, courtesy of Sean Molin

SETLIST

03. IMPORTANCE OF
LIVE MUSIC

06. OPPORTUNITY FOR YOU
& YOUR COMPANY

04. IMPACT OF COVID-19 ON
THE MUSIC INDUSTRY

13. CONTACT
US

05. EVOLUTION OF ARTISTS &
LIVE ENTERTAINMENT

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LIVE MUSIC PLAYS AN IMPORTANT ROLE FOR MANY CANADIANS 🍁

- It's an escape from the day-to-day through a unique collection of experiences & emotions.
- It's a proven method to increase happiness while decreasing stress & depression.^{1,2}
- It's a social outlet connecting common interests & creating community.

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PHOTO CREDIT
SATE, courtesy of Simone Maurice

CANADIAN
LIVE
MUSIC
ASSOCIATION

ONTARIO
CREATES



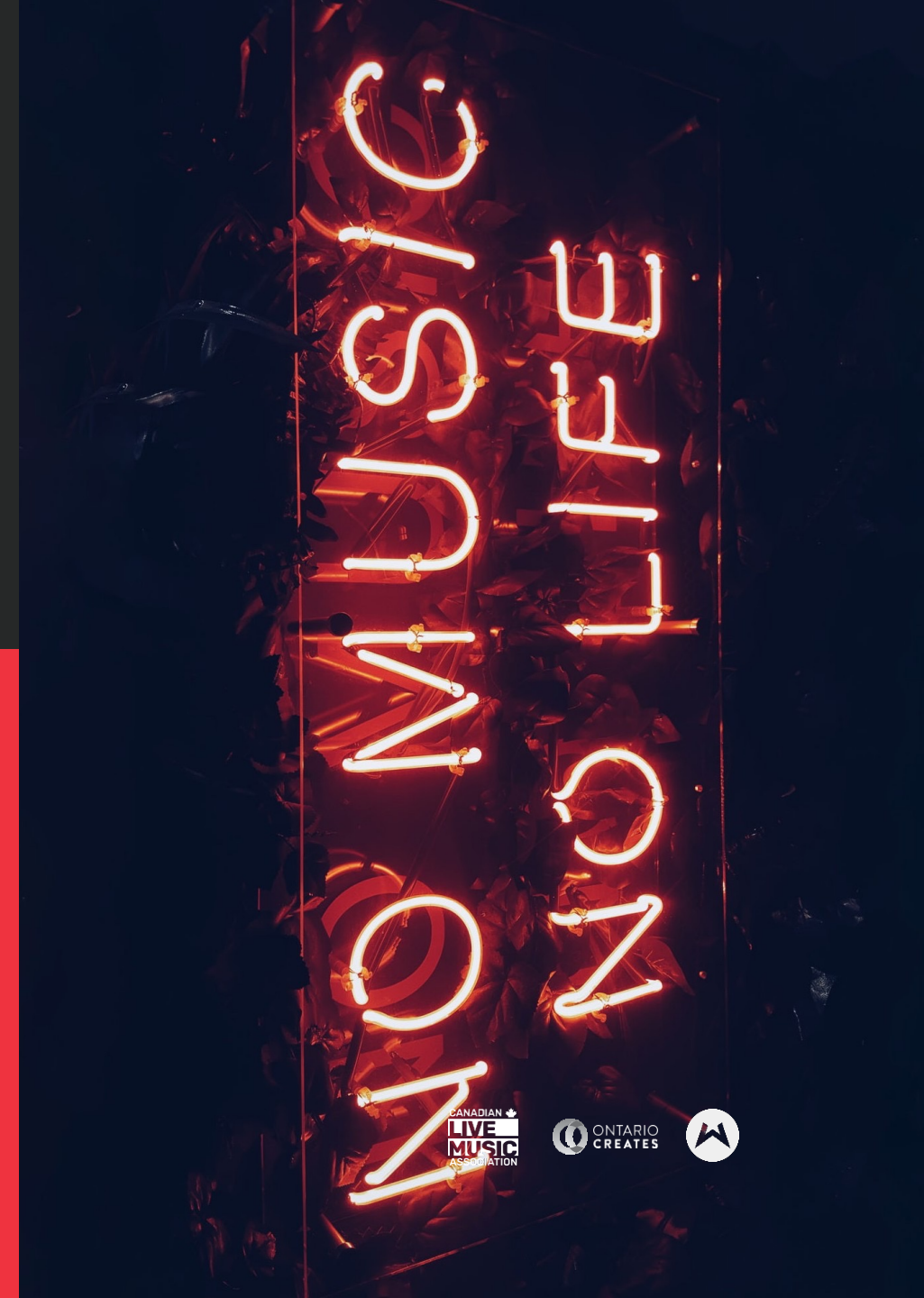
BUT, THE PANDEMIC HAS CAUSED SIGNIFICANT LOSS FOR THE MUSIC SECTOR. 🍁

WITHOUT LIVE EVENTS, THE INDUSTRY HAS SEEN...

↓92% decline in Canadian live music related revenue.³

64% of the industry say they are at risk of permanent closure.⁴

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PHOTO CREDIT
Iskwé, courtesy of Iskwé.

AS A RESULT, ARTISTS ARE CONNECTING WITH FANS IN NEW WAYS. 🍁

LEVERAGING CONTENT TO STAY RELEVANT

76%

of Canadian professional musicians have created new content for release online, during the pandemic period.

DOUBLING DOWN ON PARTNERSHIPS

2X

number of brand deals for artists in 2020 vs 2019. Over 33% of Canadian musicians have been a part of a fundraiser or awareness campaign during that time.

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THIS SHIFT IN BEHAVIOUR HAS UNLOCKED OPPORTUNITIES IN THE INDUSTRY. 🍁

↑CREATIVITY:

Evolving production capabilities & a new appetite for innovative forms of entertainment have fostered a new age of creativity.

↑ACCESSIBILITY:

Increased availability & a willingness to interact on an intimate scale provide unique partnership opportunities with artists.

↑VALUE:

A digital-first environment increases reach, adds customization, & builds new, meaningful experiences for your audience.

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PHOTO CREDIT
Night Lovell, courtesy of Gaffer



COMPANIES ARE CAPITALIZING BY LEVERAGING LIVE MUSIC LIKE NEVER BEFORE



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PHOTO CREDIT
Molly Johnson, courtesy of Chris Nicholls

BRANDED CAMPAIGNS:



Achieving brand objectives & connecting with music fans across the country.

PURPOSE-LED INITIATIVES:



Maximizing impact on charitable initiatives & delivering on a broader purpose-driven mandate.

CORPORATE ENGAGEMENT & HOSPITALITY



Utilizing artists to educate, entertain &/or inspire exclusive audiences.





"JAMESON CONNECTS" HOSTS FREE, GLOBAL LIVESTREAM CONCERT. 🍁

**PARTNERING WITH
JESSIE REYEZ +
FRIENDS FOR A VERY
SPECIAL ST. PATRICK'S
DAY EVENT.**

- Connecting their community, globally, during a time of isolation.
- Offering a seamless experience grounded in a key consumption occasion.
- Maximizing reach & relevancy in a digital environment.

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PHOTO CREDIT
Jessie Reyez, courtesy of Mabdule





RBC X MUSIC LAUNCHES "FIRST UP" WITH EMERGING CANADIAN ARTISTS.

**AN INITIATIVE TO
SUPPORT EMERGING
CANADIAN ARTISTS
THROUGH MARKETING,
MENTORSHIP &
NETWORKING
OPPORTUNITIES.**

- Leveraging the live music industry to connect with a younger demographic
- Creating a platform for emerging artists to grow & gain exposure.
- Establishing an authentic point of differentiation within the banking sector.

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PHOTOGRAPH
Jeremie Albino, courtesy of Anielika Sykes

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WILD RIVERS HOSTS "LIVE FROM LOCKDOWN" FOR MENTAL HEALTH CHARITIES 🍁

**SUPPORTING 'BRING
CHANGE TO MIND' &
'JACK.ORG', HELPING
YOUTH END THE
STIGMA AROUND
MENTAL ILLNESS.**

- Using the power of music to unite an audience around an important cause.
- An opportunity to deliver on the purpose of your company &/or brand.
- Investing in the music industry, supporting artists, venues & production crews.

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PHOTO CREDIT
Wild Rivers, courtesy of Wild Rivers



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The Next Stage: A Corporate Guide to Leveraging Live Music in a Digital World



"KINAXIS INCONCERT" BRINGS BACK A COUNTRY-WIDE TOUR 🍁

**A NEW VIRTUAL
CONCERT SERIES,
LIVESTREAMED FROM
STAGES ACROSS THE
COUNTRY.**

- Focused on enriching the mind, body & soul of their employees & their local communities.
- Engaging & supporting the entire live music supply chain during the pandemic.
- Reconnecting Canadians with their favourite artists, venues, & events, digitally.

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PHOTO CREDIT
Quindy Bullen

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ENGAGE CANADIAN MUSICIANS TO BUILD VALUABLE, SCALABLE, EXCLUSIVE EVENTS FOR YOUR EMPLOYEES & CORPORATE CLIENTELE. 🍁



FACILITATE LIVE INTERVIEWS & EXCLUSIVE Q&A'S



HOST PRIVATE, VIRTUAL CONCERTS FOR VIP GUESTS

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PHOTO CREDIT
Tyler Stewart, courtesy of Tyler Stewart



PHOTO CREDIT
Whitehorse, courtesy of Suzie Drake





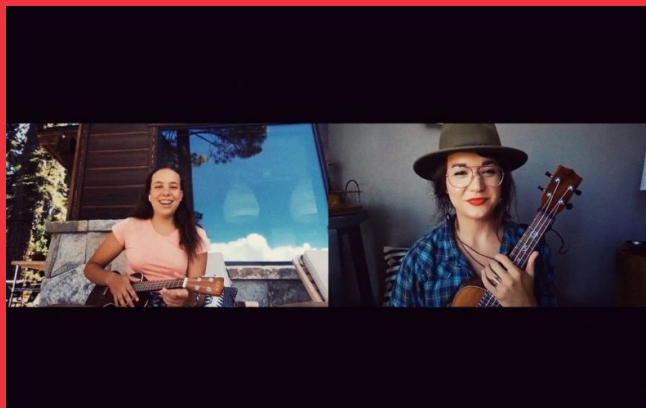
PHOTO CREDIT
Dallas Green, courtesy of Dallas Green



**CREATE ARTIST
MEET & GREETS
WITH VIRTUAL
AUTOGRAPH
SIGNINGS**



**SHARE BEHIND-THE-
SCENES CONTENT,
HOME &/ OR STUDIO
TOURS (PRE-
PRODUCED)**



**HOST LIVE
WRITING
WORKSHOPS
&/OR MUSIC
LESSONS**



**CREATE
PERSONALIZED
ARTIST MERCH,
PRODUCTS &
GIFTING PORTALS**

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THE DIGITAL ENVIRONMENT

OFFERS ENDLESS OPPORTUNITIES

TO ACHIEVE YOUR BUSINESS,

BRAND, & PEOPLE

OBJECTIVES.

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CONTACT US

**LET US HELP YOU CONNECT WITH THE MUSIC
STAKEHOLDERS THAT CAN HELP.**

Explore further by visiting:
CLMA: canadianlivemusic.ca
Ontario Creates: ontariocreates.ca

Contact us by emailing:
CLMA
nextstage@canadianlivemusic.ca

