



COUNTRY MUSIC WEEK 2025 HOST CITY

BID DOCUMENT

104 - 366 ADELAIDE STREET EAST
TORONTO, ON M5A 3X9 416.947.1331



CCMA CANADIAN
COUNTRY
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A LETTER FROM THE BOARD OF DIRECTORS

Welcome to the Canadian Country Music Association® (CCMA) bid process for Country Music Week® 2025.

On behalf of the CCMA, we would like to thank you for your interest in hosting Country Music Week. Since its inception in 1977, Country Music Week has travelled to many great cities across Canada because of communities like yours.

We've created this document to streamline your submission process. We're hoping that you'll be inspired to highlight local attractions and amenities in your community that could uniquely benefit Country Music Week, making 2025 our most memorable event yet.

As an organization we're looking forward to reviewing your city's bid submission and having the opportunity to work with you in 2025.

Sincerely,

Canadian Country Music Association

CCMA CANADIAN
COUNTRY
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COUNTRY MUSIC WEEK HOST CITY BID DOCUMENT PURPOSE

The main purpose of this Bid Document is to provide a guideline for potential Host Cities to follow when preparing their submissions.

CREATIVE APPROACH PLANNING

The CCMA encourages Host Cities to consider unique opportunities for their community and conference delegates. All submitting committees are encouraged to propose new events or experiences that will create memorable moments for fans, conference delegates and artist attendees.

It is suggested that all newly proposed events be interactive and reflective of the Host City.

To note: it is a CCMA policy that all CCMA-sanctioned Country Music Week events avoid timing conflicts if at all possible

A draft event schedule for 2025 can be found in the **COUNTRY MUSIC WEEK BID WORKBOOK.**

COUNTRY MUSIC WEEK HOST CITY BID: ENTRY REQUIREMENTS

CREATIVE APPROACH PLANNING



In order to be considered as a potential Host City for 2025, applicants must create a bid submission that addresses the following categories:

- Support and Financial Commitment
- Event Licensing Fee
- Available Venues
- CCMA Awards Show Venue
- Hotel Accommodations and Airport Access
- Overall Community Support
- Arts/music grants funding opportunities available in your province

In addition, submissions will only be considered if they are delivered to the CCMA no later than **5:00pm EST on Friday, August 27, 2021**. Anything received after this deadline will not be accepted.

For more information on submission deadlines, delivery specifications, the understood confidentiality agreement between applicants and the CCMA and other bid-centric submissions requirements please review the **COUNTRY MUSIC WEEK BID WORKBOOK**.

SUPPORT + FINANCIAL COMMITMENT

The winning bid submission will demonstrate that the proposed Host City's support and financial commitment is clearly evident. How this support and commitment will be leveraged through Country Music Week should be demonstrated by evidence of the following throughout the submission document:

- A committed Host Committee
- A strong, fully engaged community at all levels, supporting the Country Music Week bid submission
- A large and capable volunteer force, suitably skilled to support a national event
- Significant indicators of funding/support grants from city, regional and provincial governments, etc. toward the Host City's bid

EVENT LICENSING FEE

The chosen Host City will be required to provide the CCMA with a Licensing Fee for Country Music Week of \$1,000,000. Each bid submission must provide details as to how this licensing fee will be acquired and demonstrate that the proposed Host City will be able, without challenge, to meet the payment deadlines.

To learn more about event licensing fee deadlines (payment schedule, etc.), please review the **COUNTRY MUSIC WEEK BID WORKBOOK**.

POTENTIAL MULTI-YEAR PARTNERSHIP

The CCMA is open to the opportunity of bringing a Host City onboard for a multi-year partnership, as this will allow both the Host City and CCMA to maximize time and resources by creating a longer term plan. If your Host City is interested in bidding on a multi-year program, your bid submission must outline what this could look like. Multi-year submissions should include:

- Number of years
- Financial commitment/benefits
- Infrastructure plans (if any)
- Resource commitment over the multiple years
- Asks of the CCMA for support

AVAILABLE VENUES

The winning bid submission must be able to demonstrate that the proposed Host City can facilitate the following venue capacities:

- **Banquet seating for 1,000 or more** with space for a minimum 40' x 24' stage
- **Cocktail reception space for 1,000 or more**
- **Minimum of four (4) seminar rooms with a minimum capacity of 150 each**
- **Appropriate space for showcase performances, minimum capacity of 500**
Must be self-contained and able to accommodate full production, with catering/beverage ability. These venues should be easily accessible to the general public.
- **A facility with a minimum of 2,000 fans standing for CCMA House / Fan Village** (shopping mall, arenas, etc.) with space for a minimum 40'x24' stage.
Indoor options are highly preferable, but outdoor venues will be considered.
- **A soft seat theatre with built-in stage with a minimum seating capacity of 800**

GUARANTEED VENUE + PARTNER COSTS

The successful bid submission will include pre-negotiated, and therefore guaranteed, discount program rates with all required venues with regards to catering, rentals, accommodations and any other in-venue spends.

These guaranteed rates, from which venues cannot deviate, will become the base of all discussions and will provide the CCMA with exclusive pricing for all Country Music Week 2025 events.

To note: the CCMA will keep all rates confidential to avoid future complications for partner venues.

HOTELS + AIRPORT ACCESS

Each bid submission must clearly demonstrate that a minimum of 500 hotel rooms will be available within 5-10KM of the main convention centre (maximum 4 hotels) from September 11-14.

To note: the CCMA will work in partnership with the selected Host Committee to secure and negotiate the CCMA hotel needs and logistics.

It is also essential that there be an accessible airport with close proximity to the convention centre and hotels for Country Music Week arrivals and departures.

OVERALL COMMUNITY SUPPORT

Bid submissions must include a detailed outline of how the local community will be involved in Country Music Week. This may include:

- A list of local live music outlets (country bars, clubs and venues) committed to becoming active ‘partners’ to help celebrate Country Music Week
- Confirmation from local and surrounding area country radio stations, print, digital and broadcast media regarding their commitment to making Country Music Week a success via their willingness to provide significant in-kind promotion
- Support from key corporations and community partners, signalling their desire to further develop the Host City’s vision for Country Music Week with investment and sponsorship

COUNTRY MUSIC WEEK HOST CITY BID: LIST OF EVENTS

EVENT OVERVIEW: COUNTRY MUSIC WEEK

A truly Canadian experience, Country Music Week is four days of festivities that bring unique industry and fan-facing events to life. Country Music Week 2025 is scheduled to take place September 11-14.

Country Music Week includes an industry-focused conference, which offers a series of informative seminars, keynote speakers and workshops. Delegates also have exclusive access to two industry-centred CCMA Award ceremonies: the CCMA Industry Brunch & Awards and the CCMA Gala Dinner & Awards.

Four days driven by multiple fan-facing events, Country Music Week culminates on the Sunday evening with the Canadian Country Music Association Awards (CCMA Awards Show), recognizing the best in Canadian country music broadcast.



CCMA CANADIAN
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COUNTRY MUSIC WEEK EVENTS

These events have defined Country Music Week over the years. They have become essential tools to ensure that the needs of members, fans, artists, industry representatives and the public are met during Country Music Week.

Please note that this list of events could change for various reasons at the sole discretion of the CCMA.

While CCMA staff manages and remains very active in event execution, the support and energy of its Host City and Host Committee to help plan, develop and execute all aspects of these events from on the ground is essential.

LIST OF EVENTS

- Country Music Week Seminar Series (Industry Delegates Only)
- CCMA Industry Opening Reception (Industry Delegate/Invited Guests Only)
- CCMA Songwriters' Series- Four Sessions (General Public + Delegates)
- SiriusXM Top of the Country Finale (General Public + Delegates)
- CCMA Industry Brunch + Awards (Industry Delegates Only)
- CCMA Legends Show (General Public + Delegates)
- CCMA House / Fan Village (General Public + Delegates)
- CCMA Gala Cocktail Reception (Industry Delegates/Invited Guests Only)
- CCMA Gala Dinner & Awards (Industry Delegates/Invited Guests Only)
- CCMA Countdown Concert (General Public + Delegates)
- CCMA Awards Red Carpet (General Public + Delegates)
- CCMA Awards Show (General Public + Delegates)

For full details surrounding each Country Music Week event, please reference the **COUNTRY MUSIC WEEK BID WORKBOOK.**

FAN-FACING EVENT OPPORTUNITIES

The CCMA is dedicated to creating unforgettable experiences for country music fans. In 2018, this dedication resulted in a first-time fan-focused festival aptly titled CCMA House / Fan Village.

It is the goal of the CCMA to continue to incorporate events that speak to the unique relationship between artists and fans. Bid submissions that include new and unique ways to bring Country Music Week to life from a fan perspective are encouraged.

COUNTRY MUSIC WEEK HOST CITY BID: KEY SUCCESS FACTORS

KEY SUCCESS FACTORS

Over the years, working with numerous Host Committees to create and grow Country Music Week, the CCMA has determined a number of key factors that play a significant role in the success of the event.

These key criteria must be addressed while developing a bid submission to host Country Music Week and include details regarding the following:

- CCMA + Host Committee Working Relationship
- Marketing + Communications Support
- Volunteer Support
- Financial Strategy
- Creative Approach Planning

CCMA + HOST COMMITTEE WORKING RELATIONSHIP

One of the key components to a strong Country Music Week is the level of support and commitment from the Host City. The successful bid submission will demonstrate the potential Host Committee's ability to work seamlessly with the current CCMA team.

Overall, the Host Committee will offer logistical assistance and guidance, event creation brainstorming and overall event support. Highlighting how the suggested Host Committee will accomplish these goals will be an asset to any submitting team.

For more information regarding the creation of a strong Host Committee and required Host Committee roles and responsibilities, please reference the **COUNTRY MUSIC WEEK BID WORKBOOK**.

MARKETING + COMMUNICATIONS SUPPORT



Another key success factor for Country Music Week is the effective use of marketing and communications. Supporting the existing marketing plans of the CCMA, the Host City's collaborative effort will aid in strengthening Country Music Week and CCMA Awards brands within its market.

The core targets of the annual marketing plan for the CCMA include:

- Driving delegate attendance and awareness of its Host City and Country Music Week
- Creating community excitement and maximizing marketing and promotional activities to optimize CCMA Awards Show ticket sales

Bid submissions should address how these goals can be achieved with support from the suggested Host Committee.

For more information regarding the creation of a strong marketing plan, please reference the **COUNTRY MUSIC WEEK BID WORKBOOK**.

VOLUNTEER SUPPORT

Volunteers are the lifblood of Country Music Week. Qualified volunteers carry out functions in all aspects of the overall event.

Previous Country Music Week festivities have seen successful execution with the use of a large pool (between 200 to 250) of skilled and qualified volunteers. As a result, each bid submission must include a comprehensive volunteer strategy.

As a minimum, this strategy needs to include the basics of recruiting and training volunteers and how their contributions to the event will be managed and acknowledged.

FINANCIAL STRATEGY

A triumphant event results in a successful return on investment by all parties - the Host City, CCMA, sponsors, delegates, volunteers and fans. There are two core aspects of the financial success: sponsorship/fundraising and budgeting.

All bid submissions are required to present an extensive financial strategy for the months leading up to Country Music Week 2025 and throughout the four-day event. This strategy will need to address all potential sponsorship opportunities (in-kind and financial) and how the Host Committee plans to finance their 2025 Country Music Week goals.

All submissions should also include an anticipated budget for all proposed new events, opportunities and currently confirmed CCMA-sanctioned events.

For more information regarding the creation of a strong financial strategy, please reference the **COUNTRY MUSIC WEEK BID WORKBOOK**.

THANK YOU

As an organization we'd like to thank you in advance for your desire to bring Country Music Week to your city.

We are looking forward to reviewing your bid submissions and recognizing what could be possible.

Here's to 2025!

