



# LIVE EVENTS



**CMI** CANADA'S MUSIC  
**INCUBATOR**

# FIND THE RIGHT TALENT FOR YOUR EVENT

Through CMI's programs we have established a network consisting of hundreds of talented emerging artists and managers spanning all genres from across Canada.

We have curated talent for everything from large national concert series' to local one-off events. Some of our clients and projects include:

## **TD Sound Series**

(TD Bank, National Concert Series)

## **Play The Parks - Summer Concert Series**

(Downtown Yonge BIA, Toronto)

## **Chevrolet Indie Fridays**

(Yonge-Dundas Square, Toronto)

## **Diamond Integrated Marketing Agency**



"We highly recommend Canada's Music Incubator to any organization looking to program artists, no matter what their needs are."

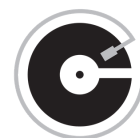
**Mark Garner,**  
Chief Operating Officer & Executive Director, Downtown Yonge BIA





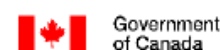
## Our Relationship with the Music Industry

CMI was co-founded by Canadian artist management company **Coalition Music** (Simple Plan, Our Lady Peace, Scott Helman, USS, The Tea Party). Though we are an independent not-for-profit organization, we maintain a close relationship with Coalition Music and collaborate with them on our Live Events portfolio. This provides extensive connectivity to the greater music industry and high-level talent.



**COALITION MUSIC**

Additionally, we maintain numerous ongoing relationships with key music and culture organizations including:



# WHAT OUR CLIENTS HAVE TO SAY

"For the past two years Diamond has been using Canada's Music Incubator (in partnership with Coalition Music) to help curate, book, and program artists at all different levels/genres for Diamond's clients. This includes brand activation events, bank branch launches, outdoor events at larger venues/shows, and many more.

They are able to access a very diverse roster of emerging independent talent inclusive of all genres of music. Their partnership with Coalition music also provides access to higher-level artists when the need arises. In addition, they are connected to artists, labels, managers, publishers, booking agents and concert promoters at all levels of the music industry."

**France Milrud, Account Executive, Diamond Integrated Marketing**

## Diamond

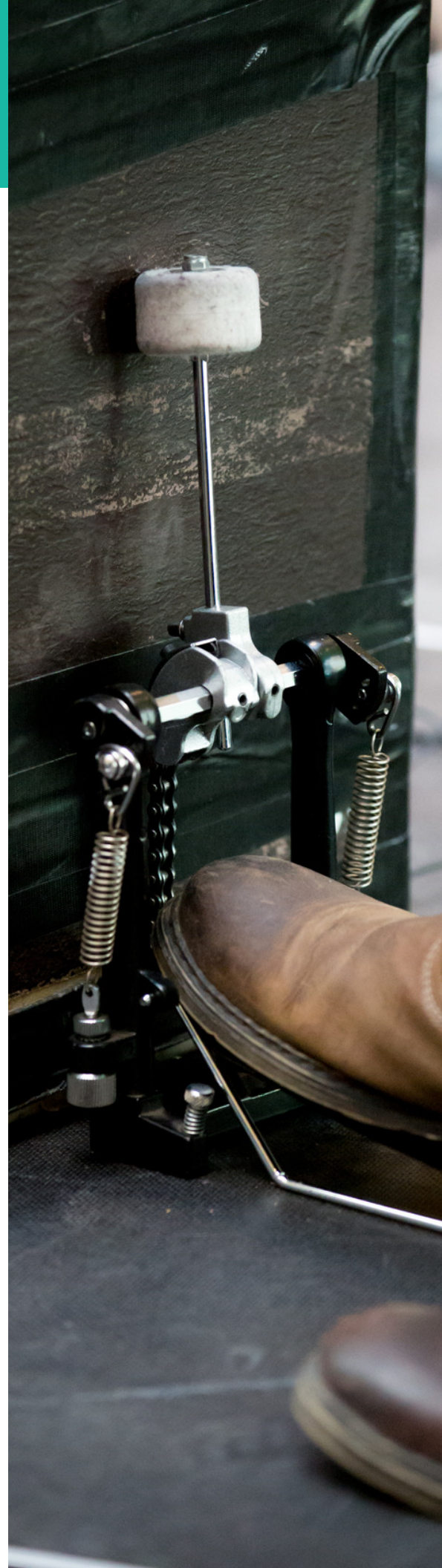
"We confidently recommend CMI and CM as partners to secure talent, whether it's for ongoing programs, a short-term series or a single event."

**Jennifer Stein, Live Event Director, BaAM Productions**

## BaAM

"Several exceptional emerging artists that are associated with CMI have performed for our Live from City Hall concert series. These artists all carried themselves in a professional manner and were a pleasure to work with."

**Mike Tanner, Music Sector Development Officer, City of Toronto**







## Creating Business Opportunities for Artists

Our mission at CMI is to empower artists achieve their vision of success and assist them to develop their businesses to the point of sustainability through mentorship, networking and paid performance opportunities.

We believe in the value of music as it relates to culture and experience and feel that all artists should be compensated fairly for their work.

Since 2017:

**483**  
SHOWS CURATED



**\$751,650**  
FEES PAID TO ARTISTS

If you would like to learn more about our Live Events initiatives or are interested in securing talent for an event, series, or long-term project, please don't hesitate to contact us:

**Jesse Mitchell, Director of Live Events & Artist Curation**

1.416.755.0025

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