



**CMI** LIVE  
Music Programming Services



# ABOUT CMI

Canada's Music Incubator (CMI) is a Toronto-based national not-for-profit organization specializing in professional development, ongoing mentorship and live events for artists, managers, and music companies.

***CMI Live*** specializes in artist programming and curation.

We take pride in offering high-quality productions that prioritize inclusivity and diversity.

Since 2016

- Curated over 1900 live events across Canada
- Paid over \$2.7 million directly to Canadian artists
- Combined audiences total over 1.7 million people



**Union**

LIBERTY  
VILLAGE  
BIA



**EVERGREEN  
BRICK WORKS**

**JAYS**



**CARE**  
FOUNDATION

**MSL**

**CLIENTS  
INCLUDE**



**OXFORD**



**Diamond**



CANDICE & ALISON



ST. LAWRENCE MARKET  
NEIGHBOURHOOD BIA



**QuadReal**

**YONGE-  
DUNDAS  
SQUARE**

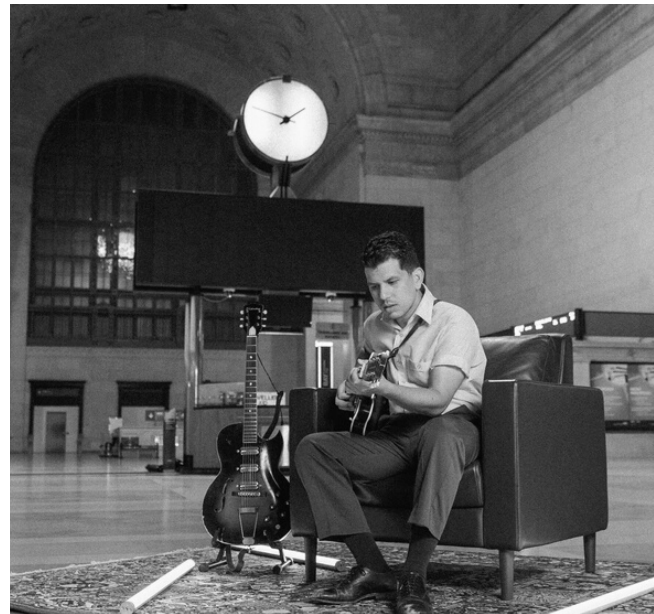
**DOWNTOWN**





## TIER ONE EVENTS – BASIC ACTIVATIONS

- No A/V required
- Performances inside lobbies, foyers, mezzanines
- Return to office programming



## TIER TWO EVENTS – MEDIUM ACTIVATIONS

- Small A/V system provided with audio technician
- Performances for small event spaces, courtyards, parkettes
- All artist and event management services provided



## TIER THREE EVENTS – LARGE ACTIVATIONS

- Full A/V system provided with audio technician
- Stage and lighting available
- Larger scale artists with higher event attendance

# TURN-KEY MUSIC PROGRAMMING SOLUTIONS

# ADDITIONAL SERVICES INCLUDE



**Sheryl Crow**

**TD**

**Setlist**

1. All I Wanna Do
2. Happy
3. Strong Enough
4. First Cut
5. Soak Up the Sun
6. Winding Road

December 9, 2021

Ready to help you move forward

## PRIVATE ACTIVATIONS

- Access to higher level artist programming for corporate events
- VIP meet & greets
- Available in-person and online

## BRAND ACTIVATIONS

- Collaborate with brands to launch personalized music programming
- Provide support and guidance from the initial concept to project execution
- Services also include digital promotion assistance and organic media outreach

### TD Music **Connected** Series

Presents  
**Lights**

**Commodore Ballroom**  
October 25, 2023



# CRITICAL PATH



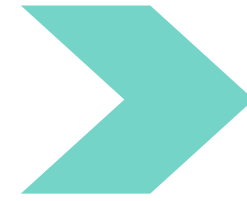
## INITIAL STRATEGY & PRE-PRODUCTION

- Meet with client to determine core values, goals, and budget
- Submit list of artist recommendations for client approval
- Create budget forecasts/expense breakdown



## SECURE TALENT, VENUE & PRODUCTION

- Negotiate best rates for talent and production & will communicate event expectations to artist
- Handle all contracts, waivers, riders, insurance
- Ensure safety requirements are met



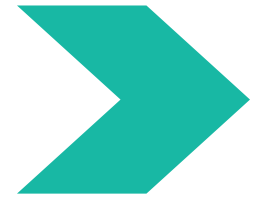
## SHOW ADVANCE

- Organize logistics
- Lead communication between all parties
- Create schedules and timetables
- Provide daily project statuses



## THE EVENT

- For load in, set up, execution, and tear down - provide an on-site entertainment manager (if necessary)
- Prepared for last minute changes



## POST-EVENT ANALYSIS

- Submit post-program report
- Event and cost evaluation strategy
- Customer review
- Future recommendations

# IN-PERSON EVENTS

**Feast of St. Lawrence**



**Oxford Music Program**



**TD Music at Union Station**



**Play The Parks**

# IN-PERSON EVENTS

**Live at Liberty Village**



**QuadReal Music Program**



**Music in St. James Park**



**Union Summer Concert Series**



# CONTACT US!

## JESSE MITCHELL

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