

CCMA COUNTRY MUSIC WEEK 2025

**KELOWNA
B.C.**



LIVE

SEPTEMBER 10-13

FACTOR
THE FOUNDATION ASSISTING CANADIAN TALENT ON RECORDING
AND SUPPORT FROM CANADIAN RECORDING INDUSTRY ASSOCIATION

Canada

**City of
Kelowna**

KELOWNA

**CREATIVE
BC**

**BRITISH
COLUMBIA**

COUNTRY MUSIC WEEK 2025

Country Music Week is a 4-day celebration that year over year, elevates and drives exposure for Canadian country music.

Bringing the biggest artists together in one place for live fan concerts, invaluable industry networking, VIP events – all culminating with the live CTV broadcast, **CCMA Awards Presented by TD** – honouring eight coveted CCMA Award categories.

From industry mentorship and networking events to fan facing concert events, there is something for everyone during Country Music Week!

200+

CCMA COUNTRY ARTIST LIVE PERFORMANCES

28K+

FANS, ARTISTS + INDUSTRY

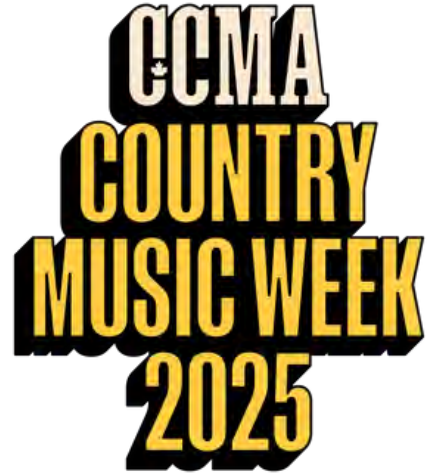
**CCMA
COUNTRY
MUSIC WEEK
2025**



**DOWNTOWN
KELOWNA
KELOWNA**

COUNTRY MUSIC WEEK | FAN EVENT SCHEDULE*

**SCHEDULE AND EVENT TITLES ARE SUBJECT TO CHANGE*



DAY ONE | SEPTEMBER 10

- LIFTED X CCMA CHARITY GOLF TOURNAMENT (TICKETED)
- CCMA SONGWRITERS UNPLUGGED 1 PRESENTED BY SOCAN WITH APPLE MUSIC (TICKETED)

DAY TWO | SEPTEMBER 11

- CCMA SONGWRITERS' UNPLUGGED 2 PRESENTED BY SOCAN WITH APPLE MUSIC (TICKETED)
- COUNTRY PRIDE EVENT (Y'ALL MEANS ALL!) (FREE)
- CCMA LEGENDS SHOW PRESENTED BY STINGRAY (TICKETED)
- SIRIUSXM TOP OF THE COUNTRY FINALE CONCERT (FREE)

DAY THREE | SEPTEMBER 12

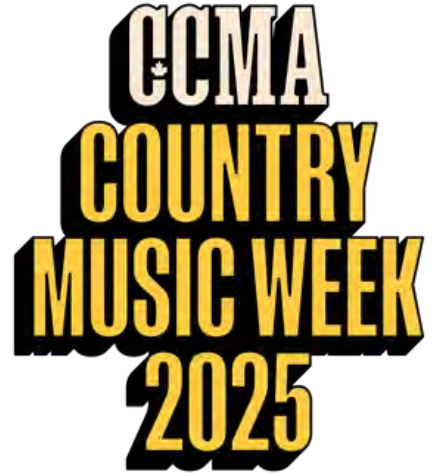
- CCMA SONGWRITERS UNPLUGGED 3: CROSSING BORDERS PRESENTED BY SOCAN WITH APPLE MUSIC'S TY BENTLI (TICKETED)
- COUNTRY BY THE LAKE OUTDOOR FESTIVAL (TICKETED)

DAY FOUR | SEPTEMBER 13

- COUNTRY BY THE LAKE OUTDOOR FESTIVAL (TICKETED)
- CCMA AWARDS RED CARPET (FREE)
- 2025 CCMA AWARDS PRESENTED BY TD (TICKETED)



COUNTRY MUSIC WEEK | INDUSTRY EVENT SCHEDULE*



**SCHEDULE AND EVENT TITLES ARE SUBJECT TO CHANGE*

DAY ONE | SEPTEMBER 10

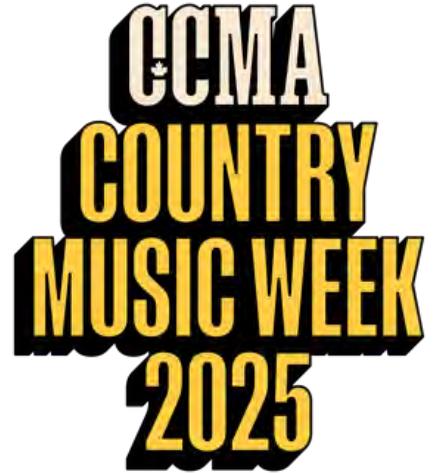
- LIFTED X CCMA CHARITY GOLF TOURNAMENT
- CCMA SONGWRITERS UNPLUGGED 1 PRESENTED BY SOCAN WITH APPLE MUSIC
- CCMAU SEMINAR SERIES PRESENTED BY ROGERS: SEMINAR 1
- CCMA INDUSTRY OPENING RECEPTION

DAY TWO | SEPTEMBER 11

- CCMA SONGWRITERS' UNPLUGGED 2 PRESENTED BY SOCAN WITH APPLE MUSIC
- COUNTRY CONNECTS: INDUSTRY NETWORKING ROUNDTABLES PRESENTED BY ROGERS
- CCMAU SEMINAR SERIES PRESENTED BY ROGERS: SEMINAR 2 (INTERNATIONAL)
- INTERNATIONAL RECEPTION
- CCMAU SEMINAR SERIES PRESENTED BY ROGERS: SEMINAR 3
- COUNTRY PRIDE EVENT (Y'ALL MEANS ALL!)
- CCMA LEGENDS SHOW PRESENTED BY STINGRAY
- SIRIUSXM TOP OF THE COUNTRY FINALE CONCERT



COUNTRY MUSIC WEEK | INDUSTRY EVENT SCHEDULE*



**SCHEDULE AND EVENT TITLES ARE SUBJECT TO CHANGE*

DAY THREE | SEPTEMBER 12

- COUNTRY CONNECTS: MENTORSHIP CAFÉ PRESENTED BY ROGERS
- CCMAU SEMINAR SERIES PRESENTED BY ROGERS: SEMINAR 4
- CCMA SONGWRITERS UNPLUGGED 3: CROSSING BORDERS PRESENTED BY SOCAN WITH APPLE MUSIC'S TY BENTLI
- CONTENT ROW
- CCMAU SEMINAR SERIES PRESENTED BY ROGERS: SEMINAR 5 (SPOTIFY MASTERCLASS)
- COUNTRY BY THE LAKE OUTDOOR FESTIVAL
- CCMA HALL OF FAME PRIVATE RECEPTION
- CCMA GALA COCKTAIL RECEPTION
- CCMA MUSIC INDUSTRY GALA DINNER & AWARDS

DAY FOUR | SEPTEMBER 13

- SONGWRITING WORKSHOP
- COUNTRY CONNECTS: GOING GLOBAL INTERNATIONAL MEETINGS PRESENTED BY ROGERS
- COUNTRY BY THE LAKE OUTDOOR FESTIVAL
- CCMA AWARDS RED CARPET
- 2025 CCMA AWARDS PRESENTED BY TD



2025 CCMA AWARDS PRESENTED BY TD

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THE 43RD CANADIAN COUNTRY MUSIC AWARDS WILL BE BROADCAST LIVE ON CTV FROM PROSPERA PLACE IN KELOWNA, BRITISH COLUMBIA, ON SATURDAY, SEPTEMBER 13TH, 2025.

This **sold-out** event, anchored by the CCMA Awards broadcast reaching an anticipated audience of **1.5 million viewers**, is a celebration of both the biggest names and brightest emerging stars in country music. Digital engagement surrounding the awards—before, during, and after the show—is projected to generate millions of impressions and views across CCMA and partner platforms, amplifying the reach and cultural impact of the event nationwide.

The CCMA Awards have attracted the **biggest names in Country Music** throughout the years, including Taylor Swift, Thomas Rhett, Carly Pearce, Sam Hunt, Old Dominion, Blake Shelton, Luke Bryan, Shania Twain, Miranda Lambert, and Kane Brown, to name a few.

2.3B+

2024 CCMA AWARDS REACH
31% INCREASE FROM 2023

3.3B+

2024 EDITORIAL REACH
102.01% INCREASE FROM 2023

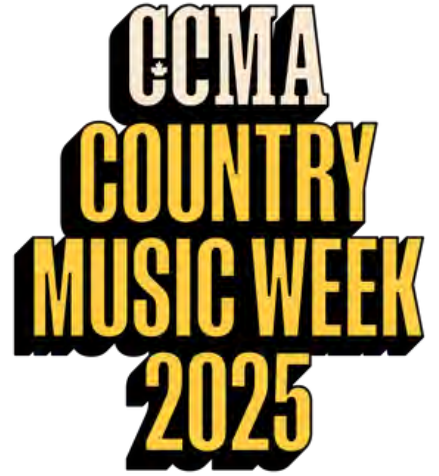
379M+

2024 SOCIAL MEDIA REACH
100% INCREASE FROM 2023



DOWNTOWN
KELOWNA
KELOWNA

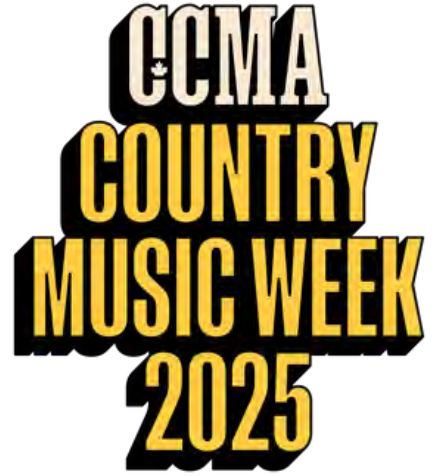
COMMUNITY INVOLVEMENT / ACTIVATIONS



Engaging with the event has several benefits:

- Enhances the visitor experience, increasing the likelihood of turning first-time attendees into loyal, repeat visitors.
- Can Introduce your business to the local community, potentially attracting new customers who may be discovering you for the first time.
- Drives traffic. Event attendees are more likely to visit businesses actively engaging with them during the event.

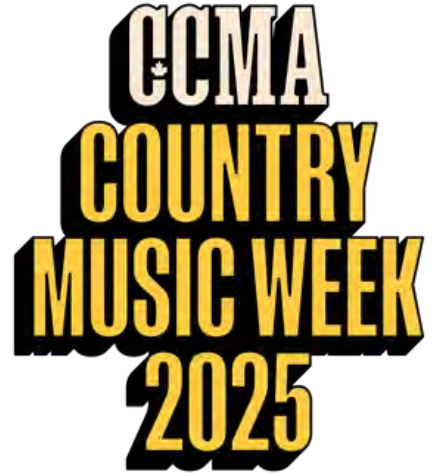
HOW TO GET INVOLVED



There are two ways to get involved with the event

1. CCMA Official Sanctioned Event (requires approval)
2. Unofficial activations

HOW TO GET INVOLVED

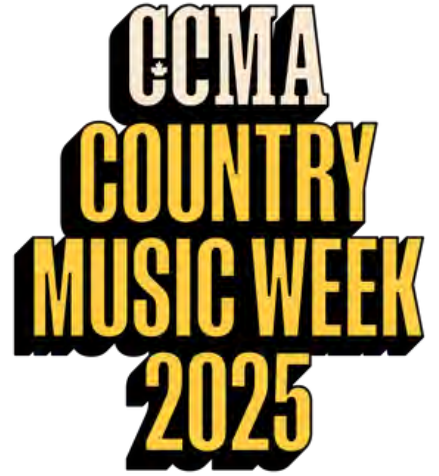


Official Sanctioned Events

- Businesses can apply to become a sanctioned event and use the official Country Music Week (CCMA) branding and logo
 - Activations can be during Country Music Week, or lead-up activations
- How to:
 - Fill out official form describing the event/activation
 - Screened by the Host Committee
 - Approved by CCMA team



HOW TO GET INVOLVED

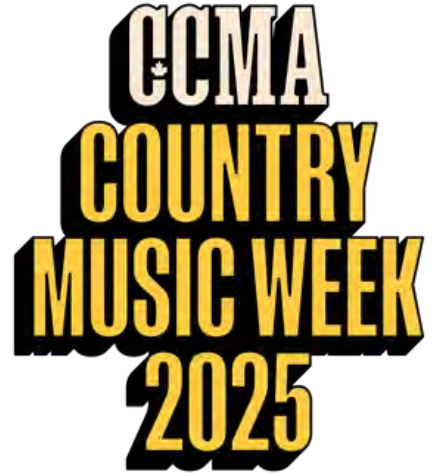


Unofficial Activations

- Country themed activations **that are not using** the official CCMA branding or logo
- Generate local and target market hype
- Host a Country Music Week / 2025 CCMA Awards themed night, day, tour, etc.
- Add limited time themed offerings: Drinks, food specials, tours, experiences
- Let the community and your visitors know you're engaging with the week of events
- Give visitors a reason to come back in the Spring and Fall of 2026
- Share any activations/promotions you're offering.



DURING EVENT(S)



BE CREATIVE!

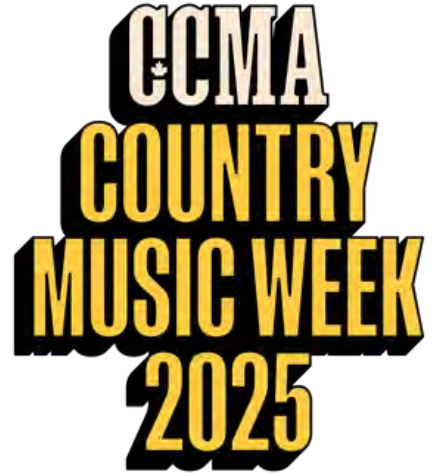
- Breweries / Wineries / Cideries etc. can name a special beer/drink or menu
- Do not need to spend money - Theme existing options!

ENGAGE WITH THE EVENT AS MUCH AS POSSIBLE!

- Set up a country themed display in your lobby, or on location
- Window paintings or vinyl stickers with country motifs (guitars, boots, etc).
- Special event menus / Special event drinks.
- Have the 2025 CCMA Awards broadcast on TV during the event or play the nominee playlist!
- Tip jars with CCMA Award nominated artists

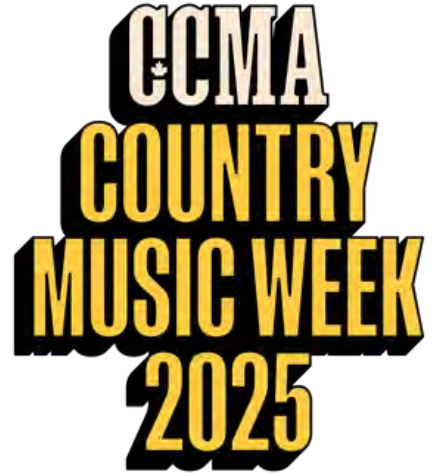


POST EVENT(S)



- Give your visitors a reason to come back in the future.
- Give locals a new favourite activity or hangout spot.
- Post your upcoming activations during the major event.
- Generate hype for the next community or major event.
- We welcome feedback following the event(s).

LEADING UP TO THE EVENT



USE THE TOOLKIT!

- Tourism Kelowna will be releasing a resource toolkit to help businesses engage with the event.
- The toolkit will include:
 - This deck
 - Graphics and social media overlays
 - Fan events schedule
 - Industry schedule
 - Hype video
 - Decal requests
 - The sanctioned event form.
 - Nominee Playlist (once released later in the year)
 - Sponsorship Opportunities
 - Volunteer Opportunities



DURING EVENT(S)

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DURING EVENT(S)



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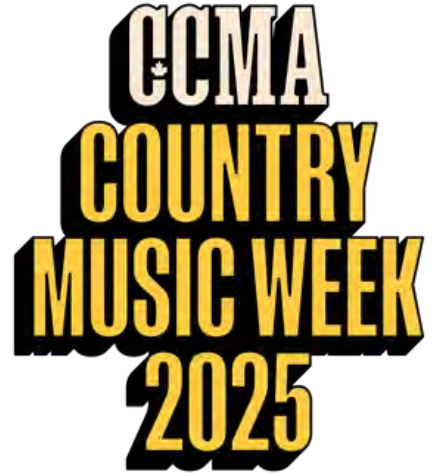
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DURING EVENT(S)

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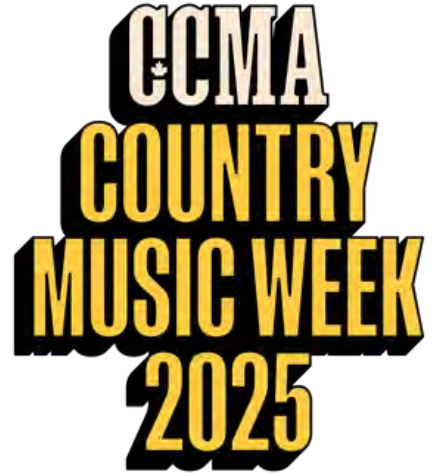
KEY CONTACTS



- CCMA Host Committee Chair: Jenn Dalen, jdalen@stingray.com
- Official Sponsorship Opportunities: Karolina Bialkowska, bialkowska.kare@gmail.com
- Volunteer Opportunities: Lauren Anderson, ljmartell8@gmail.com
- Activations: Michelle Dupuis/Chris Lewis, mdupuis@stingray.com or chris.lewis@bcbudget.com
- Legacy and Community Engagement: Leesa Beeson/Karma Lacoff, leesa@wanderluststuff.co or info@creativeokanagan.com
- Downtown Kelowna Association: Cassandra Wysochanskyj – Cassandra@downtownkelowna.com
- Tourism Kelowna: Sara Correa, sara@tourismkelowna.com
- City of Kelowna, Chris Babcock, cbabcock@kelowna.ca



THANK YOU!



- **Hello Darlin'** for hosting us today.
 - Contact for event bookings: Laurel Warner - bookings@nixonhospitality.com
- **Flash & Frame** for creating the amazing digital album covers
 - Contact for event bookings: Laura Vance, info@flashandframe.com
- **PDP Music Services**
 - Contact Pete for event bookings: pdpmusic@gmail.com
- Acoustic performance by **Makayla Charleen**
 - Contact for event bookings: makaylacharleen@gmail.com or @makaylacharleenmusic
- Acoustic performance by **J Solemn**
 - Contact for event bookings j.solemn@outlook.com or @j.solemn
- **Maddie Belzille** – Chaos City Line Dancers
 - Contact for event bookings: mad41162@gmail.com



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