

# CCMA





# CCMA AWARDS & 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** – honouring eight coveted CCMA Award categories.

CELEBRATING  
THE **BEST** IN  
**COUNTRY MUSIC**



# NATIONAL CCMA REACH



## 2-HOUR

LIVE CTV BROADCAST

## 2.3B+

CCMA AWARDS REACH  
577K 2+ BROADCAST AUDIENCE  
31% INCREASE FROM 2023

## 20

CCMA ARTISTS  
8 AWARDS + 13 PERFORMERS

## 3.3B+

EDITORIAL REACH  
102.01% INCREASE  
FROM 2023

## 6.06B+

TOTAL PLATFORM REACH  
CCMA AWARDS +  
COUNTRY MUSIC WEEK  
34.19% INCREASE  
FROM 2023

## 379M+

SOCIAL MEDIA REACH  
CCMA, ARTISTS + BELL  
MEDIA PLATFORMS  
100% INCREASE  
FROM 2023

# COUNTRY MUSIC GENRE GROWTH 18% YOY

The CCMA's partnership  
with Bell Media has  
allowed us to reach  
incredible heights —  
tapping into new  
audiences in ways never  
thought possible.

BellMedia



PURE  
COUNTRY RADIO



iHeart  
RADIO



CP  
24

etalk





# KEY MARKETING TIMELINES

HIGH-IMPACT  
NATIONAL  
EXPOSURE FROM  
JULY UNTIL  
OCTOBER

[CLICK TO  
WATCH 2024  
COUNTRY MUSIC  
WEEK RECAP](#)

[CLICK TO  
WATCH 2024  
CCMA AWARDS  
BROADCAST](#)

CCMA  
NOMINATION  
DAY

JULY

**233M+**  
BROADCAST REACH  
IN 2024

BELL MEDIA PLATFORMS FROM  
MUCH, IHEART, BREAKFAST  
TELEVISION, CTV NEWS, TSN,  
AND BEYOND

NATIONAL  
NOMINATION  
COVERAGE + ARTIST  
SELF-PROMOTION

JULY-SEPTEMBER

**380**  
NOMINATION RELATED POSTS

**41.6M+**  
NOMINATION RELATED  
SOCIAL MEDIA REACH

ROAD  
TO  
THE  
CCMAS

JULY-SEPTEMBER

**NEW**  
X4 MARKET TOUR

CCMA  
AWARDS +  
COUNTRY  
MUSIC  
WEEK

SEPTEMBER

**6B+**  
TOTAL PLATFORM  
REACH IN 2024

**2.3B+**  
CCMA AWARDS PLATFORM  
AUDIENCE REACH

POST-EVENT  
COVERAGE +  
SHOW  
ON-DEMAND

SEPTEMBER - NOVEMBER



SEPTEMBER  
2025

KELOWNA,  
BRITISH COLUMBIA

# COUNTRY MUSIC WEEK

## DAY ONE

- + CCMA INDUSTRY OPENING RECEPTION
- + CCMA SONGWRITERS SERIES: SESSION 1 STORIES BEHIND THE SONGS
- + SIRIUSXM TOP OF THE COUNTRY: FINALE CONCERT

## DAY TWO

- + CCMA SONGWRITERS SERIES: SESSION 2
- + CCMA INDUSTRY SEMINAR SESSIONS
- + CCMA LEGENDS SHOW LIVE LEGENDARY COLLABS + COVERS
- + CCMA HOUSE FAN CONCERT

## DAY THREE

- + CCMA SONGWRITERS SERIES: SESSION 3
- + CCMA INDUSTRY SEMINAR SESSIONS
- + CCMA MUSIC INDUSTRY GALA DINNER + AWARDS

## DAY FOUR

- + CCMA RED CARPET PRE-SHOW PRE-SHOW KICKOFF WITH ARTIST PERFORMANCES + MEET-AND-GREETS
- + RED CARPET
- + BACKSTAGE PHOTO STUDIO
- + CCMA AWARDS PRESENTED (CTV) LIVE BROADCAST
- + CCMA RED CARPET POST-SHOW



200+

CCMA COUNTRY ARTIST  
LIVE PERFORMANCES

28K+

FANS ARTISTS + INDUSTRY



# 2025 CCMA AWARDS + COUNTRY MUSIC WEEK PARTNERSHIP OPPORTUNITIES

01

## CCMA VOLUNTEER PROGRAM SPONSOR

\$20,000

The backbone of Country Music Week! Present the CCMA Volunteer Program with recognition across CCMA platforms, and across all volunteer t-shirts with visibility all week long!

02

## CCMA INDUSTRY OPENING RECEPTION

\$20,000

Present the kickoff to 2024 Country Music Week in Kelowna at the CCMA Industry Opening Reception! Celebrating with over 350 industry and artists.

03

## CCMA INDUSTRY GALA DINNER + AWARDS: AWARD CATEGORY

\$12,000

PER AWARD

Own one of 30+ CCMA Awards honoured at the Industry Gala on the eve of the CCMA Awards live broadcast. i.e. Top Selling Album of the Year Presented by "Your Company."

04

## CCMA COUNTRY CRAWL MUSIC SERIES

\$50,000

Featuring 50+ emerging to mid-level country artists through paid performance opportunities during Country Music Week and the chance to be discovered. Support aspiring artists through presenting rights to the series and receive high-impact visibility across Kelowna venues.

05

## CCMA AWARDS VIP HOSTING PACKAGE

\$20,000

OWN 1 OF 1

Unlock the Ultimate VIP CCMA Awards Hosting Package including a private box (10 guests) for the broadcast show at Prospera Place, with a backstage tour, and a Red Carpet photo opportunity.

06

## CCMA AWARDS RED CARPET PRE-SHOW

\$75,000-\$100,000

Present the kick-off of the biggest night of the year in Canadian country music at the CCMA Red Carpet Pre-Show, with a lineup of live artist performances, meet and-greets, and photo ops — right before the live broadcast

07

## CCMA AWARDS FAN AFTER PARTY

\$50,000-\$75,000

Host an official sanctioned CCMA Awards After Party for country fans post-broadcast on September 13th! Create a memorable experience with live artist performances to close out Country Music Week!

08

## CCMA AWARDS VIP AFTER PARTY

\$125,000

What happens at the VIP after party stays at the after party. Where the artists can finally let loose and sing together like nobody's watching! Join in on the fun and present the VIP after party for CCMA Awards artists and the country music industry



# KELOWNA 2025

SEPTEMBER 2025

"We are thrilled to bring the CCMA Awards presented by TD to Kelowna in September 2025," said Amy Jeninga, President of the Canadian Country Music Association.

"Kelowna's blend of natural beauty, vibrant culture, and hospitality makes it the perfect setting for this prestigious event. The city's unique charm, complemented by its urban energy, will showcase the best in Canadian country music."