

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+

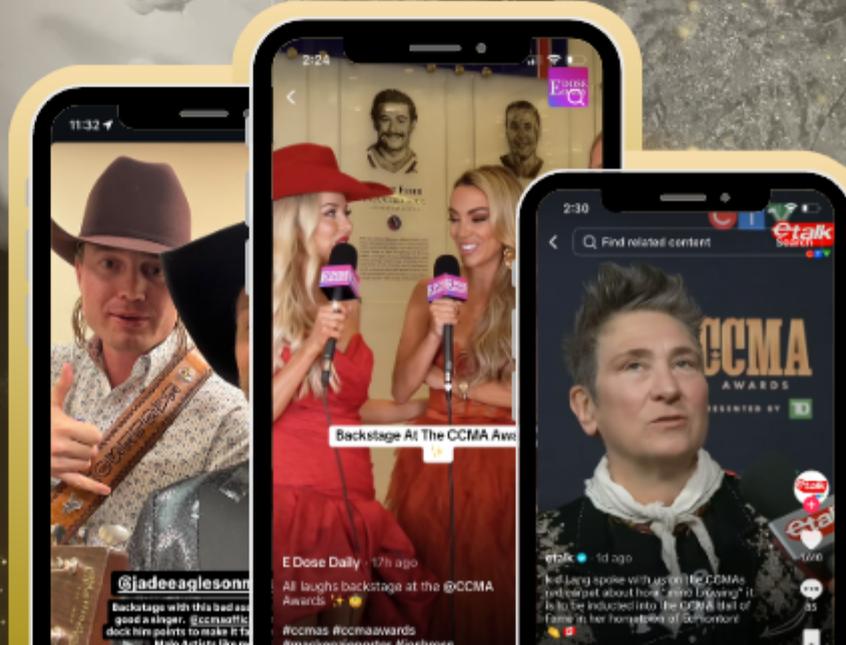
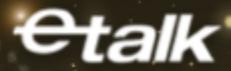
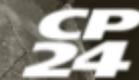
TOTAL PLATFORM REACH
CCMA AWARDS +
COUNTRY MUSIC WEEK
34.19% INCREASE
FROM 2023

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.



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

CCMA

CCMA

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!

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.

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.

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

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."

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!

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.

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."