

**2023 CARAVAN OF MUSIC SPONSORSHIP OPPORTUNITIES** 

# CANADA'S MUSIC INDUSTRY CHARITY







# CREATED BY THE INDUSTRY, FOR THE INDUSTRY.

UNISON DELIVERS LIFE-SAVING EMERGENCY FINANCIAL SERVICES AND PROFESSIONAL COUNSELLING TO THOSE IN NEED.



- 230 Unison members accessed mental health services in 2022. Since its inception, Unison has offered counselling to 1500 individuals. As our organization continues to grow and reach underserved communities, the demand on our services also increase. This is felt two-fold with the fallout of the economic impact from the pandemic on the music industry, and how this effects the mental health of our members in general.
- A report commissioned by the Canadian Live Music Association estimates Toronto alone has lost \$99 million in Gross Provincial Production(GPP) since last March from the closure of live music venues and the equivalent of 1,480 full-time jobs.
- Toronto Star, 2021

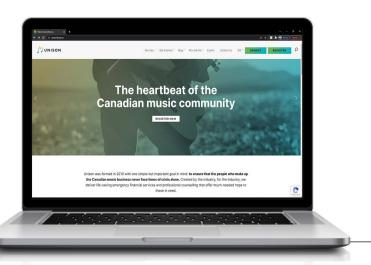
UNISON

• Last year the Government of Canada announced The Unison Fund as a recipient of the Canada Performing Arts Workers Resilience Fund which recognized that the live performing arts sector was disproportionately affected by the pandemic.

This funding of 16.8 million allowed Unison to launch the Live Music Workers Fund, helping musicians and live music workers across the country with financial support for basic living expenses – things like groceries, shelter, and medical expenses.

In part with this funding helped Unison deliver financial aid to 6000 people.

Over 50% of the funds disbursed went to equity deserving live music workers.















### **UNISON SOCIALS:**

17,000+
NEWSLETTER SUBSCRIBERS

17,000+
SOCIAL MEDIA FOLLOWERS

SUPPORT FROM MUSIC INDUSTRY ORGANIZATIONS INCLUDES ACCESS TO:

315,000+
NEWSLETTER SUBSCRIBERS

850,000 SOCIAL MEDIA FOLLOWERS

**VALUE** \$500,000





### UNISON'S IMPACT

8,400
MEMBERS SERVED TO DATE

19,000
REGISTERED MEMBERS

UNISON

- OVER 40% OF UNISON'S RECEPIENTS ARE BETWEEN THE AGES OF 30-39
- •\$19,000,000+ IN FUNDS DISTRIBUTED SINCE 2015, WITH MAJORITY DISBURSED BETWEEN 2020-2022.
- MENTAL HEALTH INQUIRIES & FINANCIAL ASSISTANCE REQUESTS MADE IN 2022 ARE ON TRACK WITH PREVIOUS YEARS OF THE PANDEMIC

In 2020, Unison saw a whopping 3,021% increase in applications for emergency financial aid and since the start of the pandemic, the number of urgent mental health crisis intervention cases increased by 208%, with a 142% increase in demand for counselling services. Unison's work in response to the COVID-19 crisis reinforces our vital role in Canada's arts and entertainment ecosystem.







**DATE - APRIL 12TH** 

**VENUE** - OLD MILL TORONTO, 21 OLD MILL ROAD

**VIP TICKETS** - \$250 GALA DINNER AT 6PM

**GENERAL ADMISSION** - \$40 CARAVAN AT 8PM











Every year broadcaster-producer-empresario Jaymz Bee celebrates his birthday with at least one fundraising event for charity.

Jaymz Bee's Caravan of Music is a four hour event where hundreds of people tour the various rooms at Old Mill Toronto, taking in a few songs from each band in each room. This year will be the biggest yet, as we celebrate Jaymz' 60th birthday and a big come back for the event.





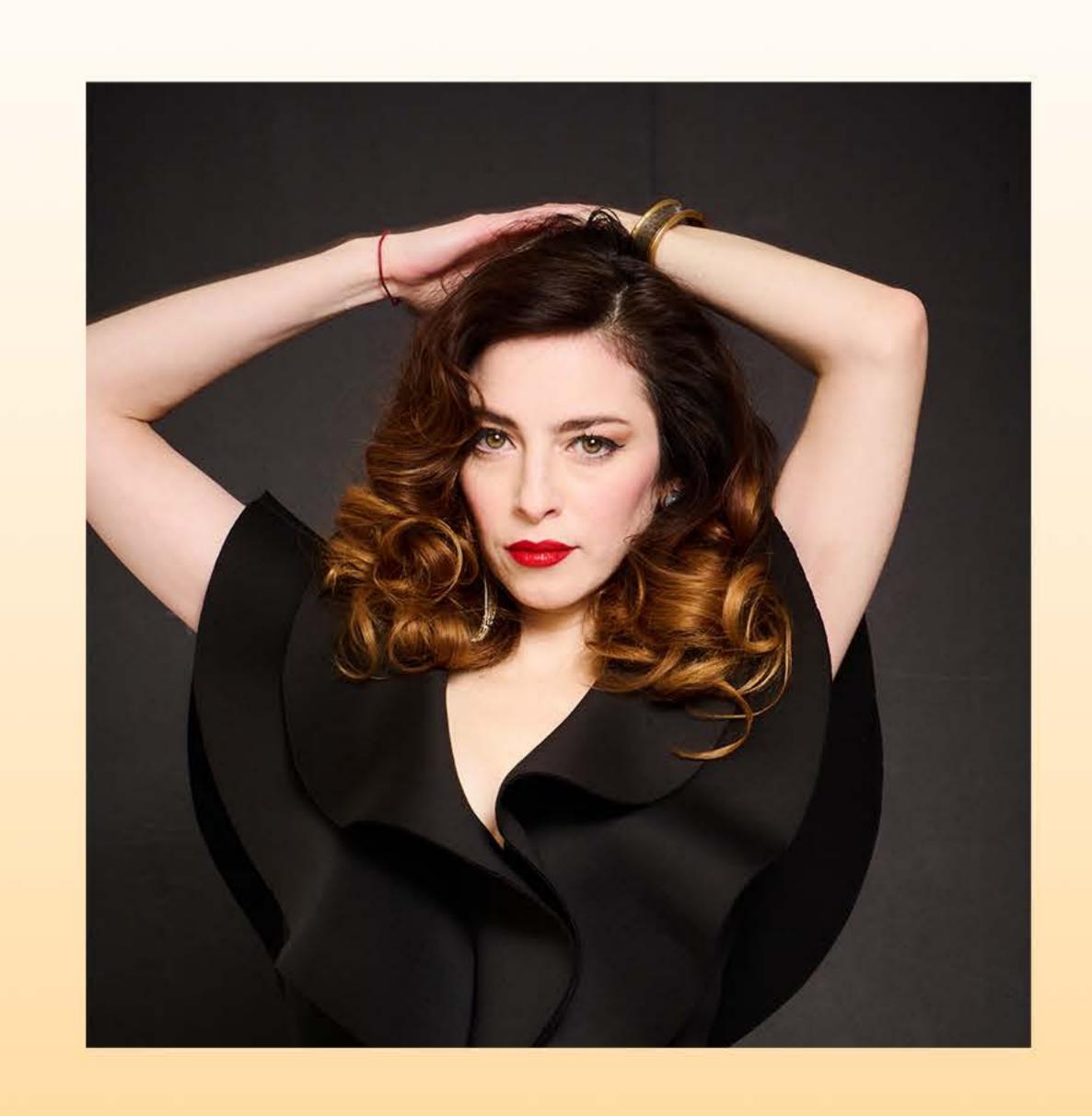
# **Genevieve Marentette**



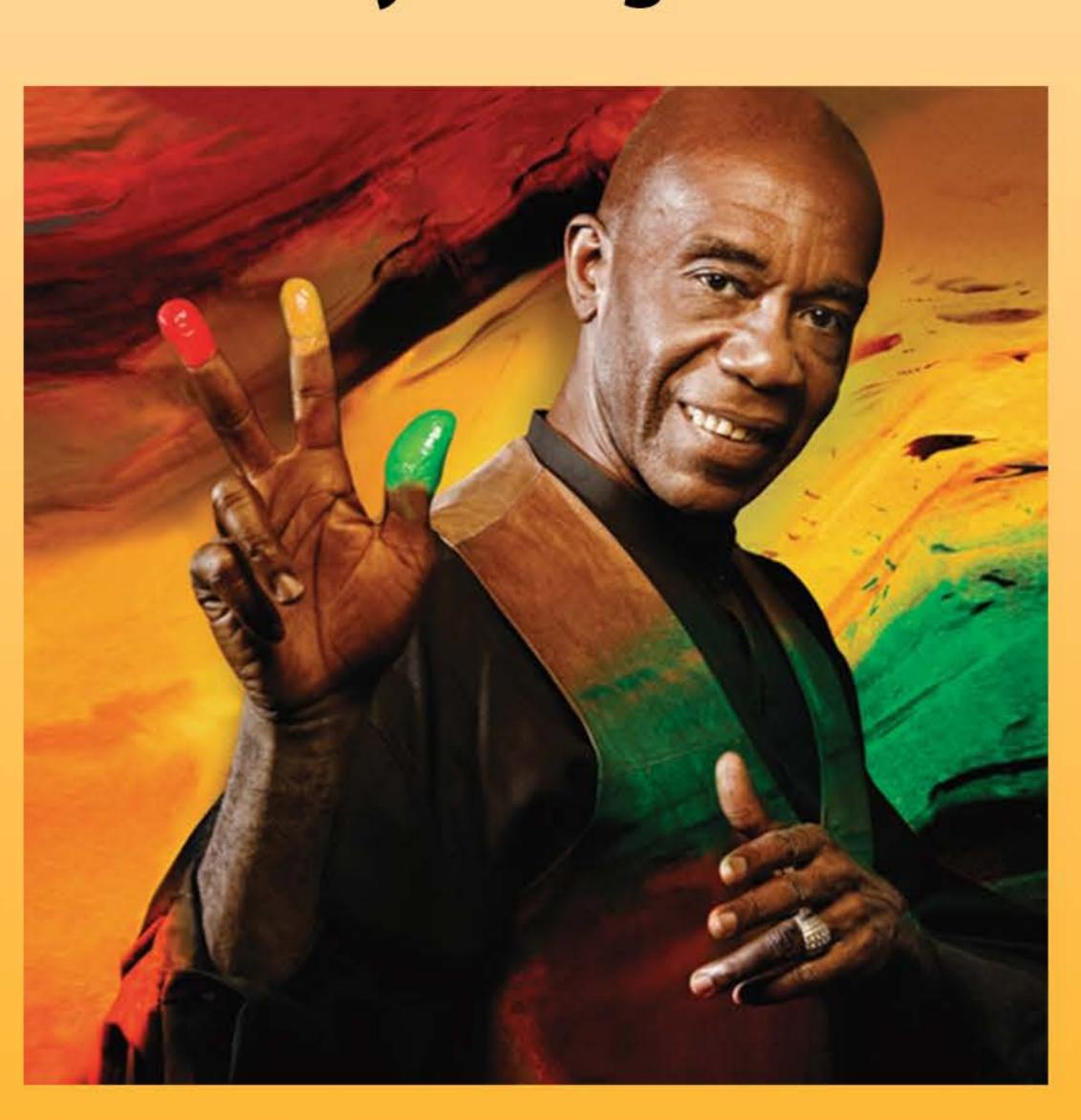
# Alison Young



Irene Torres



Jay Douglas



George Koller





# Friendly Rich



# Danae Olano Trio (with special guest Jane Bunnett)



Queen Pepper



### Ditte Sponsor

- Prominent sponsorship recognition as "Presents " on all event materials
- Logo and branding inclusion in event digital and social media content, event newsletters, and on-site promo activation at the event.
- Table of Eight (8) for the Gala Dinner
- Ability to speak during Gala Dinner opening welcome remarks
- Eight (8) x Caravan of Music General Admission Event Tickets
- Exclusive Sponsorship of one (1) of twelve (12) Caravan of Music Performance Rooms curated by Jaymz Bee

Total Investment: \$25,000(with \$20,000 tax deduction)







Dinner Sponsor

- Logo and branding inclusion in event digital and social media content, and event newsletters
- Special "Thank You" inclusion during Gala Dinner opening welcome remarks
- Table of Eight (8) for the Gala Dinner
- Eight (8) x Caravan of Music General Admission Event Tickets

Total Investment: \$10,000(with \$7,000 tax deduction)



Performance Room Sponsorship + Jala Dinner Pable

- Exclusive Sponsorship of one (1) of twelve (12) Caravan of Music Performance Rooms curated by Jaymz Bee
- Logo and branding inclusion in performance room signage, social media content, and event newsletters
- Table of Eight (8) for the Gala Dinner
- Eight (8) x Caravan of Music General Admission Event Tickets

Total Investment: \$5,000(with \$2,000 tax deduction)







Performance Room Sponsorship

- Exclusive Sponsorship of one (1) of twelve (12) Caravan of Music Performance Rooms curated by Jaymz Bee
- Logo and branding inclusion in performance room signage, social media content, and event newsletters
- Ten (10) x Caravan of Music General Admission Event Tickets OR Two (2) Gala Dinner Tickets

Total Investment: \$3,000(with \$1,500 tax deduction)

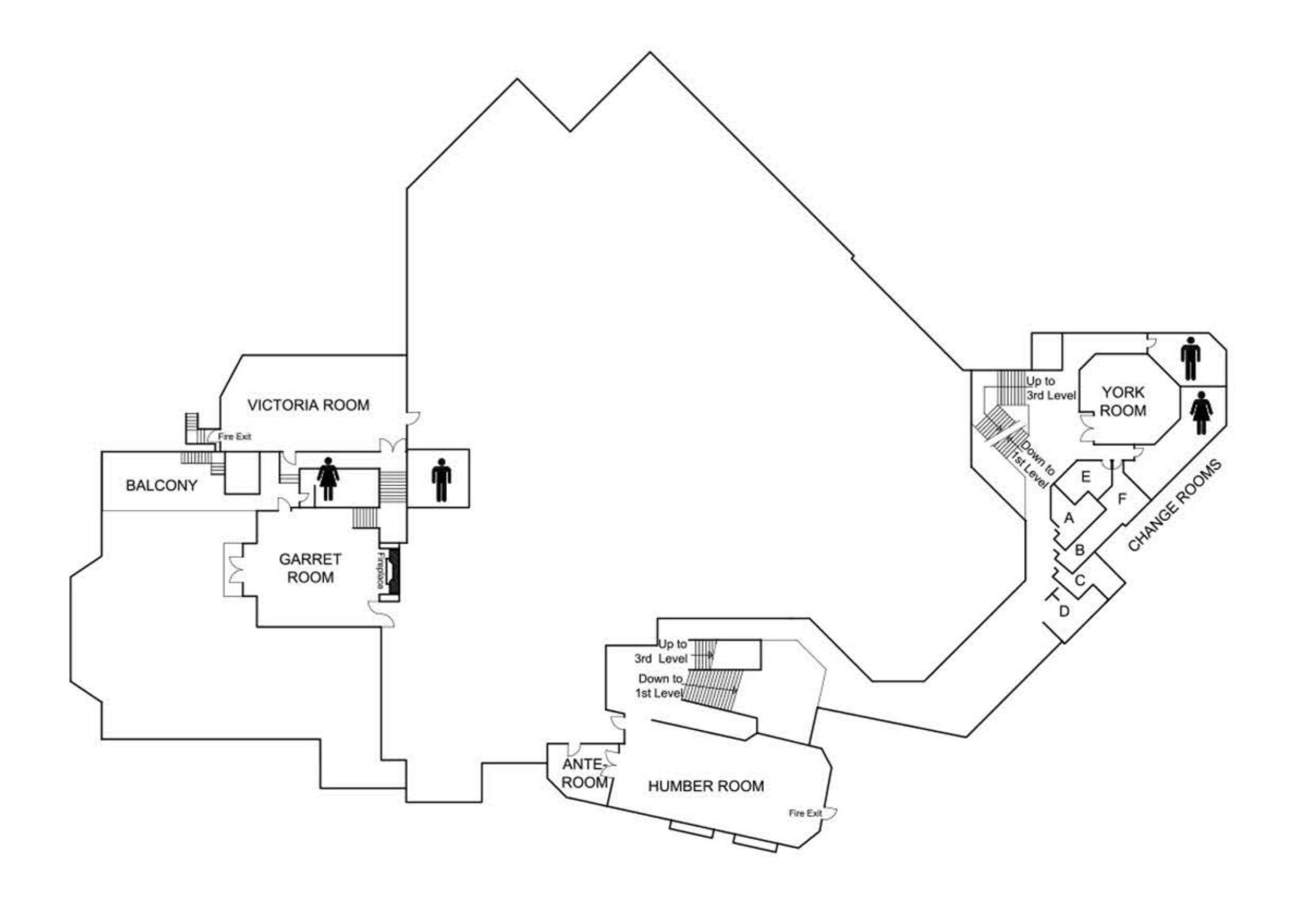




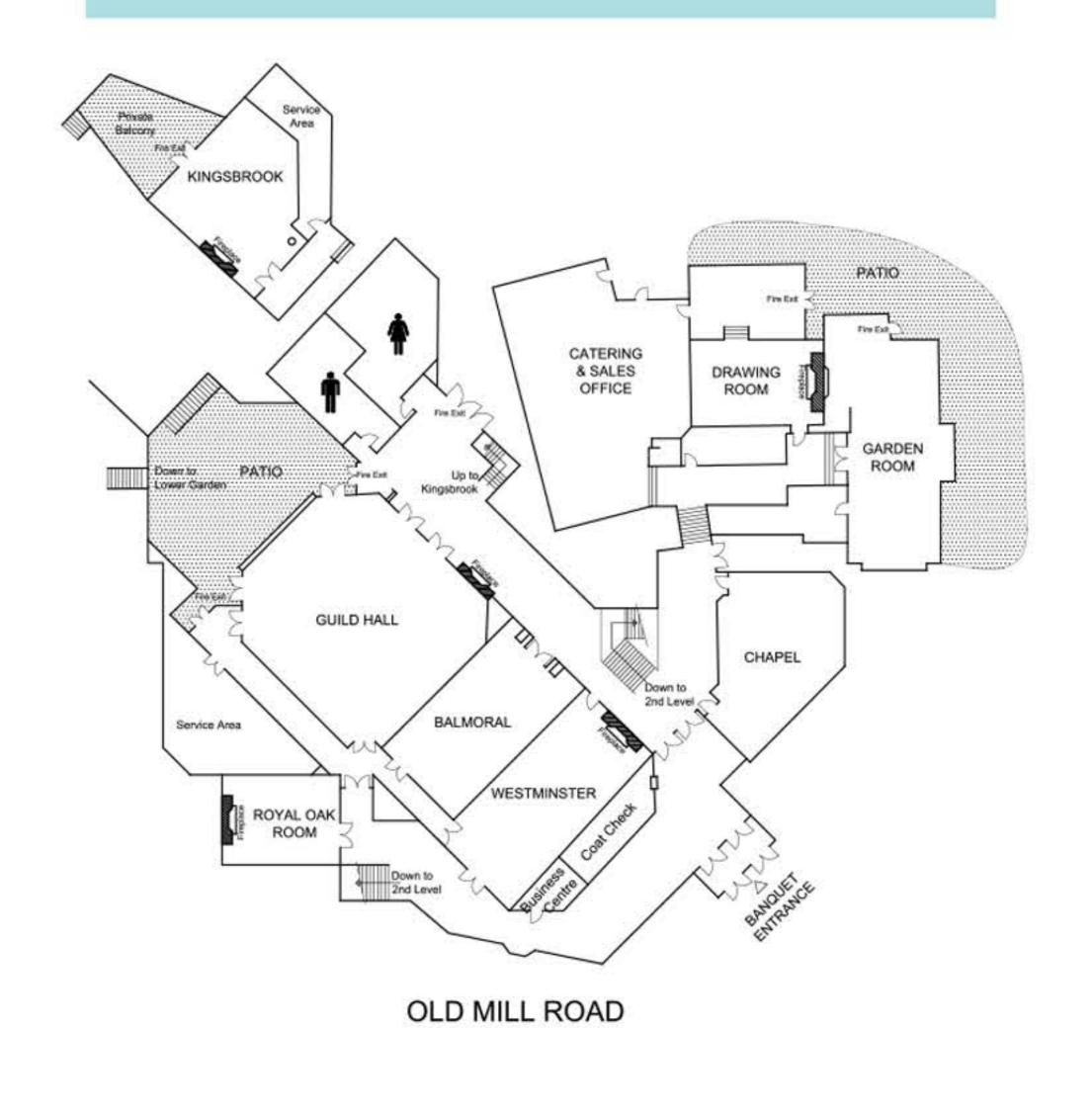
# Old Mill Floor Plan

# SARDEN PATIC SARDEN PATIC WE STAURANT WE STAURANT WE STAURANT RESTAURANT RESTAURANT PIN EN PIN

### 2nd FLOOR SPECIFICATIONS



# 3rd FLOOR SPECIFICATIONS





We look forward to working with you and supporting the Canadian music community.



For further information on how to support, please contact: sponsorship@unisonfund.ca

For all press inquiries: charlotte@redumbrellapr.com