

HALIFAX

IN PARTNERSHIP WITH

JUNOS

More than
an award
show...



Educate

MusiCounts, CARAS' Music Education Charity, provides the opportunity to work closely with schools and community music programs to showcase the importance of music education in our cities.

ALLAN
SLAIGHT
JUNO
MASTER
CLASS

Develop

The Allan Slaight JUNO Master Class is hosted annually in Toronto and provides mentorship and development program opportunities for 4 emerging artists/bands.

JUNOS



Celebrate

Each year The JUNO Awards recognizes the work of deserving artists in 46 categories of music (from Indigenous, Rap, R&B, Jazz, Francophone, to Pop) and is accompanied by a week-long celebration of Canadian music.

Honour

The Canadian Music Hall of Fame is the pinnacle of an artists/bands career, each year The JUNO Awards honour very deserving music industry icons.

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JUNOS

JUNOS by the numbers...

\$12M+

Economic Impact

8.53M

Broadcast and pre-broadcast tune-in on CBC channels & VOD

3.15B

Global media impressions

\$800K+

MusiCounts Band Aid program grants

\$500K

MusiCounts community program grant

\$5M

Marketing impact

42.3M

@TheJUNOAwards social media impressions

180+

Nominees in 46 categories that span 25 genres of music

200+

Participating artists at over 50 events during JUNO Week

JUNOS

What can the City of Halifax expect when the JUNOS are in town...

- A meaningful and collaborative partnership.
- A willingness to showcase the city's cultural assets and diverse music scene.
- Ability to bring events to the city that have a major impact from a grassroots level to national notoriety.
- An inclusive and diverse event portfolio.
- A year-round commitment.

JUNOS



EVENTS & PROGRAMMING

JUNOS

The Biggest Week in Canadian Music

- JUNO Fan Fare
 - 1200+ attendees, aged 14-25
- JUNOfest
 - 1500+ attendees, aged 19-40
- JUNO Songwriters' Circle
 - 1500 attendees, aged 19-40
- Chair's Reception
 - 250+ attendees
- JUNO Opening Night Awards
 - 1500+ attendees, aged 25-60
- The JUNO Awards Broadcast
 - 15,000+ attendees, all ages





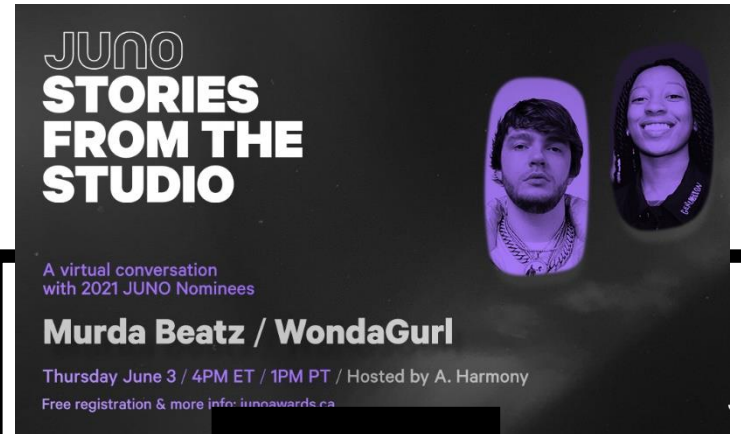
JUNIOR JUNOS

- Free family-friendly event
- Mini concert/program with Children's Album of the Year Nominees



HONOURING CEREMONY

- A traditional ceremony for nominated Indigenous artist
- Inclusion of traditional Indigenous performances
 - (e.g. Drum Circle)
- Indigenous gifting
- Elder message / welcome



JUNO STORIES FROM THE STUDIO

- Free event
- A panel style event usually catered to an audience of students who are interested in the music and recording industry

JUNOS

Part of the cultural identity

CBC Music and CARAS have many overlapping objectives which makes the CBC an integral part of what CARAS accomplishes throughout the year.

Their commitment to amplifying an array of diverse voices of Canadian music 365 days a year across all genres make this partnership strong and serendipitous. No media outlet tells the story of Canadian artists and their impact on our culture better than the CBC.

CBC contributes to telling our artists stories through a wide range of JUNOS 365 programming including; Music Day on CBC, which is 4-hours of national televised content, CBC Music Showcases throughout JUNO Week featuring Classical, Jazz, Indigenous, Rap/R&B and more.



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JUNOS

Working in partnership

JUNOS

Coming together on priority initiatives

CARAS is committed and looking forward to working closely with the City of Halifax to align with their goals and objectives to engage and elevate Halifax's diverse music scene leading up to and including JUNO Week.

Once officially partnered, CARAS will work closely with the Host Committee and the City of Halifax to ensure we achieve the city and province's objectives as to why they want to host The JUNO Awards.

Below are some examples of what we can work on together:

- **Professional development:** Aligning with CARAS' and MusiCounts mandate we will work closely with the city to amplify opportunities for training and learning.
- **Support of grassroots music events:** CARAS can support the city's efforts by including these events within our JUNOfest and other event opportunities.
- **An amplification of Nova Scotian voices:** CARAS can help shine a light on local artists and bands by including them in our programming.

Building the future



MusiCounts Band Aid Program

- In 2022, donated \$875,000 to schools in need across Canada to support music education
 - 6 recipients were located in the Nova Scotia (78 total across Canada)



MusiCounts TD Community Music Program

- In 2022, donated \$500,000 to community music programs in need.



MusiCounts Learn

- An online music education resource for teachers and community organizations
 - MusiCounts Tracks
 - Kanata: Contemporary Indigenous Artists and Their Music
 - #BlackMusicMatters: Hip-Hop & social Justice In Canada

Developing an equitable and inclusive music community



Career Development

CARAS and MusiCounts have multiple initiatives and programs that focus on the next generation of music industry professionals and partners with organizations such as: CMI, CIMA, ADVANCE, Music Canada, Music Publishers Canada, Honey Jam, Hxouse, and more, to bring opportunities to life.

- The **Allan Slaight JUNO Master Class** mentors 4 artists that undergo a 2 part 1-week mentorship on all facets of the music industry. The program is built in partnership with CMI.
- **Rising** is currently a 8-part content series, in partnership with Ontario Creates, that tells the story behind the music of an emerging artist and the life experiences that brought them to where they are.
- **MusiCounts Tracks** is a online resource that hosts a wide variety of short introduction videos of all aspects of the music industry (publishing, rights/licensing, producing, entertainment lawyer, etc.)
- The **MusiCounts Accelerate Scholarship** helps accelerate the careers of aspiring music professionals. This scholarship includes a financial award and a unique mentorship experience

Developing an equitable and inclusive music community



Career Development (con't)

- The **MusiCounts Amplify Scholarship** help amplify the aspirations of high school-aged students with an interest in pursuing a career path in music. This scholarship includes a financial award, a mentorship and a peer-to-peer networking experience.

DEI Initiatives

- CARAS and MusiCounts has been and continues to be committed to dismantling systemic racism and being a part of changes that positively affect the makeup of the music community. CARAS is committed to the long-term inclusion and amplification of BIPOC voices and a more equitable industry.
- CARAS and MusiCounts has signed the **Declaration to end Anti-Black Racism in the Canadian Music Industry** presented by CIMA and ADVANCE through their Breakdown Down Racial Barriers program they initiated in 2020.
- We have and continue to undertake internal reviews of processes (public and internal) to become a more equitable and inclusive organization. We are engaging Feminuity to further this work.
- We apply a lens of diversity to all of our programming

Unique cultural event

The JUNOS has evolved from an industry awards evening to a weeklong festival and our evolution does not stop there. We celebrate Canadian music achievements at all levels year-round.

As we learn to navigate and re-imagine the post-pandemic world we are encouraged and excited about the opportunities and possibilities that lay ahead. While nothing is certain, we ARE certain that the JUNOS bring civic pride and an emotional connection from a grassroots to a national level.

It's time we hang out again.



HALIFAX

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JUNOS