



Sponsorship Overview

The BC Country Music Association is a not for profit Society registered with the Province of British Columbia and was Incorporated under the Company Act of British Columbia on, and commenced operations on July 24th, 1978.

The Mandate of the BCCMA is to “PROMOTE, FOSTER AND ENCOURAGE THE DEVELOPMENT AND PUBLIC APPRECIATION OF, AND INTEREST IN THE BRITISH COLUMBIA COUNTRY MUSIC COMMUNITY BOTH PROVINCIALY AND NATIONALLY”

As a Non Profit Society, the BCCMA relies on Donations and Sponsorship to fund our yearly Initiatives.

2015 BCCMA Initiatives

- BCCMA / MUSIC BC joint Artist Development Project
- BCCMA Showcases at the Cloverdale Rodeo and Country Fair
- BCCMA Showcases at the Rockin’ River MusicFest in Merritt, B.C.
- BCCMA Annual Awards Show
- BCCMA Hall of Fame Show
- BCCMA Artist Development Grants
- BCCMA Artist Seminars & Workshops
- BCCMA Showcases throughout the year at various events (Cloverdale Blueberry Festival, Aldergrove Fair Days, Fort Langley May Days, Langley Days etc)

Sponsorship Package

Friends of the BCCMA Sponsorship Packages

LEVEL I \$1000.00

- Name inclusion on continuous video loop playing on our two 9'x12' video screens inside Shannon Hall
- Name will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos.
- 2 VIP tickets to Friday evening performance of the 2015 Cloverdale Rodeo
- 2 FULL EVENT wristbands
- 1 FULL EVENT parking pass
- 2 Admissions to Shannon Hall for evening performances Friday, Saturday & Sunday
- 2 Tickets to the 2015 BCCMA Awards Show
- 1 Year individual BCCMA Industry Membership
- Name placement and acknowledgement at all 2015 BCCMA Events
- Name placement and acknowledgement on BCCMA Website
- THANK-YOU in the 2015 BCCMA Awards Program

LEVEL II \$500.00

- Name inclusion on continuous video loop playing on our two 9'x12' video screens inside Shannon Hall
- Name will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos.
- 2 VIP tickets to Friday Evening Performance of the 2015 Cloverdale Rodeo
- 2 FRIDAY EVENT wristbands
- 1 FRIDAY EVENT parking pass
- 2 Tickets to the 2015 BCCMA Awards Show
- 1 Year individual BCCMA Fan Membership
- THANK-YOU in the 2015 BCCMA Awards Program

Sponsorship Package

Bronze 1 Package - \$2,500.00 (4 Available)

Presenting Sponsorship of
BCCMA Daily Entertainment
(One of Friday, Saturday, Sunday, Monday Entertainment
on Hay Wagon Stage 10 AM - Close)

Includes the following:

Signage at Hay Wagon Stage stage ie:

“Today’s Entertainment Sponsored by THE EVERYDAY CAR COMPANY”

- Inclusion in Cloverdale Rodeo and Country Fair promotional advertising
- Signage in strategic locations on Cloverdale Rodeo and Country Fair site

- LOGO placement on continuous video loop playing on our two 9’x12’ video screens inside YOUR Saloon
- LOGO will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos. As Presenting Sponsor your LOGO will appear on the Sponsorship screen.
- 4 Tickets to Friday evening performance of the 2015 Cloverdale Rodeo in the BCCMA Zone
- 4 FULL EVENT wristbands
- 2 FULL EVENT parking passes
- 5 Admissions to Shannon Hall for evening performances Friday, Saturday, Sunday in VIP Zone
- 1 Year BCCMA Corporate Membership
- BRONZE Sponsorship of all BCCMA events for entire year
- LOGO placement and acknowledgement at all 2015 BCCMA events
- LOGO placement with link to your business on the BCCMA website
- 2 Tickets to the 2015 BCCMA Awards Show with VIP Table
- Opportunity to Co-Present an Award at the 2015 BCCMA Awards Show
- LOGO Placement in the 2015 BCCMA Awards Program

Sponsorship Package

Bronze 2 Package - \$2,500.00
(4 Available)

Presenting Sponsorship of
BCCMA Daily Entertainment
(One of Friday, Saturday, Sunday, Monday Entertainment
on Main Stage in Shannon Hall 10 AM – 7 PM)

Includes the following:

Signage at Hay Wagon Stage stage ie:

“Today's Entertainment Sponsored by THE EVERYDAY CAR COMPANY”

- Inclusion in Cloverdale Rodeo and Country Fair promotional advertising
- Signage in strategic locations on Cloverdale Rodeo and Country Fair site

- LOGO placement on continuous video loop playing on our two 9'x12' video screens inside YOUR Saloon
- LOGO will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos. As Presenting Sponsor your LOGO will appear on the Sponsorship screen.
- 4 Tickets to Friday evening performance of the 2015 Cloverdale Rodeo in the BCCMA Zone
- 4 FULL EVENT wristbands
- 2 FULL EVENT parking passes
- 5 Admissions to Shannon Hall for evening performances Friday, Saturday, Sunday in VIP Zone
- 1 Year BCCMA Corporate Membership
- BRONZE Sponsorship of all BCCMA events for entire year
- LOGO placement and acknowledgement at all 2015 BCCMA events
- LOGO placement with link to your business on the BCCMA website
- 2 Tickets to the 2015 BCCMA Awards Show with VIP Table
- Opportunity to Co-Present an Award at the 2015 BCCMA Awards Show
- LOGO Placement in the 2015 BCCMA Awards Program

Sponsorship Package

Silver Package - \$5,000.00
(1 Available)

Presenting Sponsorship of
BCCMA FANFARE ARTIST MEET AND GREET EVENT
in Shannon Hall

Includes the following:

Presentation of entire BCCMA FANFARE (Saturday and Sunday 1PM – 3 PM)
Signage at entrance to and at stage ie:

“THE EVERYDAY CAR COMPANY PRESENTS THE BCCMA ARTIST’S FANFARE”

- Inclusion in Cloverdale Rodeo and Country Fair promotional advertising
- Signage in strategic locations on Cloverdale Rodeo and Country Fair site

- LOGO Placement on continuous Video Loop playing on our two 9’x12’ Video Screens inside YOUR Saloon
- LOGO will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos. As Naming Sponsor your LOGO will appear at the top of the Sponsorship screen and will be minimum 25% larger than presenting sponsors.

- Banner placement on Artist performer stage
- 6 Tickets to Friday evening performance of the 2015 Cloverdale Rodeo in the BCCMA Zone
- 6 FULL EVENT wristbands
- 3 FULL EVENT parking passes
- 10 Admissions to Shannon Hall For evening performances Friday, Saturday, Sunday in VIP Zone
- 1 Year BCCMA Corporate Membership
- SILVER Sponsorship of all BCCMA Events for entire year
- 4 Tickets to the 2015 BCCMA Awards Show with VIP Table
- Opportunity to present an award at the 2015 BCCMA Awards Show
- LOGO placement and acknowledgement at all 2015 BCCMA Events
- LOGO placement with link to your business on the BCCMA Website
- 1/4 page black and white ad in the 2015 BCCMA Awards Program

Sponsorship Package

GOLD 1 Package - \$10,000.00 (1 Available)

Presenting Sponsorship of 3 Evening Events in Shannon Hall

Includes the following:

Presentation of Friday, Saturday, and Sunday BCCMA Artists Evening Performances
Signage at entrance to and at stage ie:

“THE EVERYDAY CAR COMPANY PRESENTS THE BCCMA ARTIST’S BOOTS AND
BUCKLES DANCE”

- Inclusion in Cloverdale Rodeo and Country Fair promotional advertising
- Signage in strategic locations on Cloverdale Rodeo and Country Fair site

- LOGO Placement on continuous Video Loop playing on our two 9’x12’ Video Screens inside YOUR Saloon
- LOGO will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos. As Naming Sponsor your LOGO will appear at the top of the Sponsorship screen and will be minimum 25% larger than presenting sponsors.
- Banner placement on Artist performer stage
- LOGO placement on 25,000 handouts at Rodeo
- 10 Tickets to Friday evening performance of the 2015 Cloverdale Rodeo in the BCCMA Zone
- 10 FULL EVENT wristbands
- 5 FULL EVENT parking passes
- 15 Admissions to Shannon Hall for evening performances Friday, Saturday, Sunday in VIP Zone
- 1 Year BCCMA Corporate Membership
- GOLD Sponsorship of all BCCMA events for entire year
- LOGO placement and acknowledgement at all 2015 BCCMA Events
- LOGO placement with link to your business on the BCCMA Website
- 6 Tickets to the 2015 BCCMA Awards Show with VIP Table
- Opportunity to present an Award at the 2015 BCCMA Awards Show
- 1/4 page black and white ad in the 2015 BCCMA Awards Program

Sponsorship Package

GOLD 2 Package - \$10,000.00 (1 Available)

Presenting Sponsorship of BCCMA ARTIST DEVELOPMENT PROJECT in Shannon Hall

Includes the following:

Presentation of Friday, Saturday, and Sunday BCCMA Artists evening performances
Signage at entrance to and at stage ie:

“THE EVERYDAY CAR COMPANY PRESENTS THE BCCMA ARTIST’S BOOTS AND
BUCKLES DANCE”

- Inclusion in Cloverdale Rodeo and Country Fair promotional advertising
- Signage in strategic locations on Cloverdale Rodeo and Country Fair site

- LOGO Placement on continuous Video Loop playing on our two 9’x12’ Video Screens inside YOUR Saloon
- LOGO will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos. As Naming Sponsor your LOGO will appear at the top of the Sponsorship screen and will be minimum 25% larger than presenting sponsors.
- Banner placement on Artist performer stage
- LOGO placement on 25,000 handouts at Rodeo
- 10 Tickets to Friday evening performance of the 2015 Cloverdale Rodeo in the BCCMA Zone
- 10 FULL EVENT wristbands
- 5 FULL EVENT parking passes
- 15 Admissions to Shannon Hall for evening performances Friday, Saturday, Sunday in VIP Zone
- 1 Year BCCMA Corporate Membership
- GOLD Sponsorship of all BCCMA events for entire year
- LOGO placement and acknowledgement at all 2015 BCCMA Events
- LOGO placement with link to your business on the BCCMA Website
- 6 Tickets to the 2015 BCCMA Awards Show with VIP Table
- Opportunity to present an Award at the 2015 BCCMA Awards Show
- 1/4 page black and white ad in the 2015 BCCMA Awards Program

Sponsorship Package

PLATINUM Sponsorship Package - \$15,000.00 (1 Available)

Title Sponsorship of Outdoor Stage

Includes the following:

Banner on outdoor stage ie:

OUTDOOR STAGE named (YOUR COMPANY NAME) for the entire weekend ie: THE EVERDAY CAR COMPANY HAY WAGON STAGE

- Inclusion in Cloverdale Rodeo and Country Fair promotional advertising
- Signage in strategic locations on Cloverdale Rodeo and Country Fair site

- LOGO placement on continuous video loop playing on our two 9'x12' video screens inside Saloon
- LOGO will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos. As a NAMING Sponsor your LOGO will appear at the top of the Sponsorship screen and will be minimum 25% larger than GOLD LEVEL sponsors.

- Banner placement on Artist performer stage
- LOGO placement on 25,000 Handouts at Rodeo
- 15 Tickets to Friday evening performance of the 2015 Cloverdale Rodeo in the BCCMA Zone
- 15 FULL EVENT wristbands
- 5 FULL EVENT parking passes
- 25 Admissions to Shannon Hall For evening performances Friday, Saturday, Sunday in VIP Zone
- 1 Year BCCMA Corporate Membership
- Platinum Sponsorship of All BCCMA Events for entire year
- LOGO placement and acknowledgement at all 2015 BCCMA Events
- LOGO placement with link to your business on the BCCMA Website
- 8 Tickets to the 2015 BCCMA Awards Show with VIP Table
- Opportunity to present a MAJOR Award at the 2015 BCCMA Awards Show
- Full ½ page black and white ad in the 2015 BCCMA Awards Program

Sponsorship Package

Diamond Package - \$25,000.00
(1 Available)

Title Sponsorship of Shannon Hall

Includes the following:

Shannon Hall Renamed (YOUR COMPANY NAME) for the entire weekend ie: THE EVERDAY CAR COMPANY SALOON

Presentation of entire BCCMA SHOWCASE EVENT

“THE EVERYDAY CAR COMPANY PRESENTS THE BCCMA ARTIST’S SHOWCASE”

- Inclusion in Cloverdale Rodeo and Country Fair promotional advertising
- Signage in strategic locations on Cloverdale Rodeo and Country Fair site

- LOGO Placement on continuous video loop playing on our two 9’x12’ video screens inside YOUR Saloon
- LOGO will appear a minimum of 4 times per hour for 30 seconds, along with other sponsorship logos. As Naming Sponsor your LOGO will appear at the top of the Sponsorship screen and will be minimum 25% larger than Platinum sponsors.
- Banner placement on Artist performer stage
- LOGO placement on 25,000 handouts at Rodeo
- 25 Tickets to Friday evening performance of the 2015 Cloverdale Rodeo in the BCCMA Zone
- 25 FULL EVENT wristbands
- 12 FULL EVENT parking passes
- 25 Admissions to YOUR Saloon for evening performances Friday, Saturday, Sunday in VIP Zone
- 1 Year BCCMA Corporate Membership
- Title Sponsorship of All BCCMA Events for entire year
- LOGO placement and acknowledgement at all 2015 BCCMA Events
- LOGO placement with link to your business on the BCCMA Website
- 12 Tickets to the 2015 BCCMA Awards Show with VIP Table
- Opportunity to present a MAJOR Award at the 2015 BCCMA Awards Show
- Full 1 page color ad in the 2015 BCCMA Awards Program