



Canadian Independent Music Association

CIMA's 10th Annual Pre-Grammy Showcase: Canada at the GRAMMYS

On Thursday, February 9, CIMA returned to Los Angeles to present the 10th edition of our Pre-Grammy® Showcase “Canada at the GRAMMYS®”. In partnership with SOCAN, FACTOR, The Government of Canada and the Canadian Consulate General in Los Angeles, the event was designed to celebrate the 59th edition of the GRAMMY® Awards as well as to highlight great Canadian musical talent to key industry and media representatives in Los Angeles.

- **Canadian Presence:** CIMA’s Canadian Blast showcased two emerging, export-ready Canadian artists: Caveboy represented by The Rempire (QC) and Donovan Woods represented by Paquin Artist Management (ON). The Canadian Blast showcase also featured a performance from Polaris prize winner Kaytranada and a DJ set from Grammy® nominee DJ BOI-1DA. CIMA’s business events included a business-networking luncheon on Wednesday for Canada representatives who were in town for the Grammy® events.
- **Marketing & Promotion:** CIMA embarked on a strategic press campaign surrounding this event, with targeted invitations going to a large group of key entertainment industry contacts. In total, over 300 guests attended, ranging from LA-based music supervisors, film/TV music executives and decision-makers, both US and Canadian media, current and past Canadian Grammy nominees and winners as well as CIMA members who were in LA for business.
- **Outcomes:** CIMA’s Annual Grammy Showcase & Celebration of Canadian Musical Excellence was a success for all of the participants in terms of creating opportunities to network and make inroads in the potentially lucrative LA market. In addition to showcasing for the 300 guests, companies reported making important new contacts vital for their businesses. Companies also reported started and finalizing deals that had the potential to generate up to \$47,000.



Invitation for Canada at the Grammys



Caveboy