



Canadian Independent Music Association

CIMA at New Colossus 2021

CIMA, in partnership with Alberta Music, Manitoba Music, Music Nova Scotia, MusicOntario and SaskMusic, presented “Upstairs Neighbours Week” from March 23-26 with the New Colossus Festival. Three showcases were broadcast in an interview/showcasing format throughout the week as nine Canadian artists had the opportunity to showcase.

Canadian showcasing reps took part in three days of business events which included three roundtable sessions centering in on Marketing/Media/Streaming, Touring/Marketing and Sync/Publishing. They also attended three Masterclasses led by industry professionals from Soundcloud, Pandora and CoveyLaw. The New Colossus also coordinated targeted meetings/introductions for the reps with US industry.

- **Canadian Presence:** Showcase artists included: Bad Waitress (ON), Ellevator (ON), Zoon (ON), Basement Revolver (ON), tunic (AB), Wares (AB), Mo Kenney (NS), Toria Summerfield (SK) and Villages (NS). The participating companies included: Royal Mountain Records (ON), Eggplant Entertainment(ON), Double Denim Management (NS), Sonic Unyon Records (ON), Sonic Entertainment Group (NS) and Jones & Co (NS).
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion though the CIMA and New Colossus websites, newsletter and social media properties prior to and during the event.
- **Outcomes:**



Screenshot of all showcasing artists from Day 1 of Upstairs Neighbours