



Canadian Independent Music Association

## CIMA's 7<sup>th</sup> Annual Grammy Showcase & Celebration of Canadian Musical Excellence 2014

With the 56<sup>th</sup> edition of the Grammy Awards as a backdrop, CIMA presented the Canadian Blast Showcase and Celebration of Canadian Musical Excellence at the Official Residence on January 23, 2014, in partnership with the Canadian Consulate (Los Angeles). With such a large presence of Canadian nominees at the 2014 Grammy Awards, it was a particularly important year for CIMA's annual Grammy-week showcase. The purpose of this event was both to celebrate the 56<sup>th</sup> anniversary of the Grammy Awards, as well as serving to highlight Canadian talent to key industry and media representatives in town for the ceremonies. In addition to the Canadian Blast showcase, CIMA also organized a successful B2B networking lunch on January 23<sup>rd</sup> with 12 US-based companies representing music supervision, talent/festival buying and booking, and radio promotion.

- **Canadian Presence:** This year, CIMA's Canadian Blast showcased 4 emerging, export-ready Canadian artists: Delhi 2 Dublin, Groenland, Rich Aucoin and Buck 65. In addition, CIMA reached out to members who would be in L.A. for business purposes for invitation-only events.
- **Marketing & Promotion:** CIMA embarked on a strategic press campaign surrounding this event, with targeted invitations going to a large group of key industry contacts. In total 220 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 allowing them to make inroads in the crucial LA market. Showcasing companies reported making 30 new contacts and meeting up with 28 existing contacts. One of our showcasing companies was able to start a business deal at this event, and expects to generate potential revenues of \$10,000 from this deal.

CIMA presents  
**CANADIAN BLAST**  
in Los Angeles  
**Showcase and celebration of  
CANADIAN MUSICAL EXCELLENCE**

Performances by

**DELHI 2 DUBLIN** **GROENLAND**

**RICH AUCOIN** **BUCK 65**

**HOSTED by Alan Thicke**  
Thursday, January 23, 2014 | 6:00 pm - 10:00 pm  
at the Official Residence (OR) Consul General of Canada

canadianblast.com | @canadianblast | facebook.com/canadianblast | cimamusic.ca  
Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

In Partnership with: RADIO CANADA, SOCAN, FACTOR, HARVARD, MIVEP, City, Canada

With Support from: Ontario



**Canadian Grammy Night**  
The Consul General of Canada  
Mr. David Franssen  
invites you to  
**A Showcase of  
Canadian Musical Excellence**  
in honour of current and past Grammy Nominees and Winners

Performances by  
Delhi 2 Dublin  
Groenland  
Rich Aucoin  
Buck 65

January 23rd - 2014  
6:00 pm - 10:00 pm  
The Canadian Residence  
165 South Mainfield Road, Los Angeles (Mancock Park) 90004  
RSVP by January 20th, 2014

City Canada CIMA