

# Sponsorship proposal

OSHAWA MUSIC WEEK

LEADER

Deborah Mossa

PROJECT COORDINATOR

Caleb Arculus

SPONSORSHIP ASSOCIATE

Nathan Cunha

OPERATIONS SPECIALIST

Nicholas Karlo

SALES EXECUTIVE

Ansh Julka





# Agenda

---

03

**Introduction to  
OMW**

---

04

**Live Events**

---

13

**Music Summit**

---

14

**Benefits**

---

16

**Your Contribution**

---

17

**Sponsorship  
Opportunities**

---

21

**Contact Info**



# OMW

OSHAWA  
**MUSIC**  
WEEK

## What is it?

It's an **annual**, week-long series of music-filled events organized by the Music Business students of Durham College.

**Date:** April 8th to April 11th 2025

**Goal:** Our goal is to foster and develop the **music community** in Oshawa and the Durham Region by bringing together **songwriters, performers, industry professionals**, and **fans passionate** about supporting music in the area



# Tradeshow & Cultural celebration



**Location:** The Pit, Durham College

**Goal:** Celebrating cultural diversity through music while creating meaningful connections between performers, vendors, and the Durham College student community.



# Tradeshow & Cultural celebration

## What is it?

A Cultural Music Celebration & Tradeshow taking place in The Pit at Durham College, featuring live performances from artists across multiple genres alongside vendor booths. Set in a high-traffic campus space, the event offers artists and businesses the opportunity to engage directly with students, showcase their work, and leave a lasting impression as the kickoff event of the week's festivities.





# Songs Revealed



**Goal:** showcase some of Durham Regions' upcoming talent and create connections between talent and music industry professionals

## What is it?

It's a **songwriting competition** with the focus to showcase some of Durham Regions' upcoming talent, which will be judged based on originality, stage presence, songwriting skills and audience engagement.



# Genre Swap

**Goal:** showcase Oshawa local talent in a fun way, highlighting creativity, versatility and unique interpretation

## What is it?

It is a lively and friendly **competition** where artists/bands perform well-known songs by swapping their genre with a different one. The winner will be decided by the end of the night by a **panel of judges** who will evaluate these performances, and by **audience voting**





# Country Acoustic Showcase

**Goal:** highlight country and acoustic artists while creating an intimate environment that fosters authentic audience connection and appreciation for stripped-down live music.

## What is it?

The Country Acoustic Showcase is a **live performance** event featuring country and acoustic artists in a relaxed, intimate setting. By focusing on **raw vocals, storytelling, and musicianship**, the showcase offers audiences a closer, more personal live music experience while giving artists a platform to connect meaningfully with listeners.



# Indie Showcase

**Goal:** showcase emerging indie artists while creating a space for creative expression, discovery, and connection between artists and music fans.

## What is it?

The Indie Showcase is a live music event featuring up-and-coming indie artists across a range of alternative and independent styles. Designed to highlight originality and artistic identity, the showcase offers audiences a chance to discover new music while giving artists a platform to perform, connect, and grow within the local music scene.

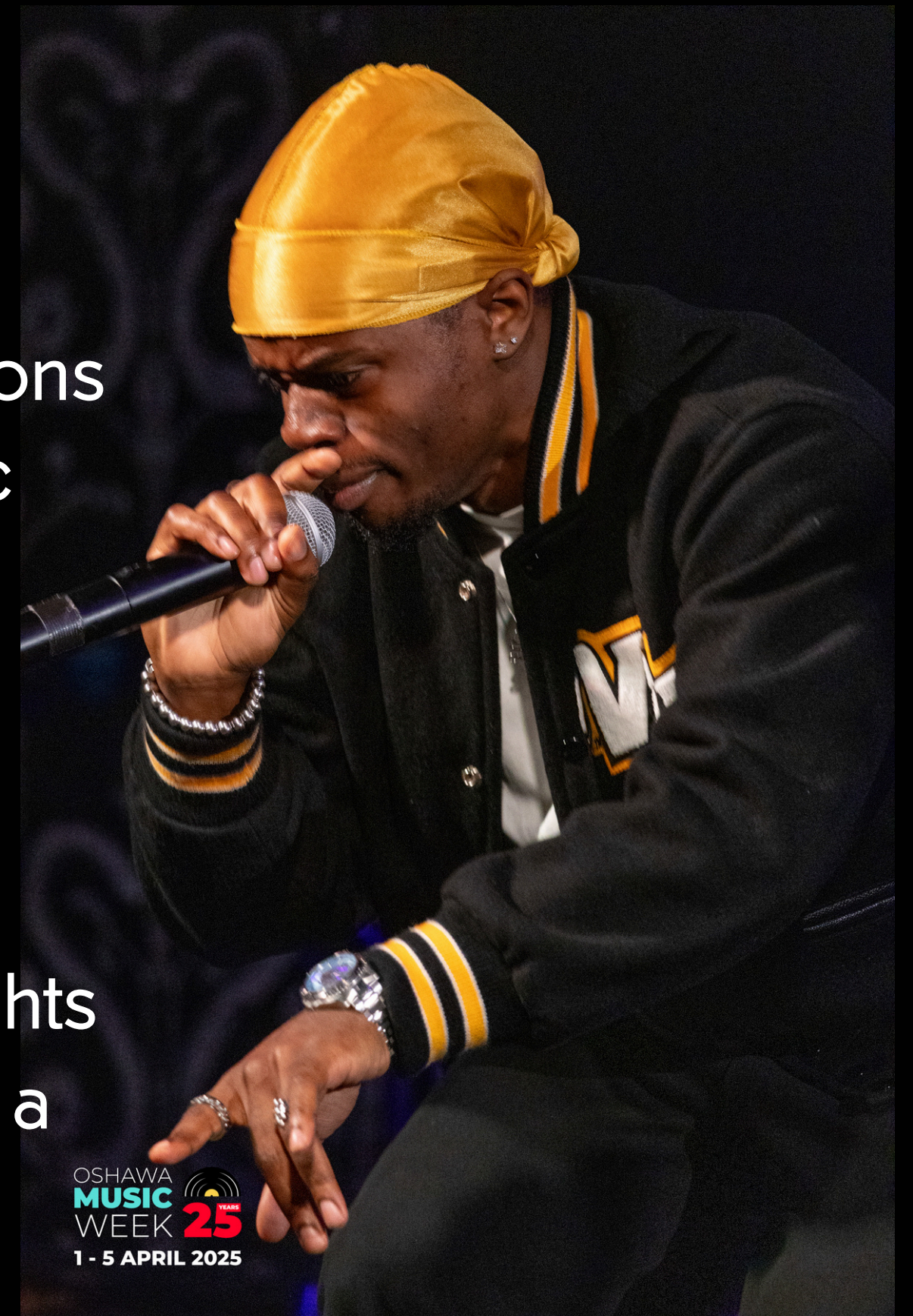


# Hip Hop Night

**Goal:** celebrate hip hop culture while showcasing emerging artists and creating high-energy connections between performers, audiences, and the local music community.

## What is it?

Hip Hop Night is a live showcase featuring up-and-coming hip hop artists, DJs, and performers in an energetic, immersive environment. The event highlights lyrical skill, performance, and creativity, giving artists a platform to engage the crowd and amplify their presence within the local scene.





# Desi Party

**Goal:** celebrate South Asian music and culture while creating an inclusive, high-energy space for community connection and cultural expression.

## What is it?

The Desi Party is a vibrant music and dance event featuring popular South Asian sounds, including Bollywood, Punjabi, and contemporary Desi beats. Designed as a high-energy celebration, the event brings students and the community together to experience culture through music, movement, and shared connection.



# Moshawa

**Goal:** to provide Oshawa's growing hardcore and metal scene with an unforgettable night of live music and community.

## What is it?

Moshawa is a **one-night-only** metal showcase bringing together talented **hardcore** and **metal acts** from across the GTA. Hosted at one of Oshawa's premier live music venues, the event delivers an intense, unforgettable experience built on heavy sound, **high energy**, and a crowd ready to move.



# Music Summit

**Goal:** provide artists and music professionals with education, insight, and opportunities for connection within the music industry.

## What is it?

A professional music conference featuring a keynote address and a series of panel discussions led by industry professionals. The summit creates space for conversation around current industry topics, professional development, and networking, while remaining adaptable to evolving themes and speakers.



# Benefits

## Exposure



- 
- Media Coverage
  - Branding Opportunities
  - Targeted Audience

## ROI



- 
- Effective Marketing Strategy
  - Measurable Results

## Building Relationships



- 
- Networking Opportunities
  - Building Stronger Relationships



# Benefits

## Lead Generation and Sales



- 
- Access to Attendee Data
  - Direct Sales Opportunities

## Enhanced Reputation and Credibility



- 
- Positive Association
  - Demonstrating Community Involvement



# Your contribution

WILL SUPPORT

Venue rentals & Artist performances

---

Marketing and promotional materials

---

Production costs including sound equipment and lighting

---

Hospitality and catering for all events

---

Risk management, including insurance, security & permits.

---



# Sponsorships Opportunities

OSHAWA  
MUSIC  
WEEK  
1 - 5 APRIL 2025

SPONSORSHIP TEAM

FEBRUARY

2026



# Platinum - Presenting Partner

**Value:** \$2,000

## Benefits

- 10 complimentary all-access event passes
- All Supporting Partner benefits, plus:
- Prominent logo placement across all major marketing materials, stage visuals, banners, website, and posters
- Featured placement on the Oshawa Music Week website
- Personalized static social media posts before, during, and after the event
- Dedicated sponsor thank-you post highlighting your contribution
- Personalized short-form content feature
- On-stage verbal recognition during opening and closing speeches
- Co-branding opportunity: "Presented by / Powered by [Business Name]"
- Branded booth or activation space at the Oshawa Music Week Trade Show
- Priority consideration for future Oshawa Music Week partnership



# Gold - Supporting Partner

Value: \$1,000

## Benefits

- 5 complimentary all-access event passes
- All Community Partner benefits, plus:
- Medium-sized logo placement on the Oshawa Music Week website, stage visuals, and select event graphics
- Two dedicated social media features highlighting your business
- Brand mention during event announcements and programming
- Mention in opening and closing speeches
- Opportunity to include branded giveaways or samples for attendees
- Opportunity for co-branded areas (e.g., "Artist Green Room Presented by [Sponsor]"



## OUR SPONSORS

# Bronze - Community Partner

**Value:** \$500



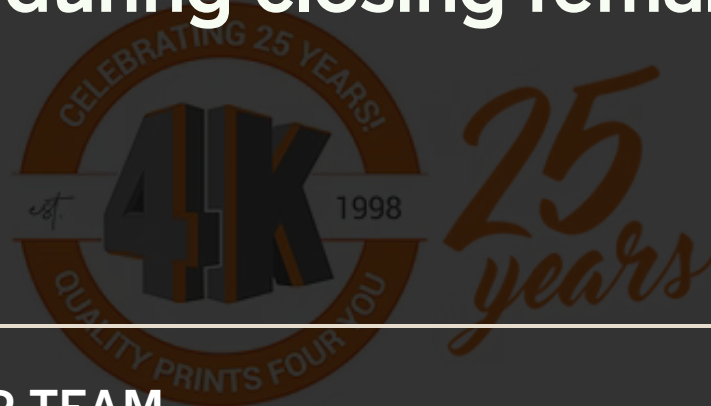
DURHAM COLLEGE  
ALUMNI ASSOCIATION



INTERNATIONAL

### Benefits

- 3 complimentary all-access event passes
- Business name featured on the Oshawa Music Week website
- Small logo placement on select event materials, website, and sponsor listings
- Business name listed across digital promotional materials and sponsor rollouts
- Social media shout-out recognizing your business as a Community Partner
- Inclusion in the official sponsor thank-you post
- Opportunity to place flyers or promotional cards at event locations
- Mention during closing remarks



**Town**  
BREWERY





# Have a Question?

Email us

[sponsorship.oshawamusic@gmail.com](mailto:sponsorship.oshawamusic@gmail.com)

Head of Sponsorship

Deborah Mossa

Email

[deborah.mossa@dcmail.ca](mailto:deborah.mossa@dcmail.ca)





# Thank You.

OUR WEBSITE  
[www.oshawamusicweek.ca](http://www.oshawamusicweek.ca)

SPONSORSHIP TEAM  
OSHAWA  
MUSIC  
WEEK 25 YEARS

FEBRUARY

2026