

Re: MA2.1



JUNOS

 CBCMUSIC

| EDUCATE



musiccounts

\$2M+ INVESTED IN TORONTO

JUNOS

CBCMUSIC

|| DEVELOP

ALLAN JUNO MASTER SLAIGHT CLASS



JUNOS

 **CBCMUSIC**

||| CELEBRATE

JUNOS

JUNOS

CBC MUSIC

||| HONOUR



THE CANADIAN MUSIC
HALL OF FAME



JUNOS

CBCMUSIC

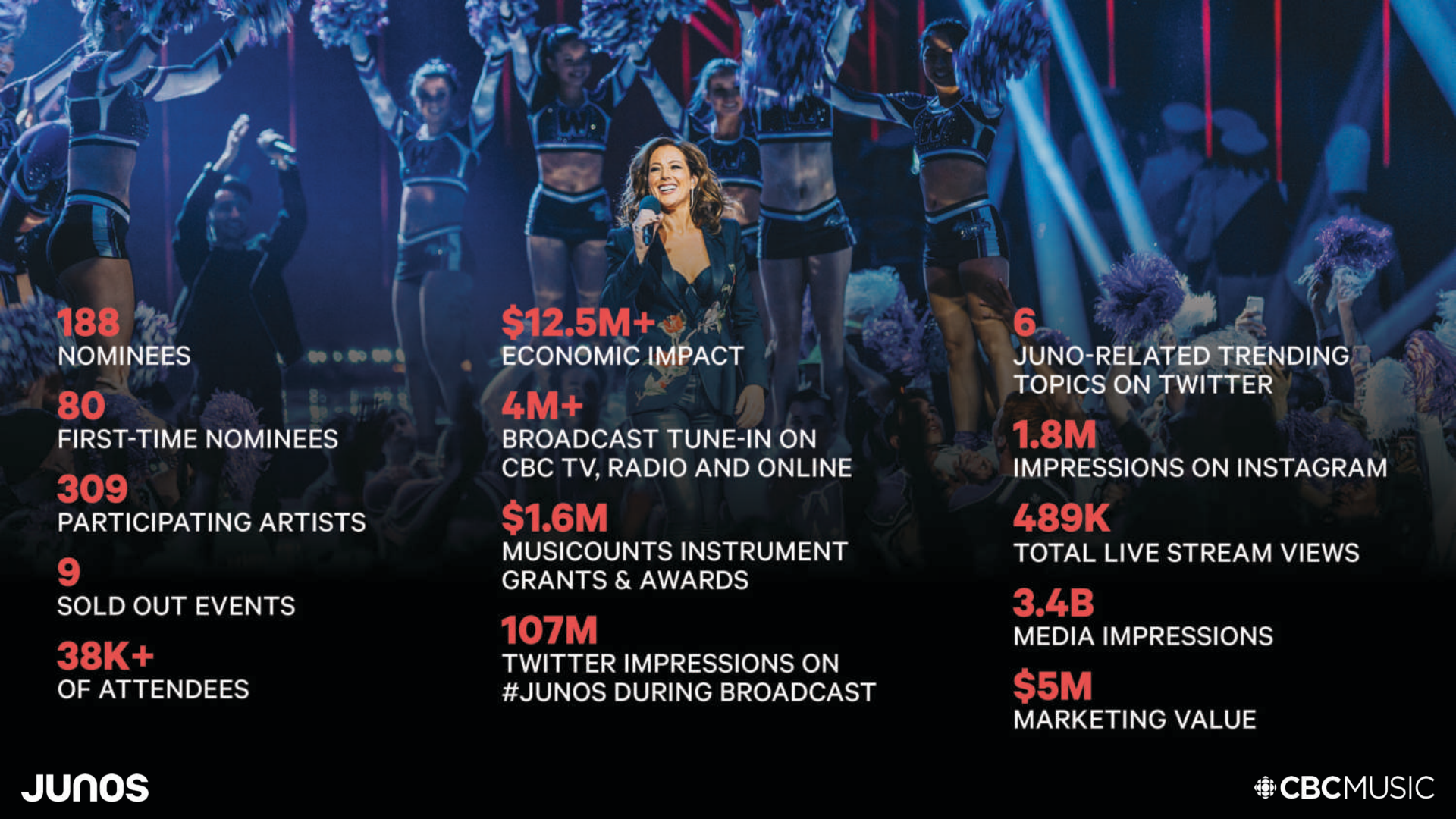


ARTISTS FIRST



JUNOS

CBC MUSIC



188
NOMINEES

80
FIRST-TIME NOMINEES

309
PARTICIPATING ARTISTS

9
SOLD OUT EVENTS

38K+
OF ATTENDEES

\$12.5M+
ECONOMIC IMPACT

4M+
BROADCAST TUNE-IN ON
CBC TV, RADIO AND ONLINE

\$1.6M
MUSICOUNTS INSTRUMENT
GRANTS & AWARDS

107M
TWITTER IMPRESSIONS ON
#JUNOS DURING BROADCAST

6
JUNO-RELATED TRENDING
TOPICS ON TWITTER

1.8M
IMPRESSIONS ON INSTAGRAM

489K
TOTAL LIVE STREAM VIEWS

3.4B
MEDIA IMPRESSIONS

\$5M
MARKETING VALUE

JUNO
**INDIGENOUS
HONOURING
CEREMONY**

JUNO
**KICK-OFF
CONCERT**

JUNO
CUP

JUNO
**COMEDY
SHOW**

**CHAIR'S
RECEPTION**

JUNO
**WELCOME
RECEPTION**

JUNO
**GALA DINNER
& AWARDS**

**JUNIOR
JUNOS**

JUNO
FEST

JUNO
FAN FARE

JUNO
**STORIES FROM
THE STUDIO**

JUNO
**SONGWRITERS'
CIRCLE**

JUNO
ART IS ART

JUNO
**RED
CARPET**

JUNO
HOUSE

JUNO
EXPRESS

JUNO
**SOCIAL
STUDIO**

JUNO
**PHOTOGRAPHY
EXHIBITION**

**HOW CAN WE
HELP YOU?**

CONTACT

Allan Reid | President & CEO

allan@junoawards.ca

Brenna Knought | Director, Planning & Development

brenna@junoawards.ca

Andrés Mendoza | Vice President

andres@junoawards.ca