



IN PARTNERSHIP WITH

JUNOS

MORE THAN AN AWARDS SHOW

—
JUNOS



EDUCATE

MusiCounts, Canada's Music Education Charity, provides the opportunity to work closely with schools and community music programs to showcase the importance of music education in our cities.

JUNOS

CELEBRATE

Each year The JUNO Awards recognizes the work of deserving artists in 46 categories of music (from Indigenous, Rap, R&B, Jazz, Francophone, to Pop) and is accompanied by a week-long celebration of Canadian music.

ALLAN
SLAIGHT
JUNO
MASTER
CLASS

DEVELOP

The Allan Slaight JUNO Master Class is hosted annually in Toronto and provides mentorship and development programs and opportunities for emerging artists/bands.



THE CANADIAN MUSIC
HALL OF FAME

HONOUR

The Canadian Music Hall of Fame is the pinnacle of an artists/bands career, each year The JUNO Awards honour very deserving music industry icons on the JUNOS Broadcast and at the CMHF Ceremony.

BY THE NUMBERS

—
JUNOS

\$12M+
Economic Impact

7.97M
Broadcast and pre-
broadcast tune-in
on CBC channels

2.5B
Media Impressions

\$1M
MusiCounts Band
Aid program grants

\$500K
MusiCounts
community program
grant

\$5M
Marketing impact

290M
#JUNOS Twitter
impressions during
broadcast

190+
Nominees in 46
categories that span
25 genres of music

200+
Participating artists
at over 60 events
during JUNO Week

TORONTO X JUNOS 2022

Our nation will feel the devastating effects of the COVID-19 pandemic for a long time. As our nation recovers and rebuilds, we believe that the 2022 JUNOS will shine a spotlight on a cultural industry that was and will always be there for Canadians when we need it most.

Hosting the 51st anniversary of The JUNO Awards in Toronto, Ontario, will be our first physical JUNOS in three years. This “JUNOS Reunion” will be a spectacular opportunity for the city, the province and the music industry to come together, celebrate and elevate the diverse music cultures our nation has to offer.

JUNOS



WHAT TO EXPECT

- ♪ Shining the national spotlight on Toronto as the epicenter of the Canadian Music industry.
- ♪ Showcasing Toronto's cultural assets and diverse music scene with various activations across the city culminating in JUNO Week 2022.
- ♪ Supporting grassroots music organizations and emerging artists, delivering impact and national recognition.
- ♪ Career development to elevate and support the next generation of industry professionals.

JUNOS

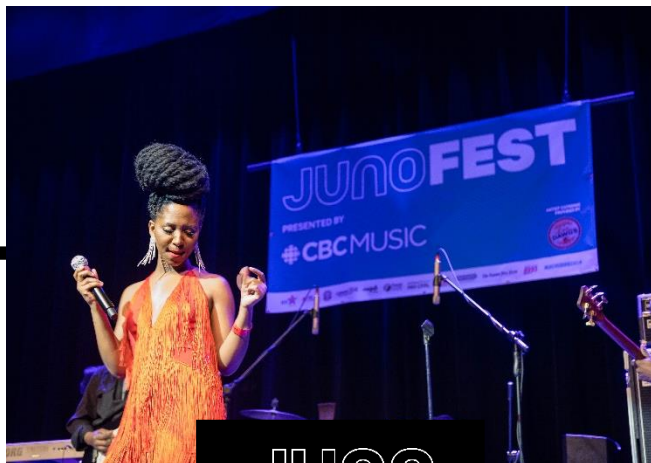


2022 EVENTS



JUNIOR JUNOS

- Free family-friendly live performances, music and storytelling by Nominees for Children's Album of the Year
- Possible collaboration with TPL



JUNO FEST

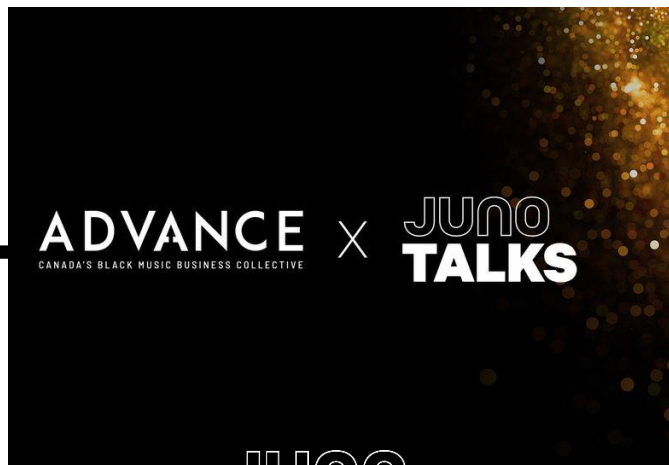
- Live music programming at various locations across the GTA, featuring JUNO nominees and grassroots music organizations
- Curated showcases in partnership with CBC Music
- Ticketed and free events, with a wide variety of genres represented.



JUNO FAN FARE

- Free public facing event, offering covid-safe interaction with nominees
- Hosted in a shopping mall
- 10-15 artists ranging from pop, country to rap

JUNOS



**JUNO
TALKS**

- A virtual panel series on various music industry relevant topics
- Partners include:
 - ADVANCE
 - Toronto Music Office
 - CIMA
 - Ontario Creates
- Year-round initiative



**HONOURING
CEREMONY**

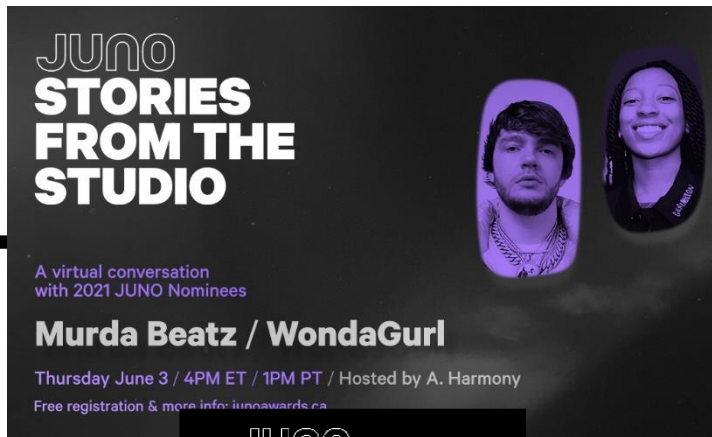
- A traditional ceremony to recognize and honour the nominees and the territory on which this year's JUNOS events will take place
- Elder message / welcome
- Integration of nominated Indigenous artists, traditional performances, Indigenous gifting



JUNO HUB

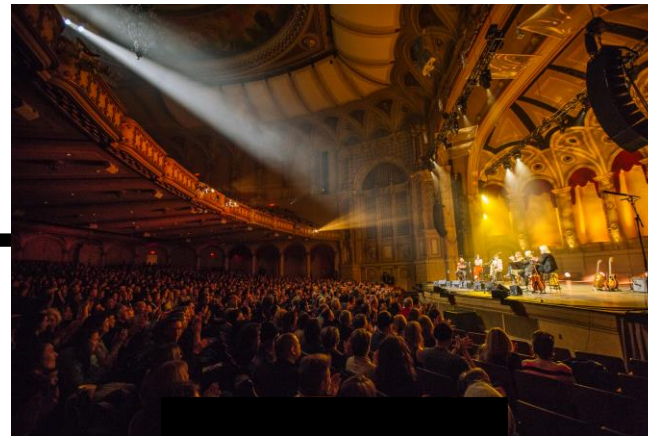
- Performance and activation space, featuring JUNO nominated performers and integration of grassroots music groups in the GTA
- Free to general public
- In discussions with Union Station as a location
- Exploring satellite locations at Scarborough Town Centre and Yorkdale Mall

JUNOS



Juno STORIES FROM THE STUDIO

- A free event for students interested in the music and recording industry
- Inclusion of Toronto recording studios/institutions such as; Harris, Trebas, Post Office Sounds, and Revolution Recorders.



Juno SONGWRITERS' CIRCLE

- The “Jewel of JUNO Week” this event brings together songwriters to perform and discuss the art that is song writing and the life experiences that influence their songs
- Wednesday May 11 at Massey Hall



ALLAN SLAIGHT JUNO MASTER CLASS

- Mentorship of 4 emerging artists/bands
- 2 week mentorship on all aspects of the music industry (performance critiquing, media prep, financial acumen, etc.)
- In partnership with Canada’s Music Incubator

JUNOS



JUNO OPENING NIGHT AWARDS

- 40 JUNOS to be awarded
- Live performances
- 2,000 members of the music industry
- Saturday May 14th at the Metro Toronto Convention Centre



JUNOS

- Open to the public
- First time The JUNO Awards will be held at an outdoor venue
- Red Carpet media event
- Multiple on-site activations
- Broadcast live on CBC & CBC Gem
- Sunday May 15 at Budweiser Stage

PART OF OUR CULTURAL IDENTITY

—
JUNOS

CBC Music and CARAS have many overlapping objectives which makes the CBC an integral part of what CARAS accomplishes throughout the year.

Their commitment to amplifying an array of diverse voices of Canadian music 365 days a year across all genres makes this partnership strong and serendipitous. No media outlet tells the story of Canadian artists and their impact on our culture better than the CBC.

CBC contributes to telling our artists stories through a wide range of JUNOS 365 programming including: The Canadian Music Hall of Fame, integration of nominees across radio and tv programming, social media content and the streaming and broadcasting of various JUNO Week events in addition to the main awards show broadcast.



WORKING IN PARTNERSHIP

JUNOS

INTEGRATING & AMPLIFYING CITY EVENTS AND PROGRAMMING



CARAS is committed to working closely with the City of Toronto to align with their Music Strategy. We will engage and elevate Toronto's diverse music scene leading up to and including JUNO Week.

Synergies with the city's Music Office will be achieved via new and preexisting programs.

Some examples include:

CITY HALL LIVE

- A destination within JUNO Fest, with a spotlight on 2022 nominees and Master Class artists.

YYZ LIVE

- We will work closely with the City to program JUNO Nominees and emerging talent into this initiative.

ArtworxTO: TORONTO'S YEAR OF FREE PUBLIC ART 2021-22

- Integration of JUNOS "Art is Art" exhibit and JUNOS Photography exhibit.

PROMOTING EMERGING ARTISTS



The JUNOS have introduced three new categories with the goal of elevating underrepresented genres and communities including:

INDIGENOUS ARTIST OR GROUP OF THE YEAR

- The category has been divided into two, including **Traditional** Indigenous Artist or Group and **Contemporary** Indigenous Artist or Group.

RAP

- To amplify the options in this category, we have split the category to include Rap **Single** and Rap **Album or EP**.

DANCE

- Underground Dance Recording has been added to recognize the music that is at the foundation of the club music scene.

JUNO ACCESS PROGRAM POWERED BY TD

- The program supports independent Canadian artists from underrepresented communities, covering submission fees for the 2022 JUNO Awards. This is an important point of early discovery with many of the 300 applications coming from artists in the GTA.

PROMOTING EMERGING ARTISTS

continued

PREMIUM CONTENT AND PROMOTION

- Rising is an 8-part content series, in partnership with Ontario Creates & TD, telling the story behind the music of emerging artists.

CAREER DEVELOPMENT

- The **Allan Slaight JUNO Master Class** brings together 4 emerging artists who engage in a two-week mentorship covering all facets of the music industry. The program is built in partnership with Canada's Music Incubator.

SUPPORTING GRASSROOTS ORGANIZATIONS



The JUNOS will integrate Grassroots organizations in various initiatives leading up to and including JUNO week.

Some programs include:

JUNO TALKS

- A virtual panel series which launched during the pandemic, to educate on topics relevant to various sectors of the music industry. We collaborate with organizations such as CIMA, Ontario Creates and The City of Toronto.
- We have also developed a series of 5 episodes entitled ADVANCE x JUNO Talks to highlight the Black Music community.

VOLUNTEER PROGRAM

- Each year The JUNOS engages hundreds of volunteers, providing relevant experience for those 19+ who are interested in careers in the music industry. We will work with grassroots organizations to source volunteers starting in early January and seat-fillers for the May broadcast.

BUILDING THE FUTURE

JUNOS



MusiCounts Band Aid Program

- In 2021, MusiCounts donated \$1,000,000 in musical instruments and equipment to schools in need across Canada to support music education.
- 11 recipients were located in the GTA (95 total across Canada).



MusiCounts TD Community Music Program

- In 2021, MusiCounts donated \$500,000 in musical instruments and equipment to community music programs in need in Canada.
- Since 2013 over 30 Toronto organizations have received over \$520K in grants.
- CARAS/MusiCounts will inform organizations identified by the City in Scarborough, North York and Etobicoke of the granting system that is available to them.



MusiCounts Learn

- Launched in 2020, MusiCounts Learn creates new, innovative learning resources for teachers and students, and facilitates important national dialogue about music education.

DEVELOPING AN EQUITABLE AND INCLUSIVE MUSIC COMMUNITY



MusiCounts has multiple programs that focus on developing an equitable and inclusive music community and support the next generation of industry professionals.

MusiCounts Learn TRACK

- An online learning hub aimed at introducing young people to the scope of career possibilities in the Canadian music industry, beyond performance.
- Incorporates on-demand educational video content discussing music careers in introductory, foundational terms. From music publicity to record labels to managing tours, MusiCounts Learn TRACK dives into eight different careers in the music industry, with each career area explored through three short educational videos.
- Launching in January as an extension to the TRACK program, the City of Toronto Music Office will contribute content from their robust collection of educational video content geared towards helping emerging artists navigate the music industry. This content will live on the MusiCounts website.

MusiCounts SCHOLARSHIPS

- **Accelerate:** This program accelerates the careers of post-secondary aspiring music professionals. This scholarship includes a financial award and a unique mentorship experience.
- **Amplify:** Supporting the aspirations of high school-aged students with an interest in pursuing a career path in music. This scholarship includes a financial award, a mentorship and a peer-to-peer networking experience.

2021 - 2022 TIMELINE

City Music Office & JUNOS meet to formalize plans.

ADVANCE x JUNO Talks:
Impact of Black music in Canada.

MusiCounts Band Aid Applications open.

JUNOS Submissions Access Program powered by TD open. Program assists **300** independent Canadian artists from underrepresented communities.

Allan Slaight JUNO Master Class (part 1).

Ongoing collaboration discussions with various city departments continue (e.g. ArtworxTO).

City Music Office & MusiCounts discuss collaboration, including integration of video content in to TRACK program.

ADVANCE x JUNO Talks:
Caribbean Influence in Black Music.

JUNO Submissions open. A total of **2751** received, the third highest amount on record.

ADVANCE x JUNO Talks: The future of Rap and R&B at the JUNOS.

SEPTEMBER 2021

OCTOBER 2021

NOVEMBER 2021

DECEMBER 2021

JUNOS

**events subject to change*

ADVANCE x JUNO Talks: topic TBD

Community outreach/education for the
MusiCounts TD Community Music Program

JUNO Nominee Press Conference

MusiCounts Band Aid Program
recipients announced

Lead-up programming and promotion
(e.g. ArtworxTO, YYZ Live)

JUNO Week Kicks off

Allan Slaight JUNO Master Class (part 2)

Songwriters Circle, Welcome Reception
and Opening Night Awards

January 2022

February 2022

March 2022

April 2022

May 2022

Announcement of partnership with City
of Toronto & Ticket On Sale

ADVANCE x JUNO Talks: topic TBD

Canadian Musical Reproduction Rights
Agency industry event

MusiCounts TD Community Music
Program Applications open (recipients
announced in September)

Launch of JUNO Hub, JUNO Fest
and JUNO Fan Fare

The 51st JUNO Awards



**events subject to change*

THANK YOU

For more information please contact:

Kelly Shouldice

CARAS VP Business Administration

kelly@junoawards.ca

647.225.5359

JUNOS