

41st Annual

Chicago Music Awards

Saturday, September 30, 2023
at Harold Washington Cultural Center
Chicago, Illinois

Visit www.chicagomusicawards.org or email:
chicagomusicawards@gmail.com
Phone: 312-427-0266





Introduction:

Since its inception, in 1982, the Chicago Music Awards (CMA) celebrates, honors and recognizes the quality and diversity of the music and artistry of Chicagoland’s best in all categories of music. Each year the CMA pays tribute to the best and brightest among the Chicagoland entertainers.

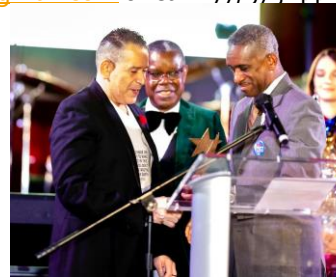
Ephraim M. Martin, BH{M}, DBA. -National Badge of Honor Recipient, Entrepreneur, Activist, Publisher and TV personality is the founder and chairman of this prestigious award produced by his not-for-profit organization, Martin’s International Foundation. Martin, who is also Chairman for the Black Heroes Matter (BHM) Coalition, along with Alderpersons, David Moore and Sophia King created one of the biggest social justice history in Chicago and America by renaming the iconic Lake Shore Drive in the name of Chicago’s founding father, and made now, the “ Jean Baptiste Pointe DuSable Lake shore Drive”. , on June 25th, 2021. On the created history

On October 2, 2016, Martin created entertainment history and set a record of Producing his 100th Annual Entertainment Event in 35 years, at the conclusion of his 35th International Reggae and World Music Awards (IRAWMA) in South Florida. He was also honored with 6 Special Awards for his extra-ordinary work. Earlier in that year he was Awarded the Consulate of Jamaica- Chicago Honor for Outstanding Community Service. He is the 2006 recipient of the prestigious Black Heritage Image Award. He was named among the top ten people who “Rock Chicago”-New City weekly newspaper and was honored among the top fifteen African-American “Men Who Lead”- Afrique Magazine Awards; plus, scores of other Awards to his credit.

CMA honors are presented in a variety of music categories, include Pop, R&B, Rock, Blues, Jazz, Reggae, Country Western, Latin, Classical, Hip Hop/Rap, Gospel, Indie, Comedy, EDM, Steppin, Polish and Poetry, to name a few. There are also Special Awards of honor in the names of: Chicago’s founder DuSable, Marcus Mosiah Garvey and others.

This special 41st CMA will be broadcast on social media, and post-broadcast on network television. We want to welcome your business as one of our branding partners in this, one of a kind, special event for Chicago! The CMA provides its sponsors with excellent branding and marketing opportunities over its last thirty-nine years. Among some of our current and previous sponsors are NBC TV, WVON AM, Chicago Sun- Times, American Airlines, Congress Plaza Hotel, McDonalds, Walgreen, Western Union, Budweiser, ABC-7, CBS-2 TV, WGN-TV, The Chicago Tribune, Guinness, Red Stripe, Rogers Park Fruit Market, Old World Market, LaFruteria, Inc., various other print and electronic media and others,

The CMA enables alternative opportunity for sponsors to reach a unique and diverse untapped market of music fans, ethnic, cultural and entertainment supporters, who are in the Chicagoland area and across the country via network television and social network marketing, etc. You too can be a part of this historic made for television 40th Chicago Music Awards Anniversary- 2022. Contact us today at www.chicagomusicawards.org, email: martinsinternational1982@gmail.com or call 877/973-4423.





Format:
The
41st Chicago Music Awards
honors the best among
Chicagoland entertainers
in all music genres
and gives special Awards
of honor
for extraordinary
contributions to the
entertainment industry.

Scheduled performances for
the made for TV broadcast will
include Chicago's best for 2022.

This is the 4th year the Awards
will be post - televised on local network TV.

Target Market:

Diverse adults of all races, cultures and
ethnic origins.

The primary age of the fans are between
21 and 50.

LIMITED TICKETS ARE AVAILABLE ONLINE AT
WWW.CHICAGOMUSICAWARDS.ORG.

[Facebook@ chicagomusicawards](https://www.facebook.com/chicagomusicawards)

[Youtube: Youtube.com/irawma](https://www.youtube.com/irawma)

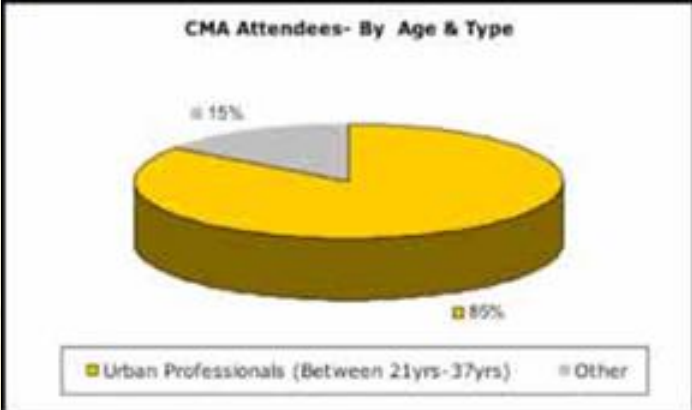
[Twitter@chicagomusicawards](https://twitter.com/chicagomusicawards)

chicagomusicawards@gmail.com

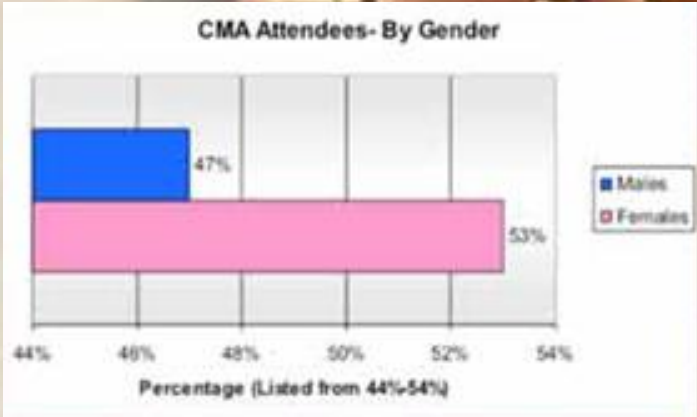
Event Producer: [Dr. Ephraim Martin](#) Years of Prod.: 41

DEMOGRAPHICS & TARGET AUDIENCE

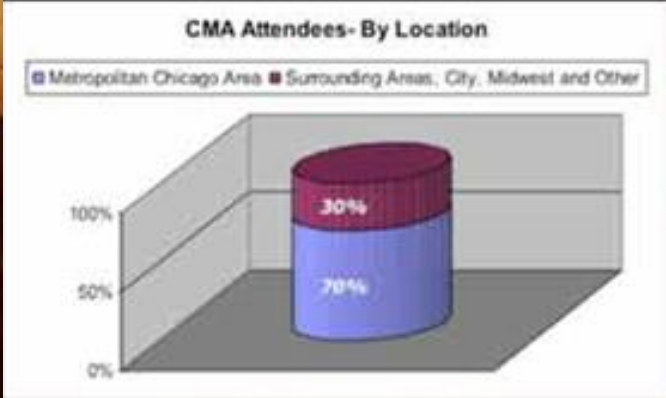
More than 85% of CMA attendees are primarily urban professionals between the ages of 21 and 50, with the average age of 33+



Females comprise an estimate of 53% of the audience:



Approximately 70% of attendee are from the metropolitan Chicago Area



THANKS TO THE PAST MEDIA HOUSES SHOWN ON THIS PAGE THAT HAVE SUPPORTED THE CMA. SOME OF WHOM ARE EXPECTING TO RETURN FOR OUR 40TH ANNIVERSARY.

- Local Major TV
- Internet streaming broadcast (3-6 hours)
- Pre-Media Promotions /Publicity
- Promotion & Marketing



The CMA has a well-planned promotional and branding strategy to maximize sponsorship partners, brand. This includes onsite interaction and participation. Our public relation packages comprises of sponsored and paid advertisements, community outreach programs, public appearances and interviews by nominees, performers and organizers on electronic, social and print media. Some of the media below may be included in our media marketing campaign: NBC 5- Chicago, WLS-TV7, CBS-2, FOX 32, WGN, WVON AM, VON.TV, Chicago Tribune, Chicago Sun-Times, Citizen, The Crusader, African Spectrum, African USA-Today, Chicago Defender, to name a few.

The CMA enjoys steady growth, popularity and support among the Chicago Music industry over the years; However, special effort will be made to further maximize publicity opportunities through the use of popular methods: internet, website, and street promotions in the interest of all participants and to once again help to make Chicago the music center in America!

Please visit our website www.chicagomusicawards.org for further information on our 40th Anniversary Chicago Music Awards, Saturday, February 26, 2022.

SPONSORSHIP OPPORTUNITY

TITLE SPONSOR reads as follow:

“The 40th Anniversary “XYZ” Chicago Music Awards:

All Benefits and package can be customized to suit the needs of ALL contributor

	SILVER PARTNER	GOLD PARTNER	DIAMOND PARTNER	PLATINUM PARTNER	PRESENTING PARTNER	TITLE PARTNER
Television:	\$5,000+	\$10,000+	\$25,000+	\$50,000+	\$TBN	\$TBN
						x
• Inclusion in all paid TV commercials.				x	x	x
• Inclusion in some of paid TV commercials:			x	x	X-All	X- All
• Inclusion in some cable paid commercials		x	x	x	X-All	X- All
• Acknowledgement in All television interviews				x	x	X
• Acknowledgement in some television interviews		x	x	x	X- All	X- All
Radio:						
• Inclusion in All paid Ads.			x	x	x	x
• Sponsorship announcement during pre-event publicity and interviews (i.e. Radio and talk show interviews)		x	x	x	x	X
• Sponsor acknowledgement in paid radio ads and interviews		x	x	x	x	x
• Inclusion on some radio tags and commercial spots. Paid radio commercials	x	x	x	x	x	x
• Inclusion in radio interviews			x	x	x	x
• Inclusion in community radio					x	x

Contact us to Customize and/or Upgrade your package at: chicagomusicawards@gmail.com

SPONSORSHIP OPPORTUNITY

TITLE SPONSOR reads as follow: "Welcome to "XYZ" 40 th Chicago Music Awards Anniversary":	SILVER PARTNER	GOLD PARTNER	DIAMOND PARTNER	PLATINUM PARTNER	PRESENTIN G PARTNER	TITLE PARTNER
Magazine:	\$5,000+	\$10,000+	\$25,000+	\$50,000+	\$TBN	\$TBN
• Corporate logo and name on CMA's brochures	Name only	X	X	X	X	X
• Full-page advertisement in CMA's magazine						X
• Official sponsorship designation ads in newspaper and magazine ads		X	X	X	X	X
• Sponsor acknowledgement in CMA press releases		x				X
• Personalized Greetings and added advertorial , with sponsor's photo			X	X	X	X
Print:						
• Inclusion in all paid newspapers and magazine advertisements			x	X	X	X
• Inclusion in some paid newspapers and magazine advertisements	X	X	X	x		
• Recognition as a "Gold, Diamond, Platinum, Presenting and Title," in promotional materials		X	X	X	X	X
• Name/Logo on CMA's publicity flyers and posters		X	X	X	X	X
• Name /Logo in paid print advertisements		X	X	X	X	X

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SPONSORSHIP OPPORTUNITY

TITLE SPONSOR reads as follow: "Welcome to "XYZ" 40th Chicago Music Awards Anniversary":	SILVER PARTNER	GOLD PARTNER	DIAMOND PARTNER	PLATINUM PARTNER	PRESENTING PARTNER	TITLE PARTNER
On-Site:	\$5,000+	\$10,000+	\$25,000+	\$50,000+	\$TBN	\$TBN
Major branding: On stage, Red Carpet, Step N Repeat banners and Red- Carpet interviews with scores of media representatives. Signage at entrance, on stage and other parts of the auditorium. Presentation, of Awards to celebrity, VIP seating, as reasonable requested, VIP reception , display table for interaction with attendees and promoting or sampling of products/services. Magazine distribution with your advertisement , article and greetings to the attendees. Front rows VIP seating in Awards ceremony, On Stage presentation of Award and Inclusion of on radio and television interviews as sponsor		some	some	some	all	all
(SPECIAL 20% DISCOUNT WITH THREE YEAR COMMITMENT AND/OR IF YOU ARE A SPONSOR IN ANY OF MARTIN'S INTERNATIONAL CULTURE SPECIAL EVENTS)			X	X	X	X
• Headline as official event sponsor			x	x	X	X
• Recognition in promotional materials	some	X	X	X	X	X
• Exclusive recognition in All onsite materials		x	x	X	X	X
• Recognition as a "Gold, Diamond, Platinum, Presenting and/or Title," by Hosts/Emcees		X	X	X	X	X
• Brand Display		X	X	X	X	X
• Brand Exclusivity		x	X	X	X	X
• Own personalized signage in designated area		x	X	X	X	X
• Name/Logo on stage wings			X	X	X	X
• One on –stage announcement per hour by CMA's master of ceremonies		x	X	X	X	X
• On stage Presentation of award to artist/entertainer		X	X	X	X	X
• Corporate exhibit space		x	X	X	X	X
• Name/logo on official CMA's T-Shirts/Caps and Jackets, etc				X	X	X
• On – Stage greetings, from you or your representative				X	X	X

SPONSORSHIP OPPORTUNITY

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“Welcome to “XYZ” 40th Chicago Music Awards Anniversary”:

	SILVER PARTNER	GOLD PARTNER	DIAMOND PARTNER	PLATINUM PARTNER	PRESENTING PARTNER	TITLE PARTNER
On-Site Continues:	\$5,000+	\$10,000+	\$25,000+	\$50,000+	\$TBN	\$TBN
• Pre-promotions and publicity with sponsor company name /Logo		X	X	X	X	X
• Recognition in CMA awards magazine and other pertinent literature	X	X	X	X	X	X
• Name/Logo on stage backdrop					X	X
• Signage on side of each sound wing					X	X
• Logo or Name on vendor menu boards					X	X
• Hospitality room		X	X	X	X	X
• V-VIP seats	X 2- VIPs	X 6- VIPs	X 10- VIPs	X up to 25 VIPs	As requested and available	As requested and available
• VIP seating for up to (75)					X	X

Contact us to Customize and/or Upgrade your package at: martinsinternational1982@gmail.com

Please contact Martin’s International, via e-mail: martinsinternational1982@gmail.com, call 877/973-4423 or 312/427-0266 to discuss your interest and participation level. You may visit our website: WWW.CHICAGOMUSICAWARDS.ORG. Our address is, 1325 South Wabash Avenue, #307, Chicago, Illinois 60605. You may also, fill out your information below and email to us and one of our branding team members will contact your to customize your package. Thanks for your interest.

Name- Prospective Sponsored: _____ Phone: _____

E-mail: _____ Date: _____

Address/City/State/Zip: _____