



# OSHAWA MUSIC WEEK



# 25 YEARS

**APRIL 1 - 5, 2025**



THIS EVENT IS PRODUCED AND COORDINATED BY DURHAM COLLEGE STUDENTS AS A PART OF THEIR PROGRAM CURRICULUM.



# WHAT WE DO

Oshawa Music Week (OMW) is an annual, week-long series of music-filled events, taking place from April 1 to 5, 2025. Organized by the Music Business students of Durham College, OMW is now celebrating its 25th anniversary.

The event is dedicated to fostering and developing the music community in Oshawa and the Durham Region by bringing together songwriters, performers, industry professionals, fans, and businesses passionate about supporting music in the area



# TRADESHOW & CULTURAL CELEBRATION

## April 1

Taking place in The Pit at Durham College, Oshawa, the Cultural Music Celebration & Tradeshow kicks off the week's festivities with an exciting lineup of performances spanning a variety of artists and genres. This staple event celebrates the rich cultural diversity that shapes Oshawa's community in a high-traffic area. It's the perfect opportunity for performers and vendors to engage directly with students on campus to leave a lasting impression.



# LIVE MUSIC FESTIVAL

**April 1 - 4**

The OMW live music festival features 8 showcases across Oshawa, spotlighting talented songwriters, recording artists, and DJs from Oshawa, the Durham Region, and beyond.

## **This year's stages include:**

- Emerging Artist Showcase
- Rap Showcase
- Country Showcase
- EDM DJ Night
- Bollywood DJ Night
- Rock Showcase
- Genre Swap
- Songs Revealed



# SUMMIT

**April 5**

The Summit features a variety of discussion panels and workshops led by local and international music business professionals.

**This year, there will be a focus on:**

- Artist Budget Management
- Components of Writing Hit Songs
- Impact of AI In The Music Industry
- Life after the Music Business Management program



# ALUMNI REUNION & GALA

**April 5**

For the first time in Oshawa Music Week's history, we're hosting an exclusive Alumni Reunion & Gala to **celebrate Oshawa Music Week's Silver Jubilee!**



This special evening will honor the achievements of Music Business Management alumni, highlighting their progress in the music industry, while offering a fun and engaging opportunity for connection and networking.

# TENTATIVE SCHEDULE OF EVENTS

Date & Time	Event	Venue
April 1st (10am to 3pm)	Cultural Music Festival & Trade Show	The Pit, Durham College Oshawa
April 1st (7pm to 10pm)	Songs Revealed	TBA
April 2nd (7pm to 12am)	Genre Swap	TBA
April 3rd (7pm to 12am)	Live Music Shows (3 to 5)	TBA
April 4th (7pm to 12am)	Live Music Shows (3 to 5)	TBA
April 5th (11am to 4pm)	OMW Music Summit / Conference (4 Events)	TBA
April 5th (6pm to 11pm)	OMW 25th Anniversary Alumni Gala & Reunion	TBA

# **YOUR CONTRIBUTION WILL SUPPORT:**

- Honorariums for performers and speakers.
- Venue rentals
- Marketing and promotional materials
- Production costs including sound equipment and lighting.
- Hospitality and catering for all events
- Risk management, including insurance, security & permits.
- OMW & sponsor branded swag (lanyards, shirts, etc)



# PLATINUM SPONSOR BENEFITS

- **Extra large logo** on stage banners, programs, website homepage, tickets, and OMW swag items (lanyards, shirts etc.)
- **20 All-Access Passes** (Live + Summit)
- **Free booth space in the best location.**
- Co-branded areas like “**VIP Lounge Presented by [Sponsor]**”
- **Individual personalized posts** before, during, and after the event.
- Opportunity to **deliver opening remarks at key events** or panels.
- Acknowledgment in opening and closing speeches.
- **Dedicated thank you post** & highlighting contributions
- ***Title Sponsor placement is negotiable***

# GOLD SPONSOR BENEFITS

- **Large logo** on stage banners, programs, and website homepage and select OMW swag items
- **12 All-Access Passes** (Live + Summit).
- **Free standard booth space** in high-traffic areas.
- Co-branded areas like “**Artist Green Room Presented by [Sponsor]”**
- Personalized posts before and during the event.
- **Featured introduction at Summit or Live events.**
- Mention in opening and closing speeches. Individual thank you post
- **Dedicated thank-you post** & highlighting contributions

## SILVER SPONSOR BENEFITS

- **Medium logo** on posters, programs, and website sponsor page.
- **8 All-Access Passes** (Live + Summit)
- **Free standard booth space.**
- **Mention in sponsor highlight posts.**
- Acknowledgment in Instagram thank you post

## BRONZE SPONSOR BENEFITS

- Small grouped logo on programs and sponsor page.
- **5 All-Access Passes** (Live + Summit).
- **Discounted booth space**
- Grouped **mentions in sponsor highlight posts.**
- Acknowledgment in instagram thank you post

# WE ALSO WELCOME IN-KIND SPONSORSHIPS

- **Medium logo** on posters, programs, and website sponsor page.
- **8 All-Access Passes** (Live + Summit)
- **Discounted booth space**
- Verbal recognition in key moments where materials are used
- Acknowledgment in Instagram thank you post
- Negotiable dependent on value

# JOIN US IN ADVANCING OSHAWA'S MUSIC INDUSTRY

For **25** years, Oshawa Music Week has been a platform for connection by bringing together students, artists, and music industry professionals to celebrate and shape the future of music. Organized entirely by Durham College students, this milestone event is a unique opportunity to engage with the next generation of talent and industry leaders.

By joining us, you're not just supporting an event, you're investing in the future of music, local talent, and the vibrant cultural fabric of Oshawa.

**Together, we'll make this 25th anniversary a milestone to remember.**

sponsorship.oshawamusic@gmail.com

For more information visit our website:  
[www.oshawamusicweek.ca](http://www.oshawamusicweek.ca)

# PREVIOUS SPONSORS & PARTNERS

