



Canadian Independent Music Association

CIMA at New Colossus 2022

CIMA partnered with New Colossus and The Consulate General of Canada in New York to present a week of virtual business sessions and a full day of in person Canadian showcases in New York City. Leading up to the New Colossus Festival, Canadian participants took part in 6 sessions over 3 days that focused on topics like Sync & Publishing, Immigration, a Bandcamp Bootcamp and Data with Chartmetrics.

In New York City, CIMA and showcasing partners Alberta Music, Music BC, MusicOntario, Manitoba Music and SaskMusic, presented 14 Canadian acts at the “Upstairs Neighbours Party” at Pianos on Friday, March 11.

- **Canadian Presence:** The showcasing artists at the Upstairs Neighbours Party included: Ellen Froese, Shallow Waves, Sunglaciers, Living Hour, Tallies, Westelaken, Status/Non-Status, Art d’Ecco, Mother Tongues, Marissa Burwell, Hobby, Alicia Clara, Capitol & The Garrys.
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA and New Colossus websites, newsletter and social media properties prior to and during the event.
- **Outcomes:** Canadian participants reported making 35 new contacts and meeting with 48 existing contacts during New Colossus. They took part in 25 meetings which resulted in 4 deals started worth an estimated \$1000 over the next 36 months.



Ellen Froese at the Upstairs Neighbours Week Showcase