



SPONSORSHIP OPPORTUNITIES

A YVARTS & NO DEF STUDIOS
PRODUCTION

A VIRTUAL MUSIC
EXPERIENCE

[YVARTS.CA/VANJAM](https://yvarts.ca/vanjam)



VANJAM 2020

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**VANJAM IS A VIRTUAL BATTLE-OF-THE-BANDS
STYLE MUSIC COMPETITION FOR EMERGING
MUSICIANS IN VANCOUVER, BC.**

**IT IS ALSO VANCOUVER'S FIRST-EVER MUSIC
COMPETITION WITH AN **ALL-INTERNATIONAL**
JUDGES PANEL.**

a collaboration between
YVArts Creative x No Def Studios



YVArts Creative
Inform. Innovate. Inspire.



WHY VANJAM?

Self-published, or "DIY" Artists, are the fastest-growing segment in the recording music market. Access to digital streaming and distribution services has made it easier for these artists to share their music around the world without the help of a record label.

However, as digital music distribution becomes more accessible, artists are finding it more difficult to compete for attention of the music consumers. The COVID-19 pandemic has also stripped away a major source of revenue as countless live shows and festivals have been cancelled due to public health orders.

“Artists without record labels was again the fastest-growing segment of the market, growing by 32.1% in 2019 to reach \$873 million, representing 4.1% of the total market.”

-MIDIA RESEARCH (2020)

OUR MANDATES

- 1 -

Connect Vancouver's music community to international music markets

- 2 -

Explore ways of creating music using technology

- 3 -

Showcase Vancouver for its thriving underground music culture

- 4 -

Help emerging musicians around the world grow their fan base

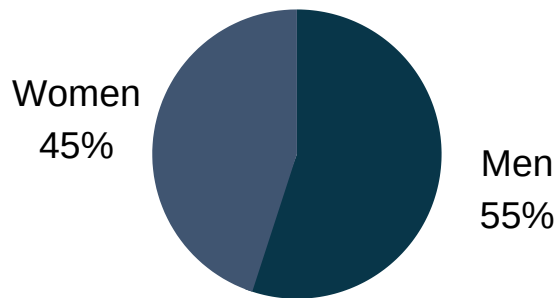
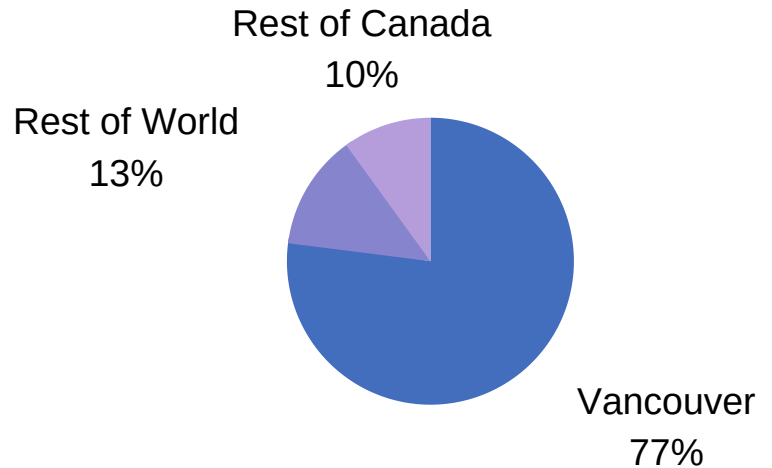
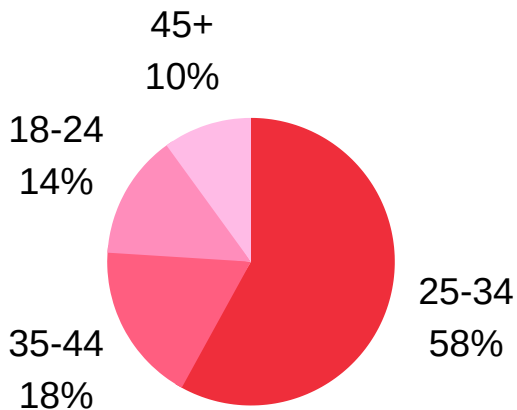


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OUR AUDIENCE



THE 2020 JUDGES



Olly Corpe (UK)
Lead Vocalist of The King's Parade



Afek Lamour (Israel)
Semi-finalist in The Voice Israel



Maalavika Manoj (India)
Singer-songwriter



Apryl Peredo (Japan)
Artist Manager at Inter Idoru



Stivy Maly Soares (Brazil)
Bassist, music photographer,
marketer, and producer



Ronni Mardor (USA)
Singer-songwriter &
Studio Manager at Igloo Music



Simeon Pranger (The Netherlands)
Booking agent at Treetop Agency



Augustin Sérès (France)
Booking Agent at Mélodyn
Productions & Sofar Sounds

VANJAM 2020

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SPONSORSHIP MENU	TIER 1 \$1000	TIER 2 \$750	TIER 3 \$500	TIER 4 \$200
PRESS/MEDIA				
CUSTOM PROMO VIDEO BY NO DEF STUDIOS	✓			
SHOUTOUT IN MEDIA OUTREACH	✓	✓		
LOGO IN VANJAM PROMO VIDEOS	✓	✓		
LIVESTREAM				
LOGO ON COUNTDOWN SCREEN	✓	✓	✓	
BANNER / POP UP ADS DURING LIVESTREAM	✓	✓	✓	
SOCIAL MEDIA				
SPONSORED IMAGE POSTS	✓	✓	✓	
SHOUT OUTS	✓	✓	✓	✓
WEBSITE				
LOGO ON EVENT PAGE	✓	✓	✓	✓
SPONSORED BLOG POSTS	✓	✓	✓	✓
NEWSLETTERS				
FEATURE ARTICLE	✓	✓	✓	✓
POST EVENT				
LOGO ON THANK YOU PAGE	✓	✓	✓	✓
POST EVENT SUMMARY	✓	✓		



EVENT OVERVIEW

JUNE 8 - 30 (OPEN CALL)

- Bands submit a live performance video from the past year, which will be used for evaluation in Rounds 1 & 2
- The public can vote to give the "Golden Buzzer" and send one lucky band straight to the Live Show (Top 10)

JULY 6-11 (ROUND 1)

- All submissions reviewed by the VANJAM committee
- Eligible bands proceed to Round 2

JULY 13-18 (ROUND 2)

- Bands battle each other in 1 of 8 groups (one Judge per group)
- Judges select 1 band from their group to proceed to Top 10
- The public can vote to save one of the bands to join Top 10

JULY 31 (TOP 10 ANNOUNCEMENT) ***LIVESTREAM***

- All Top 10 bands will be reviewed by all of the Judges
- Judges will deliberate as a group to determine prize winners
- The public votes for the "Audience Choice Award"

AUGUST 7 (AWARD SHOW) ***LIVESTREAM***

- 1st place - \$2000 Prize Value
- 2nd place - \$1000 Prize Value
- 3rd place - \$500 Prize Value
- Audience Choice Award



VANJAM 2020

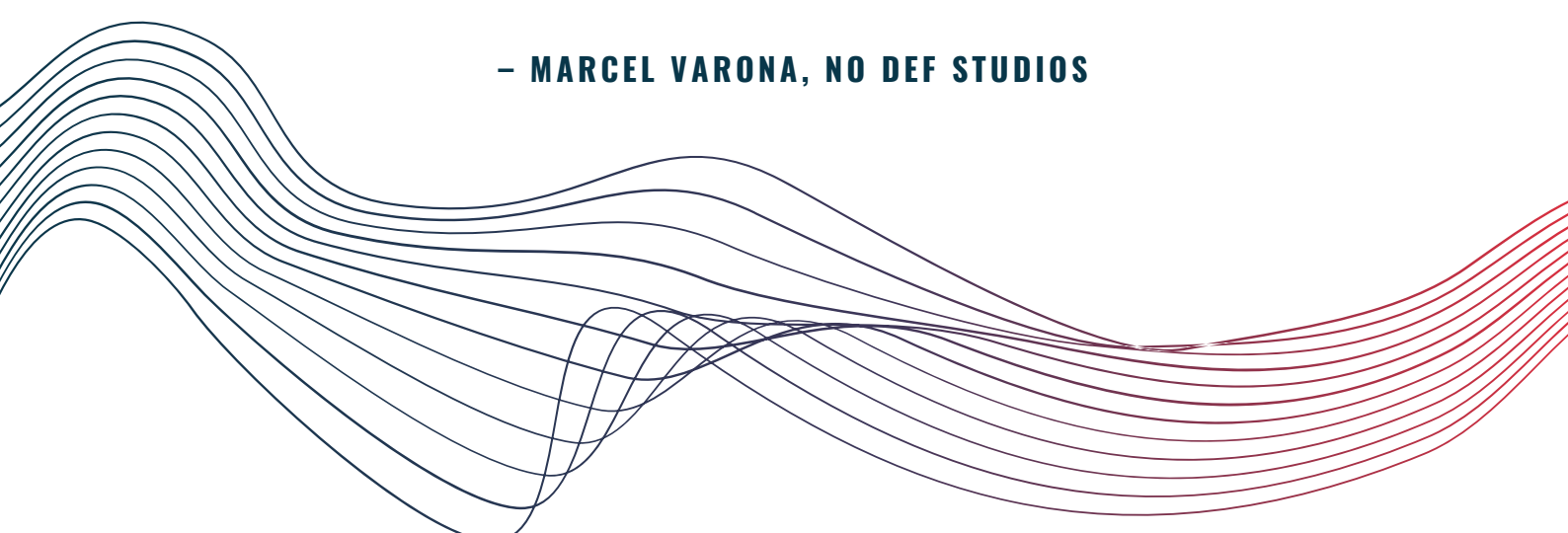
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“Listening to music has become more of a passive activity, and live concerts was one of the few ways to actively engage with the music and the artist. This is our chance to explore new ways of sharing and consuming music online.”

– LISA SUGIYAMA, YVARTS CREATIVE

“The entire music industry in Vancouver wins if we can get it on the map as a global music destination.”

– MARCEL VARONA, NO DEF STUDIOS



Social Media

yvarts.ca/vanjam
instagram.com/vanjambattle
twitter.com/vanjambattle
facebook.com/vanjambattle

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