

The Western Canadian Music Alliance presents

BreakOut West

Festival · Conference · Awards

October 21 - 24, 2010



BreakOut West

The Western Canadian Music Awards, Conference and Festival has been re-branded for Kelowna! The conference and festival components are now called BreakOut West. The two showcase per band music festival maximizes our western artists' exposure and opportunity. The re-envisioned conference focuses on current industry trends and one-on-one experiences. The Western Canadian Music Awards Gala remains the primary event celebrating a year of western musical excellence.

The new website www.breakoutwest.ca launched with Kelowna branding in early March.

Event Overview

Attached is a diagram showing the various events involved in BreakOut West.

Festival: From Thursday, Oct. 21 to Sunday, Oct. 24 Kelowna's downtown core and Cultural District will be teaming with music and creative energy. Each night, musicians from across Western Canada will perform in the multi-genre music festival in some of our top downtown venues. Each of the 60 musicians accepted into the juried festival will have two opportunities to perform.

Conference: During the day, top industry professionals and artists will be meeting to discuss and workshop new ideas and best practices to help create an even stronger business model for our artists and music centered companies.

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Mini BreakOut West Family Event: New this year, we have added a family friendly event on Sunday to encourage parents to share the magic of music with their children. The details of this event are being confirmed, will include live performances and musical-themed family activities.

Western Canadian Music Industry Awards and Music Awards: The Music Industry awards will be presented at a bunch on Saturday, honouring excellence in the Western Canadian Music Industry. The weekend culminates on Sunday with the Western Canadian Music Awards at the Kelowna Community Theatre, with awards for musical artists and live performances.

Planning Milestones

Accommodation and Venues: **The Prestige Hotel, Royal Anne Hotel and Travel Lodge** are the official hotels. Past events have hosted 350 out-of-town delegates and we anticipate a similar number. **Rotary Centre for the Arts** and the **Kelowna Community Theatre** have been secured as venues. We are currently in discussions with potential festival venues. The festival will use up to 11 other venues, primarily private sector.

Connections with Local Business and Festivals: A partnership has been established with **Parks Alive** for pre-event promotion during the summer season. Arrangements are being made with the **Downtown Kelowna Association** for cross promotion of their members and BreakOut West.

Sponsorship: In addition to the support from the **City of Kelowna**, the following sponsors have confirmed their commitments: **The Peak 100.5** radio station (Vancouver) and **The Province of British Columbia**.

The sponsorship team has been in contact with many potential music industry and local business sponsors and several are working out details of their packages. With upcoming events planned to inform the community about the ways they can become involved and further illustrate the positive impact the event will have on Kelowna, the committee is confident we will reach our fundraising goal.

Host Committee: The host committee is comprised of eight members and short biographies of the members are attached. The responsibilities of the host committee include fundraising \$120 000 (all members of the committee are supporting this goal), providing support to the WCMA staff -for making first contact with suppliers and venues and providing local knowledge, and participation in the local marketing of the event.

Producers and Volunteer Coordinator: Karma Laccoff and Quinn Best have been retained as the Festival Producers and Sonya Barker as the

Volunteer Coordinator. The awards show will be produced once again by Donnelley and Associates (Vancouver) who has been involved with producing this awards show for several years. In addition to producing previous years of this event, Donnelley and Associates produced the Surrey2010 venue during the Olympics and Juno Fest 2009.

Applications from Musicians: Applications for BreakOut West and nominations for awards opened mid-March and will close April 30. The process of selecting the award nominees and festival artists will be completed by July. Major public announcements will start in September, including the festival line-up and awards nominees. The festival has already received 200 applications.

National and International Promotion: WCMA staff were present at Canadian Music Week in Toronto and South by South West (SXSW) in Austin, TX promoting BreakOut West to industry and artists, including physical distribution of 1000 download cards for BreakOut West. See example in package.

Local Promotion: Promotions begin in earnest the week of April 19 with a press conference April 21 at 11:30 am at the Rotary Centre for the Arts and a VIP reception for sponsors and potential sponsors later the same day.

Six months and counting

The event is gaining momentum in Kelowna. The buzz is all around. Stay tuned to traditional and new media as announcements about BreakOut West are made. Discussions on the event will be happening on our facebook fan page (Breakout West Kelowna), twitter (breakoutwest), and local blog at breakoutwestkelowna.com. Expect to see these pages to become live in the coming days.

BreakOut West and the Western Canadian Music Awards October 21 to October 24, 2010 – Kelowna, BC

	Thursday, Oct. 21	Friday, Oct. 22	Saturday, Oct. 23	Sunday, Oct. 24	
9 AM					<p> BreakOut West Festival BreakOut West Conference Western Canadian Music Awards Industry event (invite only) </p> <p> RCA Rotary Centre for the Arts KCT Kelowna Community Theatre WV Various venues in the downtown core and Cultural District </p>
10 AM					
11 AM					
NOON					
1 PM		Conference Sessions	Industry Awards and Key Note Interview, RCA	Mini BreakOut West Family Festival, RCA	
2 PM			Conference Sessions	SOCAN Songwriters Circle, RCA	
3 PM			Classical Showcase, RCA		
4 PM					
5 PM					
6 PM	Delegate Reception, tba	VIP Reception, tba			
7 PM				Western Canadian Music Awards, KCT	
8 PM	Festival WV			After Party, tba	
9 PM		Festival WV			
10 PM					
11 PM					
12 AM					

Note: Events, locations and schedule are subject to change

Host Committee

Quinn Best (Co-Chair), Entrepreneur and owner of Habitat, a local restaurant/music venue. Quinn is the director of MusicBC's Interior Office and Producer of the Peak Performance Project Bootcamp and showcase series (2009 and 2010).

Sonya Barker (Secretary), Community Relations Coordinator at Interior Savings Credit Union, Sonya was previously the Program Coordinator for Festivals Kelowna. She assisted in the production of the 2008 Kelowna BC Summer Games, the 2009 BC Interior Music Awards, and the 2010 Olympic Torch Relay Celebration.

Leesa Beason (Sponsorship), Owner and operator of Premiere Publicity and Productions out of Kelowna. Leesa produced the 2010 Pirouette Gala for Ballet Kelowna, the Canadian Country Music Awards and the Canadian Aboriginal Music Awards for the last five years.

Andrea East (Mini BreakOut West), Lawyer at Pushor Mitchell. Andrea is a business lawyer and supporter of Canadian Music. She sits on the board of Community Futures of the Central Okanagan.

Karma Lacoff (Co-Chair), Recruiting, Publishing and Events Assistant at Okanagan College, she has been producing events for ten years, including large scale orientation programs at Simon Fraser University, and the 2008 Wearable Art Gala. Karma is currently on leave from Habitat as the Booking Manager to focus on producing the BreakOut West music festival.

Jason Lane (Marketing), Project Manager at Enquiro Search Solutions, has worked in the web marketing field for over 10 years. Jason has been running the Kelowna Live Music Blog for five years, helping support local venues and artists.

Sandra Kochan (City of Kelowna representative), Cultural Services Manager for the City of Kelowna. Her career with the city started with the coordination of the thriving public art program and also included strategic planning and community consultations for a Recreation, Parks & Culture Master Plan.

Brad Krauza (Sponsorship) Publisher of Gonzo Magazine and concert promoter. Brad is a new Festivals Kelowna board member and has significant experience in the Kelowna music industry.