



**N Y C M A R K E T I N G**  
New York City Marketing Development Corporation



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## **Country Music Association and NYC Marketing Assemble Sponsors for Upcoming CMA Gala, Awards Ceremony** *Companies Have Opportunity to be Part of "Country Music's Biggest Night"*

**New York, NY** – The Country Music Association (CMA), Shadow Branding, and NYC Marketing announced today it will be working together to assemble corporate sponsors for the CMA Awards scheduled to take place for the first time in New York City on November 15, 2005.

Companies in the auto, wireless, financial, soft drink, and health and beauty sectors, among others are being given the opportunity to sponsor the CMA Gala and Awards Ceremony. Packages will be developed at different investment levels to address the unique needs and objectives of corporate partners. While various events may be custom-tailored for individual sponsors, some key elements of sponsorship packages may include: tickets to exclusive CMA Awards events such as the telecast and private VIP receptions; naming rights to "Country Takes NYC" events; national promotions/sweepstakes including CMA Awards trips; local outdoor media packages; and product placement in artist gift bags.

Rick Murray, CMA Senior Director of Strategic Marketing said, "When our Board decided to hold the CMA Awards in New York City, we made a commitment to make the 2005 event something special by tapping into all of the unique resources New York City has to offer. Americans love New York and love country music -- and this high powered brand partnership provides a potent entertainment package."

In addition to a variety of regional events featuring Country Music stars and celebrities to be scheduled in the run-up to the November 15 gala, CMA and NYC Big Events (the City's official permanent host committee designed to attract large events to the City) intend to create a visible presence with a series of events leading up to the event to be known as "Country Takes New York City." The programming will feature performances, exhibits, educational and cultural activities and promotional events. An additional objective is to create a tourism partnership between New York City and Nashville that will encourage visitors from both cities.

"The CMA-New York City partnership will provide unique local and national marketing, media and promotional opportunities that combine the muscle of the Country Music fan base with the unmatched power of New York City's assets and brand," stated Jim Donofrio, Senior Vice President of Sales and Partnerships for NYC Marketing.

Warren Kornblum, Chairman and Chief Executive Officer of Shadow Branding and former Chief Marketing Officer of Toys "R" Us, Inc., predicted the CMA Awards will be a high visibility, monumental success. "In partnership with the CMA and NYC Marketing, we will work to bring very specifically selected, quality brand marketers together to celebrate the very best in country music. It is an outstanding opportunity for our brand partners to be part of a unique, compelling and exciting event."

Murray said Warren Kornblum, “is the perfect ambassador to ensure the very best brand marketers are invited to be part of this fabulous celebration -- and we are enormously pleased he will be working collaboratively with NYC Marketing. We’re confident that having the city as the backdrop for November’s CMA Awards will add even more excitement, energy and glamour to what is already one of the most anticipated events of the season.”

The City’s Economic Development Corporation (EDC) projects the 2005 CMA Awards will have an economic impact in excess of \$30 million on the City of New York.

“The 2005 CMA Awards will be the best ever as New York City rolls out the red carpet for country music,” said Maureen Reidy, President of NYC Big Events, who led the effort to recruit the CMAs to New York City. “And we’re proud and excited to have this powerhouse team of salespeople and this new approach to funding big events for the City.”

### ***Country Music Association***

The first “CMA Awards Banquet and Show” was held in 1967. The following year, the CMA Awards were broadcast on network television – making it the longest running, annual awards program on television. Traditionally one of the top five rated awards specials of the year, in 2004 more than 37 million people watched all or part of “The 38<sup>th</sup> Annual CMA Awards” on the CBS Television Network. CMA Awards nominees and winners are determined by the industry professional members of the Country Music Association, which was the first trade organization formed to promote an individual genre of music in 1958.

### ***NYC Marketing***

NYC Marketing is a local development corporation created by the Mayor to provide alternative ways to generate revenue, support city agencies, and promote New York City globally for the growth of jobs and tourism. By developing innovative public-private partnerships that use the City’s well regarded image and vast set of resources, NYC Marketing helps qualified partners grow their business while helping make New York City a better place to live, work and visit.

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