

MRG LIVE Presents

ELEVATE MUSIC PROJECT

elevatemusicproject.com



COMING 2025

MRG LIVE



INTRODUCTION



ELEVATE Music Project, created by The MRG Group, is designed to revitalize Vancouver's live music scene and support local emerging artists. The initiative aims to provide a platform for musicians of all genres across the province to develop and advance their careers. Following the success of ELEVATE in 2024, we are committed to growing this project.

The competition takes place at two of Vancouver's premier venues, the Biltmore Cabaret and Vogue Theatre. A panel of local music industry pros judges the event, selecting six bands from the preliminary round to compete in the semi-final. The top three acts move on to the final round at the Vogue Theatre, where they vie for the grand prize.

The 2024 event offered prize packages designed to boost participants' careers, including cash prizes, a showcase at Canadian Music Week (flights provided), recording time, merch, and more. Let's elevate Vancouver's musical talent to the forefront of the Canadian music industry!





OUR VISION

Elevate vision is to foster collaboration between musicians and industry professionals, creating meaningful connections that propel artistic growth. Through our commitment to inclusivity and creativity, Elevate strives to enrich the local music scene and build sustainable careers for BC's musicians.



OUR GOALS

The Elevate aims to support emerging BC musicians by providing them with a platform to showcase their talents, connect with industry professionals, and grow their careers. Through inclusive programming and high-quality event production, Elevate seeks to drive the local music scene, promote collaboration, and long-term growth in Vancouver's live music community.



SCHEDULE



PRELIMINARIES

BILTMORE CABARET

November 27– Night 1

December 4 – Night 2

December 11 – Night 3

December 18 – Night 4



SEMI-FINAL

BILTMORE CABARET

January 8, 2026



FINALE

VOGUE THEATRE

January 22, 2026





MUSICCOUNTS

ELEVATE Music Project has proudly partnered with MusiCounts, raising \$8500 to support their cause. **MusiCounts**, Canada's music education charity associated with CARAS and the JUNO Awards, is dedicated to keeping music alive in schools and communities by providing musical instruments to children who need them most. Their mission is to ensure that all youth across Canada have access to music programs through schools and community initiatives. MusiCounts achieves this through programs like the Band Aid Program, the MusiCounts TD Community Music Program, scholarships, and various awards celebrating musical excellence.



BY THE NUMBERS



TOTAL ATTENDANCE 2024

2,000+

TOTAL APPLICANTS 2024

150+

SOCIAL MEDIA FOLLOWERS*

100,000+

**Across combined MRG channels*

EMAIL SUBSCRIBERS

500,000+

**Across combined MRG channels*



MARKETING

A comprehensive digital marketing initiative will kick off, leveraging the social media platforms of both ELEVATE and The MRG Group. We will also utilize our longstanding history with local media partners.

The extensive database of BC-based ticket buyers and social media contacts at MRG will play a key role in boosting viewership. This will be achieved through weekly newsletter inclusions and dedicated email blasts, ensuring a targeted and impactful campaign.

Additionally, posters will be strategically deployed to generate buzz and bolster brand recognition. A street campaign will be launched and visuals and posters will be included in our properties as well. This multi-faceted approach aims to maximize visibility and engagement for the upcoming events.

2024 LINEUP



Temia



BADMNY



Nette



Silent St. J



Janky Bungag



Clay Orange



Non Sweet



Lola Balter

2024 LINEUP



Wack



Royal Oak



Bloom Effect



Fallen Stars



Tya



Aversions



Francis Baptiste



Talel McBriar

2024 LINEUP



Emma Alves



Future Star



Riun Garner



Kers



Pinebarren



Mamarudegyal MTHC



Grade School



Judges



PARTNERSHIP BENEFITS



BRAND EXPOSURE

Sponsoring Elevate Music Project provides your brand with visibility across multiple platforms, reaching a diverse and engaged audience of music lovers and industry professionals.

COMMUNITY ENGAGEMENT

Align your brand with a positive initiative that supports local talent and strengthens Vancouver's emerging music scene, showcasing your commitment to cultural development.

EXCLUSIVE ACCESS

Sponsors gain access to VIP events, backstage experiences, and networking opportunities with artists, industry leaders, and other influencers.

PAST PARTNERS

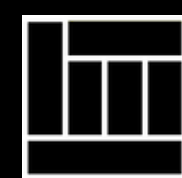


VOGUE
T H E A T R E

Biltmore
CABARET

MRG
TRAVEL



 **Long & McQuade**
MUSICAL INSTRUMENTS



THE GEORGIA
straight

WESTWARD
MUSIC FESTIVAL

WAVE 98.3
VANCOUVER'S COOLEST VIBE

BEATROUTE





PARTNERSHIP BENEFITS



POSITIVE BRAND ASSOCIATION

Support for Elevate reflects a dedication to fostering creativity, inclusivity, and community-driven growth, building a positive brand reputation within the local arts and entertainment sectors.

TARGETED MARKETING OPPORTUNITIES

Sponsorship allows your brand to engage directly with a targeted audience of music enthusiasts, creatives, and young professionals through tailored promotions, activations, and product placements.

CREATE A LASTING IMPACT

By supporting emerging musicians, your brand plays a key role in shaping the future of Vancouver's music scene, leaving a lasting legacy and fostering long-term community relationships.

TESTIMONIALS



TEMIA

FIRST PLACE FINALIST 2024

"It's just amazing, Elevate has pushed me so far and allowed me to collaborate with so many different people and I've made so many new friends. Shoutout to Elevate, MRG Live, the Vogue Theatre...I was on the VOGUE Stage which was so crazy to me...Thank you to all the people that supported me!"



NOBLE SON

FIRST PLACE FINALIST 2020

"Elevate connected me with great people and opportunities that have been invaluable to my career. Add in getting to play these historic venues...it was an incredible experience."



THANK YOU!

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