



AKRA

MONTHLY MUSIC CAMP
BRANDED CONTENT DECK

WHO WE ARE

Founded in 2018 by a group of local artists based in the Peel region, Studio 145 emerged from a need to address gaps in creative arts opportunities for BIPOC and NEET youth (no education, employment or training).

Read more about each of our initiatives:

[THAT CLOUD STUDIO](#)

[FUTURE PILLARS](#)

[PARKING LVL 9](#)

WHAT WE'VE DONE

The organizations we've worked with have been an integral component to building trust with community. The youth they've allowed us to work alongside are now active members of the Studio and its programming.

Through our brick-and-mortar space, services, education, training and employment, we provide creators with the tools, resources and support they need to bring their ideas to life.

When brands partner with Studio 145, they'll have access to a dynamic pipeline of talent. Each one comes with their own niche audiences that fuel the reach of our authentic storytelling.



Dufferin-Peel
Catholic District
School Board



MISSISSAUGA



GREEN
TEA
DISTRO



willo

Music
Ontario



METALWORKS INSTITUTE
MISSISSAUGA

DT | DIVERSITY
TALK

STUDIO
HAIKUU

Canurta

TNG
Community Services

CENTRAL NEIGHBOURHOOD HOUSE
NEIGHBOURHOOD LINK
ST. STEPHEN'S COMMUNITY HOUSE



BITTER
&
BROKE



MANIFESTO



FACTOR



THE NEXT SEQUENCE

We're inviting your brand to join us in shaping Akira: a monthly songwriting and production camp where emerging talent collaborate to craft new records. Akira is our newest initiative and a powerful intersection of music, creativity and culture.

Once each camp is wrapped, an established artist steps into our studio to cut a record born from the camp sessions, transforming community creativity into professional-level releases.

Our engagement with the established artists is captured through our original content series, "Let's Make a Hit", which offers an inside look at the creative process – from idea to finished track. This content is what we intend to use as authentic, high-performing branded content.

A person with extensive tattoos on their arms and chest is shown from the chest up. They are wearing a dark, futuristic-looking jacket with a red lining. They are adjusting a pair of dark, rectangular goggles over their eyes with both hands. The background is a dark, out-of-focus city street at night, with some blurred lights and structures visible. The overall mood is mysterious and high-tech.

THE RESULT

Through partnering with Studio 145, brands gain direct access to a vibrant, youth-driven creative community who bring their own visibility and cultural influence. This collaboration allows brands to engage audiences organically, introduce their products or services to a new audience and build meaningful connections at the heart of Toronto's creative scene.

HOW DOES THIS ALL WORK?

IDENTIFY YOUR OBJECTIVE

We offer a suite of solutions that address brand awareness, engagement, product promotion or cultural alignment.

ACTIVATE WITH AKIRA

Leverage Akira's creative ecosystem to engage audiences authentically and increase brand awareness and conversions.



SELECT YOUR SOLUTION

Select the package that best aligns with your desired marketing goals.

SOLUTION	CONTRIBUTION	KEY BENEFITS
<p>THE TASTEMAKER</p> <p><i>Authentic brand affinity, co-created storytelling, and niche audience engagement through Akira</i></p>	<p>\$12K – \$18K</p> <p>COMMITMENT PERIODS: 3 MONTHS 12 MONTHS 2+ YEARS</p>	<ul style="list-style-type: none"> DELIVERABLES: <ul style="list-style-type: none"> CO-PRESENTER TITLE: “LET’S MAKE A HIT PRESENTED BY [BRAND]” ONE 25-MINUTE “LET’S MAKE A HIT” EPISODE PER MONTH, BTS CONTENT, DUBS, ETC. LOGO IN EPISODES, SOCIAL DROPS, BEHIND-THE-SCENES CONTENT PREFERRED WORKSPACE ACTIVATION (12-MONTH +) 2+ YEARS COMMITMENT: END-OF-YEAR THANK YOU GALA & FUTURE PILLARS PROGRAM CO-PRESENTING RIGHTS ALIGNMENT; <ul style="list-style-type: none"> CO-CREATED CAMPAIGNS WITH CULTURAL RELEVANCE SHAREABLE, ARTIST-DRIVEN CONTENT HIGH ENGAGEMENT WITH NICHE AND TARGETED AUDIENCES FULLY TAX-DEDUCTIBLE
<p>THE EXPERIENCE</p> <p><i>Short-term exposure, trial engagement, and cultural alignment through Akira’s User Generated Content.</i></p>	<p>\$3K – \$5K</p> <p>COMMITMENT PERIOD: One Time</p>	<ul style="list-style-type: none"> DELIVERABLES: <ul style="list-style-type: none"> BRANDED EXCURSIONS, OR ICEBREAKERS (I.E. CONCERTS, SHOWS, ETC.) “SUPPORTED BY [BRAND]” WATERMARK ON PARTICIPANT-GENERATED CONTENT RECOGNITION IN SOCIAL POSTS/VIDEOS OPTION TO SPONSOR SPECIFIC PARTICIPANTS OR SESSIONS CO-BRANDED, MADE FOR SOCIAL PHOTO + VIDEO ASSETS ALIGNMENT: <ul style="list-style-type: none"> VISIBILITY ACROSS EVENTS, SOCIAL CAMPAIGNS, AND ACTIVATIONS MEASURABLE AUDIENCE ENGAGEMENT AND FEEDBACK SHORT-TERM CAMPAIGN IMPACT FULLY TAX-DEDUCTIBLE
<p>THE PLUG: CAMPERS</p> <p><i>Experiential touch points, lead generation, and social proof through Akira’s monthly camps.</i></p>	<p>\$1k – \$5k</p> <p>COMMITMENT PERIOD: One Time</p>	<ul style="list-style-type: none"> DELIVERABLES: <ul style="list-style-type: none"> CO-BRANDED, MADE-FOR-SOCIAL PHOTO + VIDEO ASSETS INTEGRATION OF WARDROBE, EXPERIENTIAL ACTIVITIES, INFLUENCER KITS, FOOD & DRINKS OPTION TO SPONSOR SPECIFIC PARTICIPANTS OR SESSIONS ALIGNMENT: <ul style="list-style-type: none"> HANDS-ON PRODUCT OR SERVICE INTERACTION WITH PARTICIPANTS OPPORTUNITIES FOR UGC, TESTIMONIALS, AND CAMPAIGN CONTENT MEASURABLE IMPACT ON SALES, SIGN-UPS, OR TRIAL USE

SOLUTION	CONTRIBUTION	KEY BENEFITS
<p>THE PLUG: FEATURED ARTIST</p> <p><i>Quick awareness, brand alignment, and low commitment opportunities through Akira’s “Let’s Make a Hit” series</i></p>	<p>\$1k – \$5k</p> <p>COMMITMENT PERIOD:</p> <p>One Time</p>	<ul style="list-style-type: none"> • DEVLIVERABLES: <ul style="list-style-type: none"> ◦ EXCLUSIVE BEHIND-THE-SCENES CONTENT ◦ PRODUCTION CREDITS IN EPISODES ◦ INTEGRATION OF WARDROBE, EXPERIENTIAL ACTIVITIES, INFLUENCER KITS, FOOD & DRINKS • ALIGNMENT: <ul style="list-style-type: none"> ◦ ENTRY-LEVEL VISIBILITY IN DIGITAL CAMPAIGNS ◦ QUICK EXPOSURE WITH MINIMAL COMMITMENT ◦ POSITION AS A SUPPORTER OF EMERGING TALENT
<p>THE STUDIO VIBES</p> <p><i>Physical visibility, experiential marketing, and brand activations through Akira’s physical spaces.</i></p>	<p>SMALL SPACES / SINGLE AREAS</p> <p>\$3.5k – \$6k</p> <p>MEDIUM SPACES/MULTIPLE ROOMS</p> <p>\$7.5k – \$12k</p> <p>PREMIUM WORKSPACES</p> <p>\$15k – \$25k</p> <p>COMMITMENT PERIOD:</p> <p>Annual</p>	<ul style="list-style-type: none"> • DELIVERABLES: <ul style="list-style-type: none"> ◦ INTEGRATION OF LOGO/SIGNAGE/DISPLAYS/MURALS IN STUDIO SPACES ◦ FULLY TAX-DEDUCTIBLE ◦ NOTES: CO-PRESENTERS RECEIVE PREFERRED PICK, BUT ALL BRANDS CAN ALIGN WITH OUR PHYSICAL SPACES • ALIGNMENT: <ul style="list-style-type: none"> ◦ PERSISTENT PRESENCE IN AKIRA’S PHYSICAL SPACES ◦ ASSOCIATION WITH HIGH-IMPACT CREATIVE ENVIRONMENT ◦ FULLY TAX-DEDUCTIBLE
<p>THE NETWORK</p> <p><i>Deep engagement, loyalty, and cultural influences through Akira’s digital spaces</i></p>	<p>\$1k</p> <p>COMMITMENT PERIOD:</p> <p>Annual</p>	<ul style="list-style-type: none"> • DELIVERABLES: <ul style="list-style-type: none"> ◦ DIRECT ACCESS TO AKIRA COMMUNITY MEMBERS ◦ OPPORTUNITIES TO HOST OR CO-BRAND DIGITAL EVENTS, DISCUSSIONS, OR CREATIVE SESSIONS • ALIGNMENT: <ul style="list-style-type: none"> ◦ STRENGTHEN CULTURAL CREDIBILITY AND COMMUNITY INTEGRATION ◦ PERSISTENT PRESENCE IN AKIRA’S DIGITAL SPACES ◦ FULLY TAX-DEDUCTIBLE

SOLUTION	CONTRIBUTION	KEY BENEFITS
<div><div>SESSIONS</div><div>Deep engagement, loyalty, and cultural influences through creative resource provisioning</div></div>	<div>Minimum \$1200</div> <div>COMMITMENT PERIOD: One Time</div>	<div><div><div><div>• DELIVERABLES:</div><div><div>◦ MADE FOR SOCIAL BTS VIDEO FROM SESSION</div><div>◦ DIRECT ACCESS TO STUDIO 145 COMMUNITY MEMBERS</div><div>◦ OPPORTUNITIES TO HOST OR CO-BRAND DIGITAL EVENTS, DISCUSSIONS, OR CREATIVE SESSIONS</div></div></div><div><div>• ALIGNMENT:</div><div><div>◦ STRENGTHEN CULTURAL CREDIBILITY AND COMMUNITY INTEGRATION</div><div>◦ PERSISTENT PRESENCE IN THE COMMUNITY THROUGH STUDIO TIME SPONSORSHIP</div><div>◦ FULLY TAX-DEDUCTIBLE</div></div></div></div></div>

THE TAKEAWAY

The monthly Akira camps offer a unique opportunity to amplify your brand with the next generation of storytellers.

ACCESS TO EMERGING CREATIVE TALENT

- Connect with a diverse, youth-driven community of musicians, producers and content creators in Toronto.
- Engage with artists who bring their own loyal niche audiences.

CULTURAL CREDIBILITY & TREND ALIGNMENT

- Align your brand with cutting-edge music culture and grassroots creativity.
- Be seen as a supporter of emerging talent and creative innovation, building long-term trust with younger audiences.

AUTHENTIC BRAND INTEGRATION

- Position your brand within real creative moments, from camp sessions to studio recordings, rather than traditional advertising.
- Opportunities for content co-creation, product placement and experiential marketing.

HIGH-QUALITY, SHAREABLE CONTENT

- Capture behind-the-scenes moments, performances, and collaborations for use across social media, campaigns, and PR.
- Generate user-generated content (UGC) and authentic storytelling tied to your brand.

The background of the slide is a stylized city skyline at night. The buildings are silhouetted against a sky with a gradient from deep blue at the top to a warm orange and red at the bottom, suggesting a sunset or sunrise. The city lights are represented by small, glowing squares on the building facades. The overall aesthetic is modern and professional.

THANK YOU.

marketing@coop145.ca

DISCLAIMER

INFORMATION CONTAINED IN THIS PRESENTATION AND ANY CONNECTED FILES ARE PRIVATE PROPERTY OF STUDIO 145 INITIATIVE. AS SUCH YOU ARE BOUND TO KEEP THE CONTENT OF THE PRESENTATION CONFIDENTIAL AND ARE PROHIBITED FROM USING THE INFORMATION TO YOUR BENEFIT AND WITHOUT THE CONSENT BY LISTED PARTIES ABOVE.