

Briefing note

Proposal for the International Canadian Music Festival 2026

Call to action

- To gain approval from the federal, provincial and municipal governments to host the International Canadian Music Festival 2026 at the Rogers Stadium with an expected 1.5 million attendees

Research on the 2003 concert and learnings

- Presence of 3,000 police officers helped limit violence
- Emergency medical services provided by North York General Hospital supported attendees
- Garbage collection remained an issue because of mass littering
- Insufficient amounts of portable toilets caused unsanitary conditions
- Heat conditions at the concert led to heat-related illnesses

Bands and artists to be invited

- Artists: Shawn Mendes, Drake, Justin Bieber and The Weekend
- Bands: Chief State, Hotel Mira and Thunder Queens

Partners for this concert

- This event will be funded by Mark LaVigne, CEO of Lavigne Communications and Live Nation, our official venue host, in addition to support from all levels of government

Rough budget

- Artist fees: \$75M
- Production & staging: \$50M
- Security, transit & emergency services: \$25M
- Marketing, communications & sponsorships: \$20M
- **Total Estimated Cost: \$170M**

Rough timeline

- **Sept 2025:** Confirm government partnerships, Live Nation contract, and headliners
- **Dec 2026:** Launch national and global marketing campaign, community engagement
- **June 2026:** Concert execution at Rogers Stadium, Downsview Park

Logistics

- Expanded TTC and GO Transit service required for attendees
- Private security and OPP support required for crowd control
- Cool-down stations and medical kiosks to prevent heat-related illnesses
- extended number of waste disposal units and sanitization facilities by all exits

- Live broadcast infrastructure for accessibility
- Clear signage for emergency exits

Word Count:

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