

MEETUPMIXUP

December 7th 2016

'twas the night before meetup

The combined Sydney meetup community are thrilled to announce the return of the end of year mixer 'MeetupMixup', a combined networking & social event to celebrate the festive season and a year of meetups!

Members of some of Sydney's largest user will be gathering on December 7th for an evening of celebrations to round out the year and welcome the holiday season.



The mixer is a non-profit networking & social event that is run by the local community for the benefit of the local community. We would like to invite you to help support the event by way of sponsorship to make the event as accessible as possible for the community.

The Organising Team

Jack Skinner, Katie McLaughlin, Wil Brown & Ally Beaton

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Venue

On the back of last year's success, we're returning to The Standard Bowl on Bourke Street Surry Hills. There are four bowling alleys, pool tables and arcade machines for everyone to enjoy!

Alongside the entertainment, The Standard Bowl offers an assortment of food platters and a fully stocked bar ready for the enjoyment of all.

Of course it wouldn't be a meetup without talks! We'll have a small stage setup for brief presentations from our headline gold sponsors.



Organising Team

MeetupMixup is organised jointly by community representatives from across all participating user groups.



Jack Skinner



Katie McLaughlin



Wil Brown



Ally Beaton

Attendees

We're expecting 200+ attendees from a web and software development background to join us. Attendees come from a variety of industries including developers, designers, content editors, product and project managers, executives and many many more.

As part of the event we aim to reach over 5,000 people across combined social and email channels.

If you're involved with the industry or interested in networking with its members then supporting this event is the perfect opportunity.

Participating groups

- **Women Who Code**
- **Sydney Drupal User Group**
- **SydPHP**
- **eLearning & Instructional Design**
- **Sydney Bitcoin Professionals**
- **WordPress Sydney**
- **Sydney Android User Group**
- **Product Mavens**
- **Joomla! User Group**
- **Bitcoin Sydney User Group**

And more to be announced soon!

Sponsorship

Events like this aren't possible without the kind support of our sponsors. We're inviting sponsors to join us on the evening and help us cover catering costs for the event.

Some of the key benefits of sponsoring include:

- **Brand placement**
- **Lead Generation**
- **Networking**
- **Industry Recognition**
- **Talent Recruitment**
- **Product promotion**

And don't forget helping to spread the holiday cheer!

Sponsorship helps us reduce the cost of tickets and make the event as accessible as possible to the wider technical community in Sydney.

Door prizes & Giveaways

We would love to have door giveaways and prize giveaways as part of the evening fun. If any sponsor would like to bring a prize to give away as part of a lucky dip it's a great way to:

- Have your company/prize mentioned to everyone during registration & marketing.
- Collect business cards and contact details of attendees.
- Help give the evening that great memorable moment that your company is remembered by!

In previous years we've been excited to help sponsors give away gift vouchers, books, discounts and plenty of electronic goods (tablets and smart watches are always crowd pleasers!)

Don't worry, we'll remind everyone to bring business cards on the night!

Sponsorship Packages

	Benefit	GOLD	SILVER	BRONZE
Investment		\$1000	\$600	\$300
Exclusivity		3	5	8
Before the event				
Website, email [^] and social media promotion*		✓	✓	✓
Name & link on Eventbrite™ registration page		✓	✓	
Social media mentions in the lead up to the night		✓	✓	
During the event				
Name and logo on rotating slides		✓	✓	✓
Social media mentions during the event		✓	✓	✓
Bring along your standalone banners		✓	✓	
Swag give-aways (e.g. T-shirts)		✓	✓	
Dedicated 3 minute pitch to the audience		✓		
Complimentary allocated tickets (Tickets are RRP for \$15.00 + booking fee) ^{&}		5 (\$75)	2 (\$30)	1 (\$15)
After the event				
Post conference media pack for your own promotion		✓	✓	✓
Third twitter mention (and thanks!)		✓	✓	✓
Name, logo and link on post-event email [^]		✓	✓	✓

Interested to help us do something truly special?

We'd love to hear your thoughts. The organisers would love to partner with a platinum sponsor to put together something truly special!

[^] * & please see the last page of this document for relevant details

What next?

If you are interested in sponsoring MeetupMixup we would love to hear from you! You can contact the organising team via email or phone. Have questions or comments? Let us know!

Organising team - sponsorship

Jack Skinner

events@developerjack.com

0404 585 202 or 0437 234 550

Wil Brown

hello@zeropointdevelopment.com

0423 526 829

Important Notes

Please note, attendee contact details **cannot** and will not be provided to sponsors as part of this package. Instead we offer you the opportunity to run a prize giveaway as a method for you to contact attendees after the event.

** pre-event marketing will be provided on a best effort to sponsors who join us after December 1st and cannot be guaranteed.*

& Tickets RRP for \$15.00 + booking fee

^ The pre-event email will be sent to registered attendees shortly prior to MeetupMixup 2016. The post-event email will additionally be sent to all attendees. Additional emails may be individually sent by each meetup group to their respective members either before or after MeetupMixup.



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