

# MEETUPMIXUP

December 3<sup>rd</sup> 2015

## *'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 SydPHP, WordPress Sydney, Joomla User Group Sydney and Product Mavens user groups will be gathering on December 3<sup>rd</sup> 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.



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## Venue

We're excited to announce that MeetupsMixup will be hosted at The Standard Bowl on Bourke Street Surry Hills. We'll be featuring four bowling alleys, pool tables and arcade machines as part of the evening's entertainment!

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

The venue will also feature a projector and AV setup for slides and presentations from our headline gold sponsors.



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## Organising Team

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



**Jack Skinner**



**Katie McLaughlin**



**Wil Brown**



**Peter Bui**

## Attendees

We're expecting 200+ attendees from a web and software development background to join us. Members of the SydPHP, WordPress Sydney, Joomla User Group Sydney and Product Mavens meetup groups 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.

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## 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!

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## Sponsorship Packages

|   | <i>Benefit</i>     | <i>GOLD</i>        | <i>SILVER</i>      | <i>BRONZE</i> |
|---|--------------------|--------------------|--------------------|---------------|
| <i>Investment</i>   | \$1000             | \$600              | \$300              |               |
| <i>Exclusivity</i>  | 2                  | 4                  | 8                  |               |
| <b><i>Before the event</i></b>  |                    |                    |                    |               |
| <i>Website, email^ and social media promotion*</i>                                      | ✓                  | ✓                  | ✓                  |               |
| <i>Name &amp; link on Eventbrite™ registration page</i>                                 | ✓                  | ✓                  | ✓                  |               |
| <i>Social media mentions in the lead up to the night</i>                                | ✓                  | ✓                  |                    |               |
| <b><i>During the event</i></b>  |                    |                    |                    |               |
| <i>Name and logo on rotating slides</i>   | ✓                  | ✓                  | ✓                  |               |
| <i>Social media mentions during the event</i>   | ✓                  | ✓                  | ✓                  |               |
| <i>Bring along your standalone banners</i>  | ✓                  | ✓                  |                    |               |
| <i>Swag give-aways (e.g. T-shirts )</i>   | ✓                  | ✓                  |                    |               |
| <i>Dedicated 3-5 minute pitch to the audience</i>                                       | ✓                  |                    |                    |               |
| <i>Complimentary allocated tickets<br/>(Tickets are RRP for \$10.00 + booking fee)¶</i> | <b>5</b><br>(\$50) | <b>2</b><br>(\$20) | <b>1</b><br>(\$10) |               |
| <b><i>After the event</i></b>   |                    |                    |                    |               |
| <i>Post conference media pack for your own promotion</i>                                | ✓                  | ✓                  | ✓                  |               |
| <i>Third twitter mention (and thanks!)</i>  | ✓                  | ✓                  | ✓                  |               |
| <i>Name, logo and link on post-event email^</i>   | ✓                  | ✓                  | ✓                  |               |

**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

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## What next?

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

### **Jack Skinner**

[jjack@developerjack.com](mailto:jack@developerjack.com)  
0404 585 202 or 0437 234 550

### **Wil Brown**

[hello@zeropointdevelopment.com](mailto: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 1<sup>st</sup> and cannot be guaranteed.*

& *Tickets RRP for \$10.00 + bf*

<sup>^</sup> *Event emails will be sent individually by each meetup group to their respective members. The post-event email will additionally be sent to all attendees.*



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