

Meetup Mixup Melbourne Sponsorship Prospectus

13th December, 2016



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What is MuMuMelb?

The combined Melbourne meetup community are thrilled to announce the 2016 end of year mixer 'Meetup Mixup', a combined networking & social event to celebrate the festive season and a year of meetups!

Members of phpMelb, Open Knowledge Foundation, and more will be gathering on December 13th 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.

Meetup Mixup Melbourne Sponsorship Prospectus

13th December, 2016



Venue

We're excited to announce that MeetupsMixup will be hosted at LOOP Project Space & Bar, 23 Meyers Place. This relaxing location will provide ample space for delegates to mingle.

The venue also offers an assortment of food, and a fully stocked bar ready for the enjoyment of all.

The venue will also feature a PA setup for short presentations from our headline gold sponsors.



Meetup Mixup Melbourne Sponsorship Prospectus

13th December, 2016



Organisers

A team of experienced event organisers with recognition in the community, Ben, Matt and Sally are proud to be running MuMuMelb this year.



Ben Dechrai



Matthew Cengia



Sally Pryor

Meetup Mixup Melbourne Sponsorship Prospectus

13th December, 2016



Attendees

We're expecting between 100 and 150 attendees from a web and software development background to join us.

Members of the 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.

Meetup Mixup Melbourne Sponsorship Prospectus

13th December, 2016



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.

Key benefits of sponsoring include Brand Placement, Lead Generation, Networking, Industry Recognition, Talent Recruitment, Product promotion.

And of course helping to spread the holiday cheer!

Helps us reduce the cost of tickets and make the event as accessible as possible to the wider technical community in Melbourne.

Meetup Mixup Melbourne Sponsorship Prospectus

13th December, 2016



Door Prizes & Giveaways

We would love to have door giveaways and prize giveaways as part of the evening fun. If you would like to bring a prize to give away as part of a lucky dip it's a great way to get additional visibility to the community, collect business cards and contact details of attendees, and 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!

Meetup Mixup Melbourne Sponsorship Prospectus

13th December, 2016



Packages

\$300 Bronze: logo on website, promotion on twitter before and after the event, one free ticket.

\$600 Silver: all bronze benefits, twitter mentions in the lead up to the event, promotion on twitter during the event, bring along your own stand-up banners, access to give away swag, a total of two free tickets.

\$1000 Gold: all silver benefits, dedicated 3-5 minute pitch to the audience, a total of five free tickets.

Interested in more? We'd love to partner with a platinum sponsor to put together something truly special!

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13th December, 2016



What Next?

If you are interested in sponsoring Meetup Mixup Melbourne, we would love to hear from you! You can contact the main organiser via email or phone. Have questions or comments? Let us know!

Ben Dechrai
ben@dechrai.com
0415 127 120

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.