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 Melbourne, a combined networking & social event to celebrate the festive season and a year of meetups!

Members of phpMelb, Open Knowledge Australia, 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.

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Venue

We're excited to announce that Meetup Mixup Melbourne 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.

Organisers

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

Ben Dechrai

Matthew Cengia

Sally Pryor

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 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.

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.

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 visiblity 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!

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Packages

	Gold	Silver	Bronze
Logo on website	Yes	Yes	Yes
Twitter shoutout before the event	Yes	Yes	Yes
Twitter shoutout during the event	Yes	Yes	
Twitter shoutout after the event	Yes	Yes	Yes
Bring along a stand-up banner	Yes	Yes	
Access to give away swag	Yes	Yes	
Dedicated 3-5 minute pitch	Yes		
Free tickets	5	2	2
Investment	$1,000	$500	$500

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

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
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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.