



2018 Sponsorship Prospectus

The end of year party that puts you in front of more than a hundred decision makers in the technical and creative community.



What is Mixup Melbourne?

Melbourne is in the top ten cities in the world for meetups. Members of these special interest groups are thirsty for knowledge, keen to share their experiences, and hungry to meet new people.

With the proximity to the holiday vacations, December is often an under-attended and hard to organise meetup for most organisers.

For the past three years, Mixup Melbourne has provided a single event that brings together community and industry, and gives the many meetup organisers a well deserved break.

The best tech and creative talent in Melbourne comes together in one place, on one night, to celebrate their successes, and to look forward to the year ahead.

Your involvement in Mixup Melbourne not only tells the community that you support them, and appreciate their hard work, it also gives you unequalled grassroots access to the members of many special interest groups in one place.

baloney events
presents

MIXUP
MELBOURNE

TECH & CREATIVE
END OF YEAR PARTY

For all sponsorship
enquiries, email
info@baloney.events

Or phone
Ben: 0415 127 120
Rick: 0425 830 572



Attendees

Mixup Melbourne attendees represent not just the top talent, they are active in meetups across the city. They are among the most influential business and community advocates.

Most will be in the web and software-development industries, from product managers and executives to lead developers and senior designers.



This is the perfect opportunity to meet and engage with these industries and their most influential networkers.

Contact us today to find out more.

baloney events
presents

MIXUP MELBOURNE

TECH & CREATIVE
END OF YEAR PARTY

For all sponsorship
enquiries, email
info@baloney.events

Or phone
Ben: 0415 127 120
Rick: 0425 830 572



Reasons to Sponsor

baloney events
presents

MIXUP
MELBOURNE

TECH & CREATIVE
END OF YEAR PARTY

A single platinum sponsor will be given every promotion opportunity possible including their logo in all our material and a writeup where possible. They will have access to the stage and other on-the-night benefits. Gold, Silver and Bronze sponsorships are suitable for smaller organisations

Regardless of your level of engagement, all sponsors receive media coverage in the lead up to, during, and after the event. and coverage of the event. With a diverse online audience in excess of 5,000 people, your message could attract a CPI of as low as 1.6 cents.

We'll mention your involvement at least once a fortnight in the lead up to the event, so maximise your investment - **become a sponsor today!**

Previous sponsors include:

myob

GitHub

PayPal

elastic

For all sponsorship
enquiries, email
info@baloney.events

Or phone
Ben: 0415 127 120
Rick: 0425 830 572



Sponsorship Benefits

baloney events
presents

MIXUP
MELBOURNE

TECH & CREATIVE
END OF YEAR PARTY

Each sponsorship level gives you access to certain benefits.

	Bronze	Silver	Gold	Platinum
Logo on Website	X	X	X	Top Billing
Social media shoutout before the event	X	X	X	X
Social media shoutout during the event		X	X	X
Social media shoutout after the event	X	X	X	X
Bring along a self-standing banner		X	X	X
Access to giveaway swag		X	X	X
Opportunity to give a three-minute pitch			X	X
Something truly special				X
Free tickets	1	2	3	5
Investment	\$250	\$500	\$1,000	\$2,000

Prices are subject to GST

Something Truly Special - last year, MYOB commissioned the design and build of four RaspberryPi-based games consoles, which were made available to participants to play during the event, and given away during the closing. If you want to do something truly special at Mixup Melbourne, get in touch, and we'll conjour up some magic with you.

For all sponsorship
enquiries, email
info@baloney.events

Or phone
Ben: 0415 127 120
Rick: 0425 830 572

