2019 Sponsorship Prospectus

Sydney - 5th December

Melbourne - 12th December

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?

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MIXUP

TECH & CREATIVE END OF YEAR PARTY

Melbourne and Sydney are in the top 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 four years in Melbourne, Mixup has provided a single event that brings together community and industry, and gives the many meetup organisers a well deserved break. This year we're expanding to give Sydney-based organisers a reason to party!

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

Your involvement in Mixup 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.

For all sponsorship enquiries, email info@baloney.events

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

Attendees

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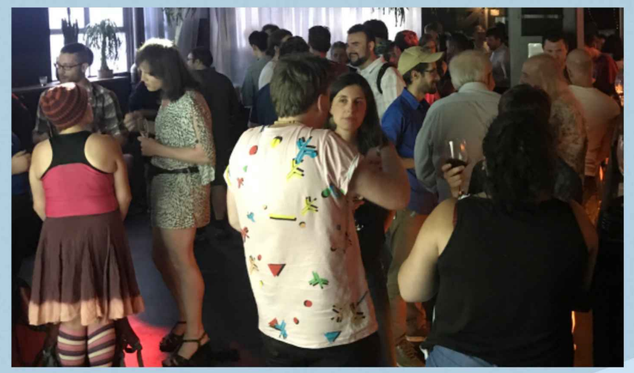
Mixup attendees represent not just the top talent, they are active in meetups across the city. They are among the most influential business and community advocates.

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.

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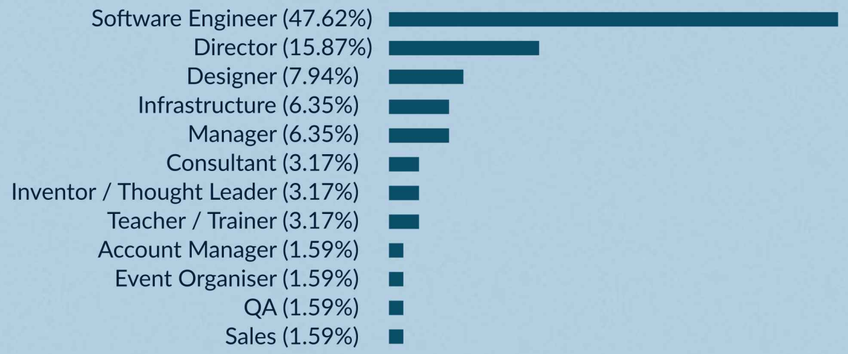
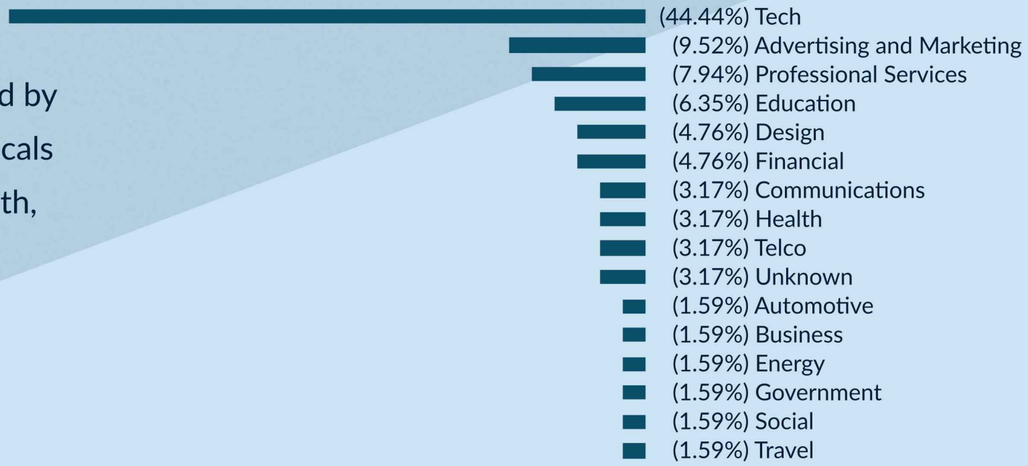
Job Titles



Our attendees represent a diverse set of industries and job roles. As expected, you'll be exposed to a great number of software engineers.

Industries



Your support will also be noticed by designers and managers in verticals such as education, finance, health, energy, and government.

Aggregate data from 68 responses to a voluntary and anonymous survey taken at Mixup Melbourne 2018.

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Reasons to Sponsor

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Platinum sponsors get 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. And when you sponsor both the Melbourne and Sydney events you get a 15% discount to boot!

Previous sponsors include:

GitLab

myob

GitHub

Message Media

transpire

Auth0

elastic

twilio

Azure

PayPal

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Sponsorship Benefits

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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 (Sydney or Melbourne)	**$300**	**$600**	**$1,200**	**$2,000**
Both events	Sponsor both events to save 15% off your total investment			

Prices are subject to GST

Something Truly Special - in the past, we've had sponsors do something a bit different, and we'd love to talk to you about ways in which your sponsorship can stand out to the crowd. Maybe we'll help you design and build some IoT devices which participants can play with during the event, and you can give away during the closing.

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Door Prizes and Giveaways

As a sponsor, you'll be eligible to provide door giveaways and prizes, to make the evening even more fun, and expand your branding opportunities.

This is a great way to get additional visibility in front of the community, collect business cards and contact details of attendees, and be remembered long after the hangovers have cleared!

In previous years we've been excited to help sponsors give away drones, racing car games, 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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