

# Meetup Mixup Melbourne

Sponsorship Prospectus



# Meetup Mixup Melbourne



## What is it?

We are thrilled to announce Melbourne's end of year mixer; a combined networking and social event to celebrate the festive season and a year of meetups!

Members of meetups across Melbourne will be gathering for an evening of celebrations to round out the year and welcome the holiday season.

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

6pm, December 21<sup>st</sup>

LOOP Project Space & Bar

(23 Myers Place, near Parliament Station)



And more to come...



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## Venue

Meetup Mixup Melbourne will be returning to LOOP Project Space & Bar, 23 Meyers Place. This relaxing location will provide ample space for delegates to mingle.

With fantastic audio and video facilities, the evening will feature great music, and short presentations from Meetup organisers and our headline gold sponsors.

Your support will cover an assortment of food and a tab of a fully stocked bar!



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## Organisers

Ben, Matt, and Sally return to put this year's end-of-year mixer together. Their professional networks and community connections will ensure your involvement is noticed by thousands of eyes!



Ben Dechrai



Matthew Cengia



Sally Pryor



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## Attendees

Last year, we reached the venue **capacity of 150**, and we expect to to the same this year too!

We'll be welcoming members of meetup groups in the **web- and software-development industries**, including developers, designers, content editors, product and project managers, executives and many more.

In the lead up to, and coverage of the event, we anticipate reach a **cross-channel audience in excess of 5,000 people**.

If you're looking to engage with these industries or are interested in networking with its members, then this is the perfect opportunity for you!

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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 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 minute pitch          | Yes     |        |        |
| Free tickets                      | 5       | 2      | 1      |
| Investment                        | \$1,000 | \$500  | \$250  |

(Prices are subject to GST)

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



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## 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](mailto:ben@dechrai.com)

0415 127 120

### ***Important Notes***

*Please note, attendee contact details cannot and will not be provided to sponsors as part of any package. Instead we offer you the opportunity to run a prize giveaway as a method for you to contact attendees after the event.*