



## Festival Partnership Opportunities - NewCo Melbourne, November, 2017

Align your brand with NewCo!

Connect with mission-driven host companies and highly engaged attendees. Demonstrate your position in the Melbourne community of innovation, purpose, entrepreneurship and positive change.

NewCo Package Components	HostCo \$Free	Supporting \$2k	Silver \$10k	Gold \$15k	Platinum \$25k
Festival Branding*	--	Web only	✓	✓	✓
Team & Client Event Passes	2 VIP	3 VIP/ 3 GA	4 VIP / 5 GA	5 VIP / 10 GA	10 VIP / 10 GA
Branded Stream Sponsorship**	--	--	--	--	✓
Sponsored Post in NewCo Daily (list = 20K)	--	--	--	1 day	2 days
Custom Brand Activation***	--	--	1	1	1
Custom Content Marketing/Social	--	--	1	2	3

### \*Festival Branding

Silver, Gold and Platinum Partnerships Logo inclusion on all festival signage, email communication, social media and collateral promoting the festival and post-festival survey

### \*\*Branded Stream Sponsorship

Your selection of the festival presentation highlights, aligned to your brand values / interests. Featured on the schedule and via the newsletter



### **\*\*\*Custom Brand Activation Options**

Custom activations allow for real time engagement with our audience. Select one of the Brand Activation options below or **work with us to create your own**.

#### **PLATINUM ACTIVATIONS (Choose one of four options)**

**Private Dinner for 15 people** - Invite only. We'll work with you to convene the right audience mix for your event pulling from our attendee and host company list with a private invitation. Keep it casual or include a short Keynote speaker/interview with one of the top thinkers from the Festival lineup.

**After Party or Happy Hour Cocktails for 30 people** - Peel away from the crowd for a private event or keep the night (and enthusiasm) going after the meetup by serving up conversation over drinks.

**Breakfast Meetup for 30 people** - Host the most important meal of the day and provide attendees a great way to start their NewCo Sydney experience. Grab some coffee and a croissant, and map out your festival plans w/co-workers, fellow attendees and leaders of host companies.

**Networking Lunch for 20 people** - Provide a mid-day break that includes a short presentation or announcement. We'll work with you to invite the right mix of NewCo Hosts and attendees.

#### **GOLD ACTIVATIONS (Choose one of four options)**

**Private Dinner for 10 people** - Invite only. We'll work with you to convene the right audience mix for your event pulling from our attendee and host company list with a private invitation. Keep it casual or include a short Keynote speaker/interview with one of the top thinkers from the Festival lineup.

**After Party or Happy Hour Cocktails for 20 people** - Peel away from the crowd for a private event or keep the night (and enthusiasm) going after the meetup by serving up conversation over drinks.

**Breakfast Meetup for 20 people** - Host the most important meal of the day and provide attendees a great way to start their NewCo Sydney experience. Grab some coffee and a croissant, and map out your festival plans w/co-workers, fellow attendees and leaders of host companies.

**Networking Lunch for 15 people** - Provide a mid-day break that includes a short presentation or announcement. We'll work with you to invite the right mix of NewCo Hosts and attendees.

#### **SILVER ACTIVATIONS (Choose one of two options)**

**Breakfast Meetup for 15 people** - Host the most important meal of the day and provide attendees a great way to start the event. Grab some coffee and a croissant, and map out your festival plans w/co-workers, fellow attendees and leaders of host companies.

**Networking Lunch for 10 people** - Provide a mid-day break that includes a short presentation or announcement. We'll work with you to invite the right mix of NewCo Hosts and attendees.