

# BIGSOUND

FESTIVAL



**BIGSOUND 2018**

PARTNERSHIP OPPORTUNITES

**BIGSOUND is where the world  
discovers new Australian music**



**WATCH THE VIDEO [HERE](#)**

# THE OPPORTUNITY

- 13,869 attendance in 2017
- 96% of attendees say they would recommend BIGSOUND to their friends and family
- Named 'Australia's Best Live Music Event' at the 2017 National Live Music Awards
- Rare opportunity for B2B and B2C networking / brand exposure - engage with influencers, international music industry, hot emerging artists, and music fans, as well as a diverse range of music and non-music event partners
- Bespoke partnership solutions / engaging experiences
- Genuine reach: Earned Media Value = \$532,878.66
- Partner with a registered charity (QMusic) to stage BIGSOUND and support the future of Australian music

## CURRENT PARTNERS INCLUDE:



# WHAT IS BIGSOUND?

By day, BIGSOUND is a gathering of Australian and international music industry influencers.

By night, it's one of Australia's best live music experiences, where over 150 of Australia's best new bands play over 4 nights to an adoring crowd of industry and general punters.

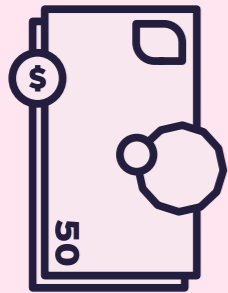
“It’s a great vibe for me when international industry people see BIGSOUND as more important than conferences in their own countries”

**MICHAEL CHUGG**

“BIGSOUND is without doubt the most important music conference in Australasia”

**DANNY ROGERS**  
Laneway Festival

# 2017 STATISTICS



**ECONOMIC  
IMPACT**

**\$2.793m**



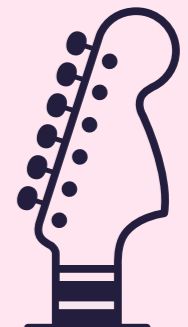
**FESTIVAL  
ATTENDANCE**

**13,869**



**CONFERENCE  
ATTENDANCE**

**1,454**



**SHOWCASING  
ARTISTS**

**153**



**CONFERENCE  
SPEAKERS**

**192**



**RETURNING  
ATTENDEES**

**83%**



**TOTAL VISITOR  
NIGHTS**

**8,460**

These artists cut their teeth at BIGSOUND:



TASH SULTANA



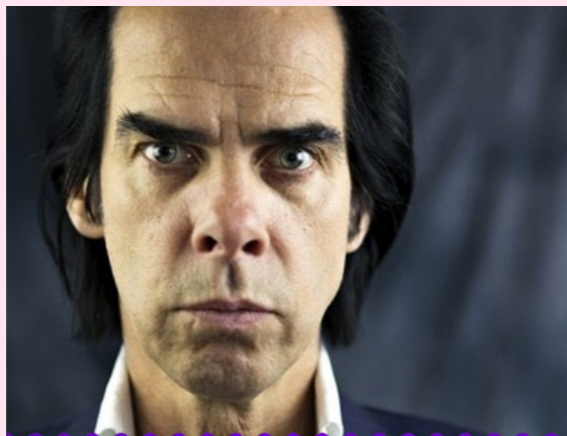
FLUME



GANG OF YOUTHS

COURTNEY BARNETT • VIOLENT SOHO • MEGAN WASHINGTON  
A.B. ORIGINAL • METHYL ETHEL

Previous BIGSOUND Conference speakers include:



NICK CAVE



KIM GORDON



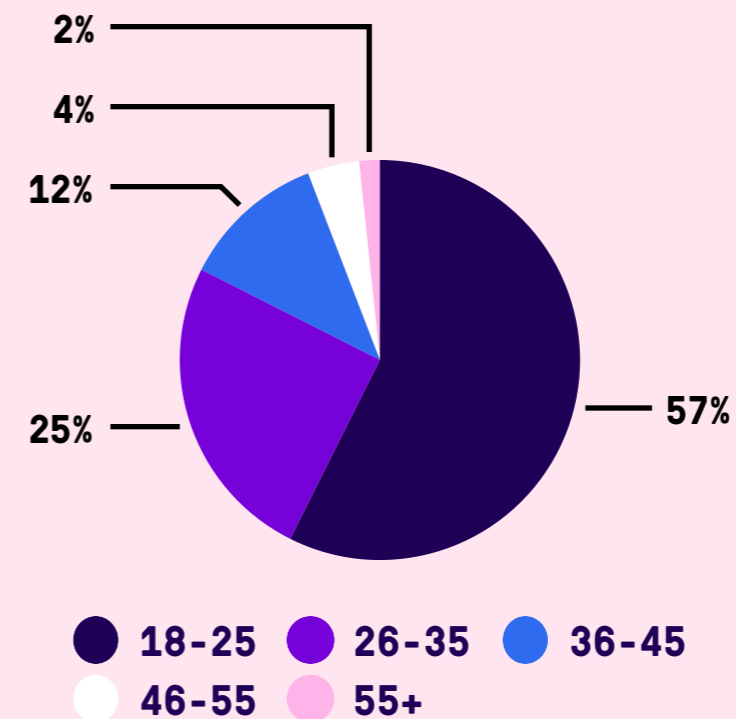
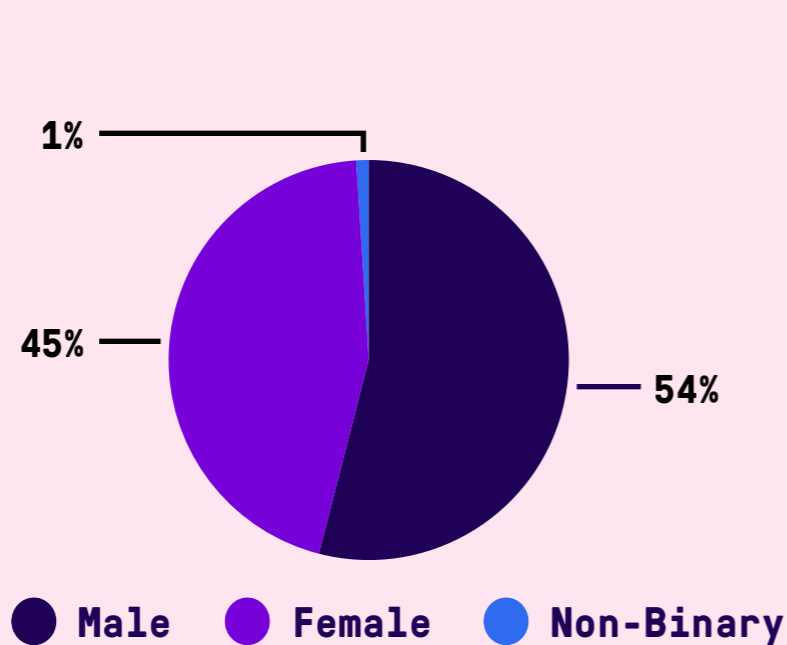
ARCHIE ROACH

AMANDA PALMER • BEN LEE • STEVE EARLE  
PETER GARRETT • TINA ARENA

# WHO WE ARE

## FESTIVAL AUDIENCE

“BIGSOUND Festival attracts the attendance of music fans, industry and artists alike. The coming together of these three subsets creates a festival environment like no other.”



### OCCUPATIONS:

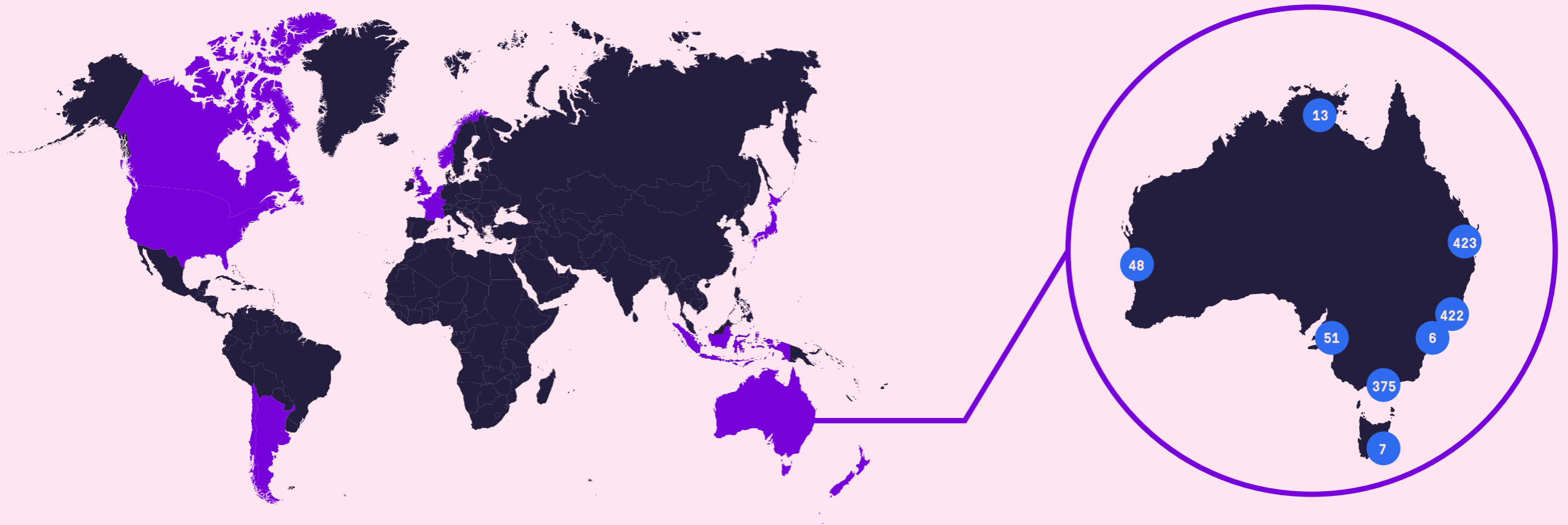
Artists ▪ Industry ▪ Bloggers  
Students ▪ Creatives ▪ Young Professionals

### TYPES:

Tastemakers ▪ Variety-seeking ▪ Open-minded  
Creative ▪ Socially connected ▪ Music fans

# WHO WE ARE

## CONFERENCE AUDIENCE



Bespoke audience engagement opportunities for brands of all sizes

**BRAND** **ACTIVATION** **HOSPITALITY** **PRINT** **SALES**  
**AWARENESS** **ENGAGING** **MEDIA** **VOLUME**  
**OFFICIAL** **EXPERIENCES** **SIGNAGE**  
**PARTY** **MEDIA** **APP** **INCLUSION**  
**PROMOTIONAL** **COVERAGE** **ADVERTISING**  
**INSERTS** **B2B NETWORKING** **SOCIAL MEDIA**  
**NAMING** **B2C NETWORKING** **REPRESENTATION**  
**RIGHTS** **LOGO** **REPRESENTATION**

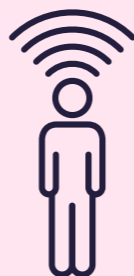
Allow us to communicate your story to our audience

# MEDIA + ONLINE



PIECES OF  
COVERAGE

538



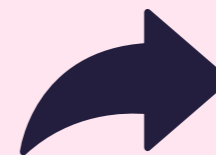
ONLINE  
READERSHIP

543M



ESTIMATED  
COVERAGE VIEWS

3.24M



SOCIAL  
SHARES

119K



FACEBOOK  
FOLLOWERS

25,815



TWITTER  
FOLLOWERS

12,639



INSTAGRAM  
FOLLOWERS

7,244



SOCIAL  
MEDIA REACH

573,070

21,138 MUSICIANS

40,727 INDUSTRY

511,205 MUSIC FANS



BIGSOUND  
WEBSITE

81K VISITS  
654K PAGE VIEWS



APP  
DOWNLOADS

2,308



#BIGSOUND17  
IMPRESSIONS

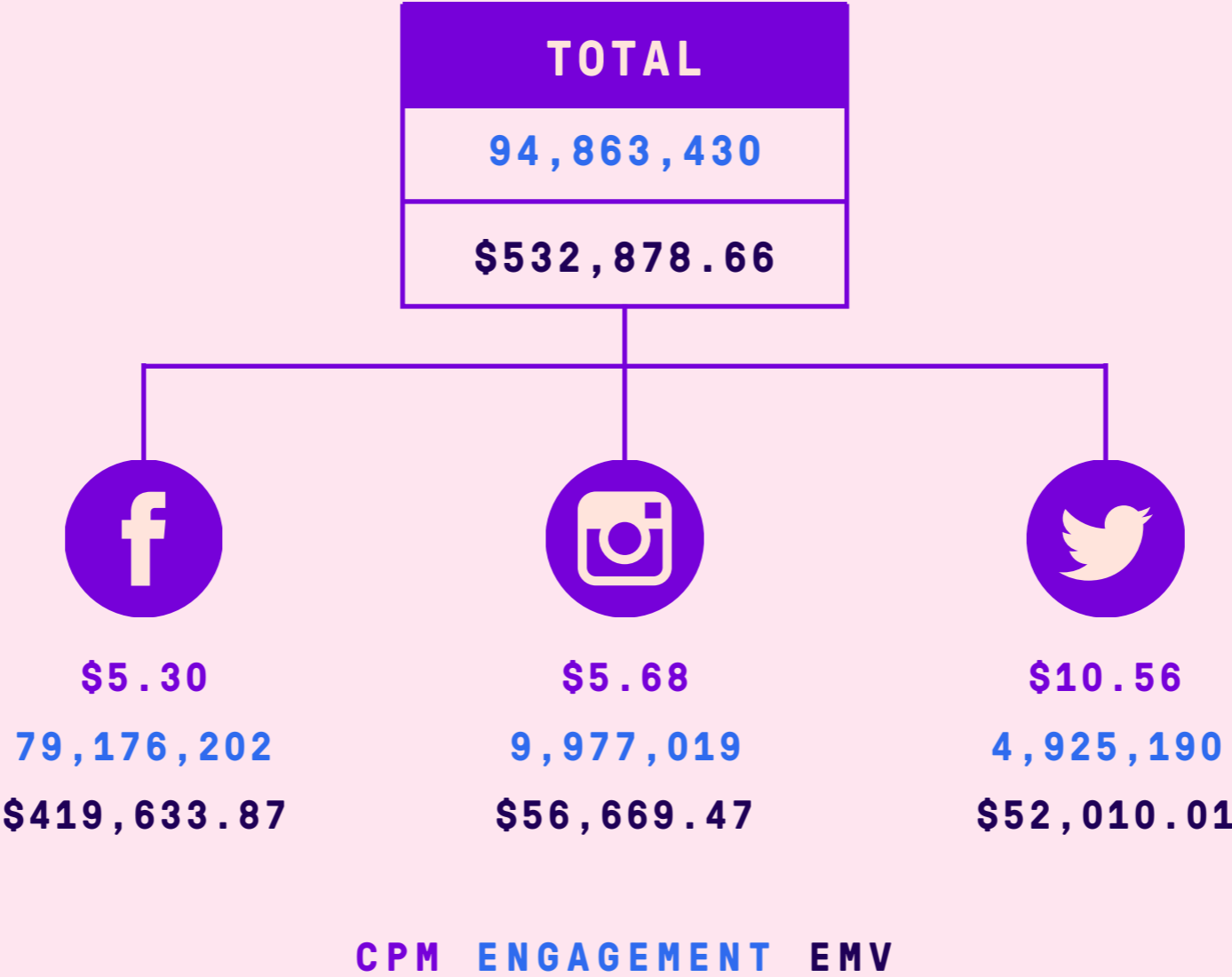
23.2M



DIRECT  
MARKETING

12,957

# EARNED MEDIA VALUE



“The QMusic team were an absolute delight to work with at BIGSOUND 2017. They are a caring bunch of humans that are super professional in all aspects of their job. I look forward to working with them all ongoing over the coming years”

**LEVI'S®**

“Involvement in QMusic's events has seen positive growth for Mountain Goat across all business measures, including volume, brand awareness and number of accounts”

**MOUNTAIN GOAT**

# TIMELINE

2018

MAR

SHOWCASE  
APPLICATIONS  
OPEN



EARLY BIRD  
CONFERENCE  
PASSES  
ON SALE



APR

FIRST  
SPEAKERS/BUYERS  
ANNOUNCED



EARLY BIRD  
CONFERENCE  
RATE CLOSING  
SOON



MAY

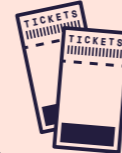
SPECIAL RATE  
CONFERENCE  
REGISTRATIONS OPEN



APP AVAILABLE  
FOR DOWNLOAD



FESTIVAL  
TICKETS ON  
SALE



FIRST 100  
ARTISTS  
ANNOUNCED



JUN

JUL



SECOND  
ARTIST  
ANNOUNCEMENT



SPECIAL  
CONFERENCE  
RATE CLOSING  
SOON



FINAL  
SPEAKERS/BUYERS  
ANNOUNCED



FULL CONFERENCE  
PROGRAM RELEASED

 **BIGSOUND™**

SEP

FESTIVAL  
TIMETABLE  
RELEASED



FINAL  
ARTIST  
ANNOUNCEMENT



FULL CONFERENCE  
REGISTRATION  
RATE OPEN



AUG

## WHY PARTNER WITH MUSIC?

- More Australians go to see live music than sport
- Australian Music industry is a \$7-\$8 Billion annual industry
- Young people (18-30) say music is the top three things that define their lives
- Gone are the days of banners, experiences = sales
- Brand alignment
- Connect directly with an engaged audience

**FOR MORE INFO**

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**@BIGSOUNDtweets**