

BIGSOUND

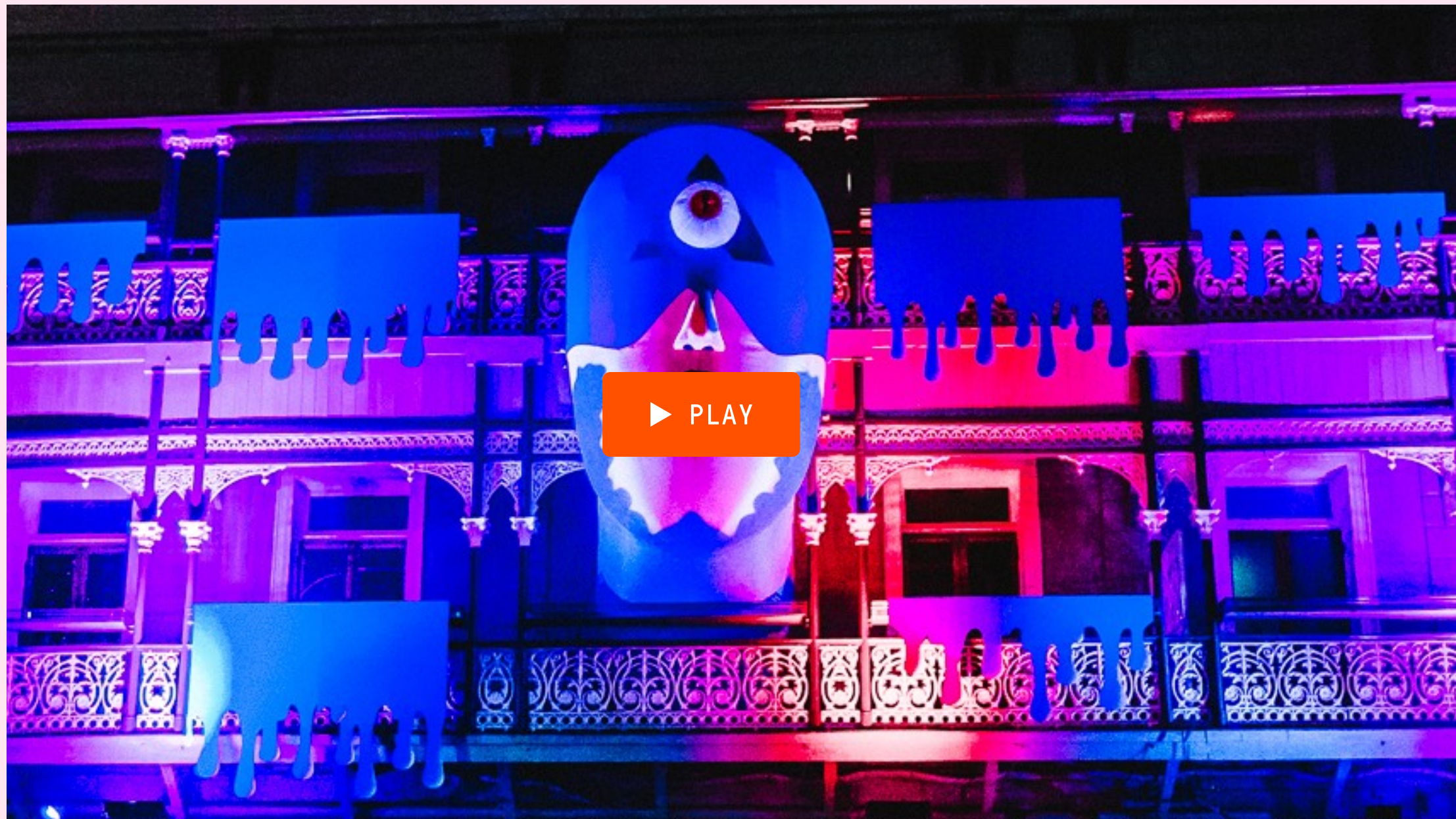
FESTIVAL



BIGSOUND 2019

PARTNERSHIP OPPORTUNITES

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



WATCH THE VIDEO [HERE](#)

THE OPPORTUNITY

- 13,561 attendance in 2018
- 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 = \$1,575,320.61
- 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.

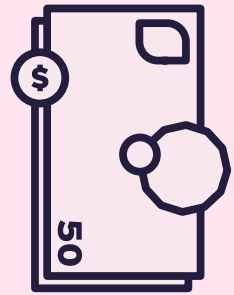
“It’s a great vibe for me when international industry people see BIGSOUND as more important than conferences in their own countries”

MICHAEL CHUGG

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

DANNY ROGERS
Laneway Festival

2018 STATISTICS



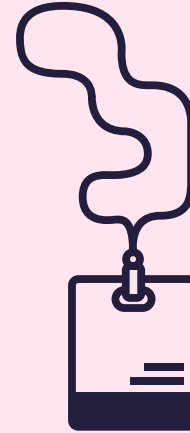
**ECONOMIC
IMPACT**

\$2.793m



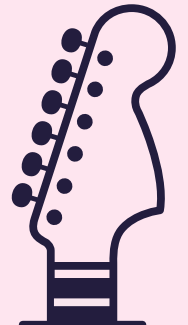
**FESTIVAL
ATTENDANCE**

13,561



**CONFERENCE
ATTENDANCE**

1,585



**SHOWCASING
ARTISTS**

153



**CONFERENCE
SPEAKERS**

141



**RETURNING
ATTENDEES**

95%



**TOTAL VISITOR
NIGHTS**

8,460

These artists cut their teeth at BIGSOUND:



COURTNEY BARNETT



FLUME



GANG OF YOUTHS

TASH SULTANA • VIOLENT SOHO • MEGAN WASHINGTON
A.B. ORIGINAL • METHYL ETHEL

Previous BIGSOUND Conference speakers include:



NICK CAVE



KIM GORDON



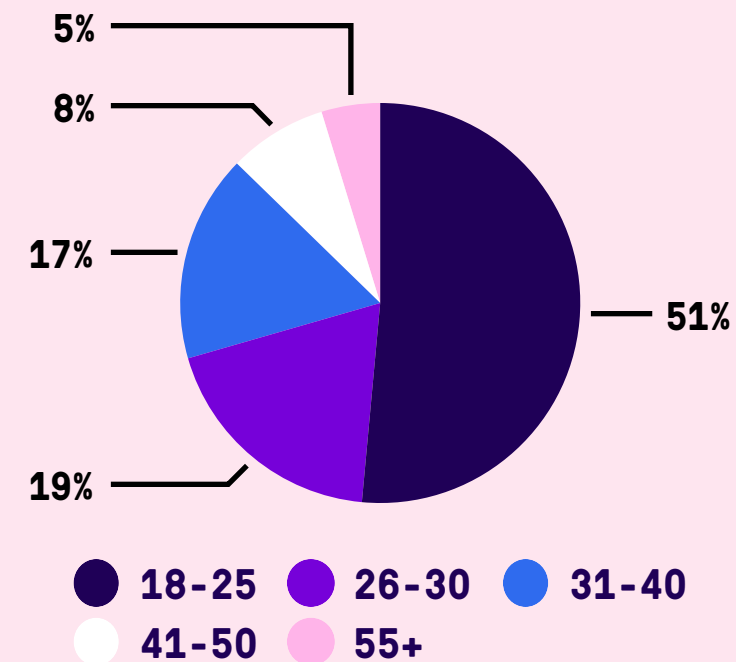
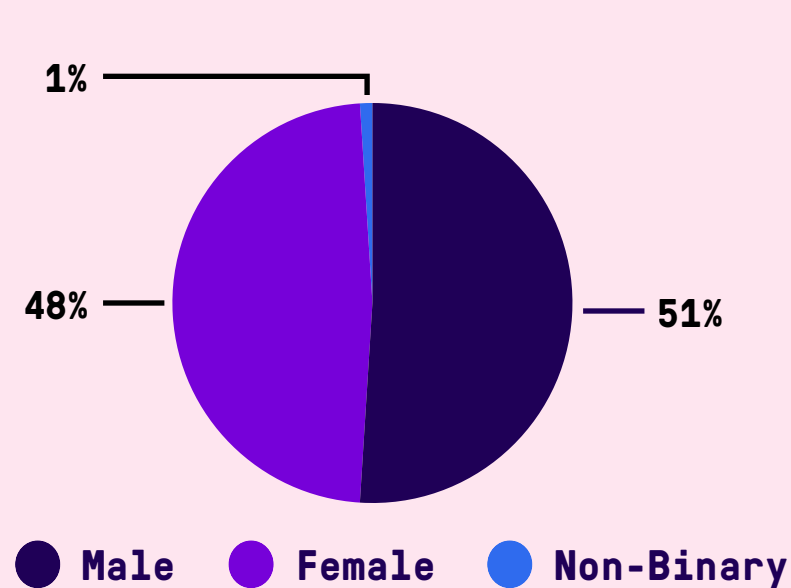
ARCHIE ROACH

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:

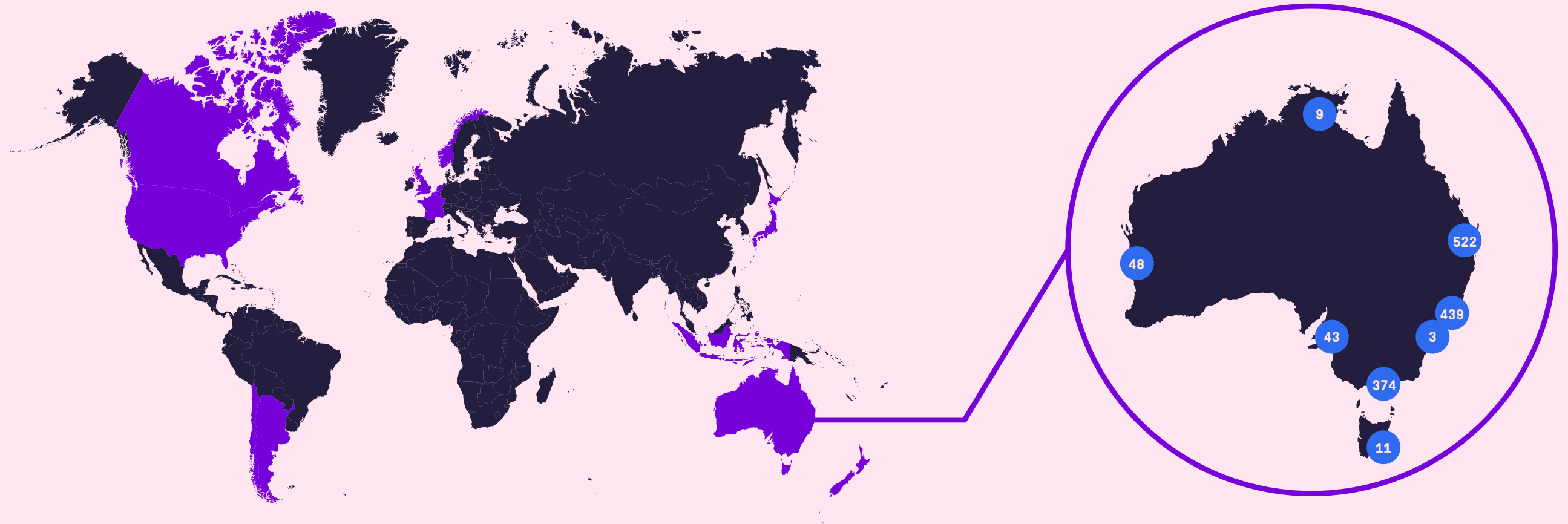
Artists ▪ Industry ▪ Bloggers
Students ▪ Creatives ▪ Young Professionals

TYPES:

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

WHO WE ARE

CONFERENCE AUDIENCE



DELEGATE BREAKDOWN:

1,585 Delegates

109 International Delegates from:

Singapore, Korea, China, Indonesia, Hong Kong, Japan, New Zealand, Uk, Ireland, France, Norway, Denmark, Netherlands, Chile, Mexico, Canada and the USA.

1,449 Australian delegates attended in 2018, with **927** travelling from interstate.

Delegates came from an array of areas in the music and creative industries, brands, media and Government.

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** **IN PROGRAM**
NAMING **B2C NETWORKING** **SOCIAL MEDIA**
RIGHTS **LOGO** **REPRESENTATION**

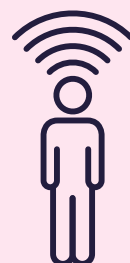
Allow us to communicate your story to our audience

MEDIA + ONLINE



PIECES OF
COVERAGE

601



ONLINE
READERSHIP

543M



ESTIMATED
COVERAGE VIEWS

2.91M



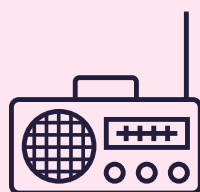
PRINT
CIRCULATION

2.22M



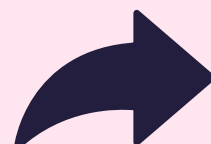
TELEVISION
VIEWERSHIP

1.79M



RADIO
IMPRESSIONS

586K



SOCIAL
SHARES

12.5K



FACEBOOK
FOLLOWERS

27,936



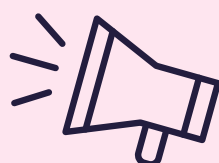
TWITTER
FOLLOWERS

13,175



INSTAGRAM
FOLLOWERS

10,825



SOCIAL
MEDIA REACH

2,091,047



#BIGSOUND18
IMPRESSIONS

18.5M



DIRECT
MARKETING

19,251



BIGSOUND
WEBSITE

106K VISITS
487K PAGE VIEWS



APP
DOWNLOADS

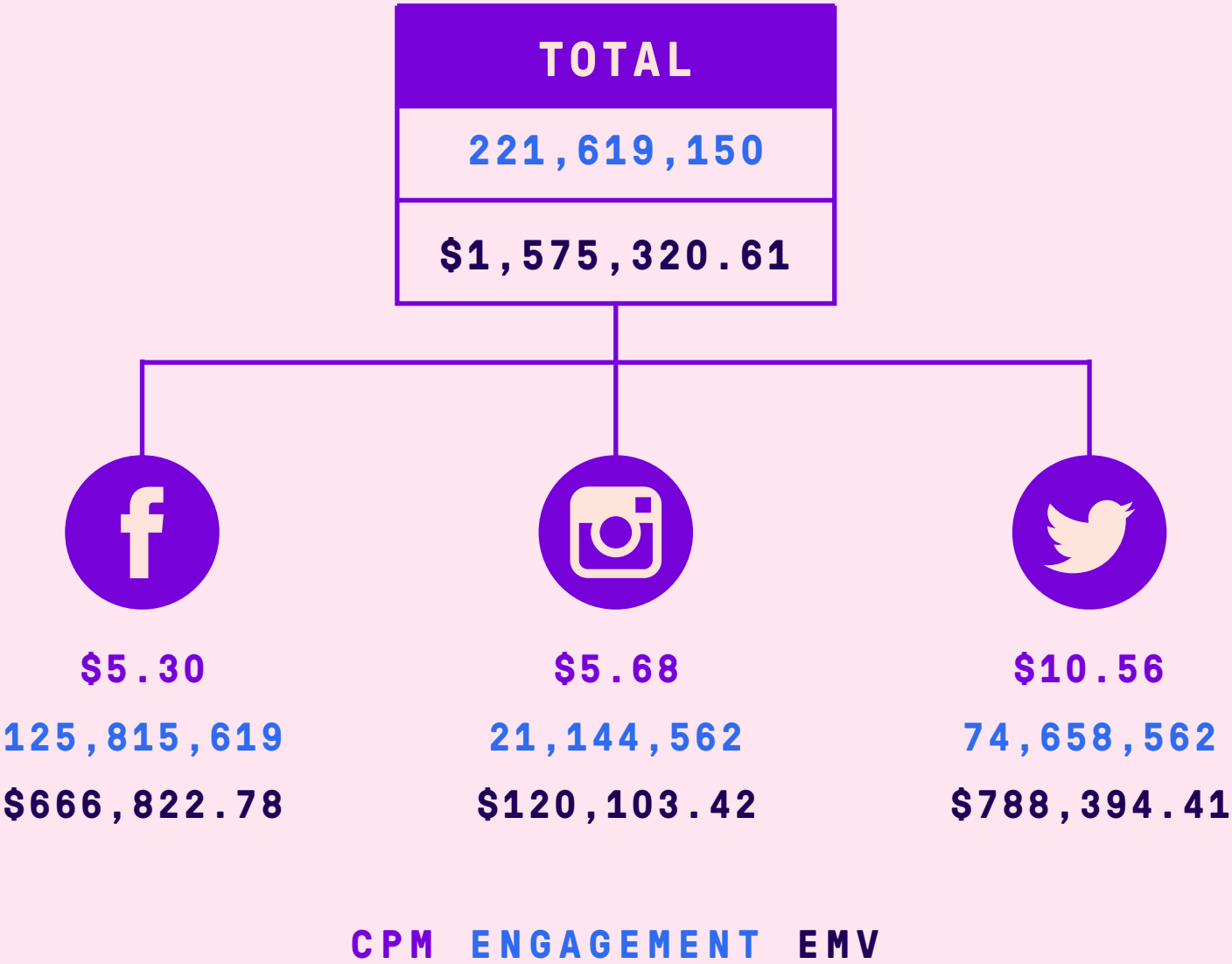
2,656

“What's the biggest line-up you've seen? Chances are
BIGSOUND is bigger. The Brisbane festival - the #1
place to discover Aussie music's next big thing”

triple j

EARNED MEDIA VALUE

COMBINED REACH OF BIGSOUND, ARTISTS & PARTNERS SOCIAL MEDIA



“QMusic is a valued partner of Virgin Australia and together we strive to develop and support the music industry. The team at QMusic are passionate, professional and proactive. QMusic also ensures that sponsors and partners realise a tangible return from their investment”.

VIRGIN AUSTRALIA

“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

#BIGSOUNDstories

Your investment in BIGSOUND will ensure that the best new Australian music continues to find a way into the hearts and minds of people all over the world.

A SELECTION OF OUTCOMES FROM BIGSOUND 2018:



07/11/18

Sydney's Planet sign to Mac Demarco's booking agency

[READ MORE](#)



02/11/18

Two People Sign To Terrible Records

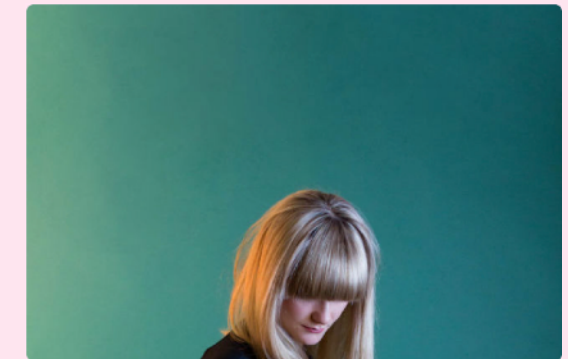
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25/10/18

Select Music Welcomes VOIID

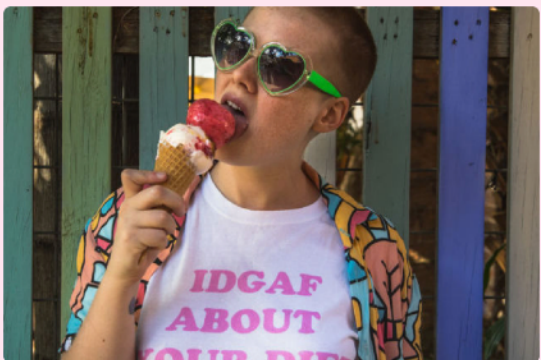
[READ MORE](#)



23/10/18

Melbourne Artist Ro Signs With New World Artists

[READ MORE](#)



23/10/18

Rachel Maria Cox joins The Harbour Agency

[READ MORE](#)



28/09/18

Yu Yi Signs With New World Artists

[READ MORE](#)



24/09/18

A. Swayze & The Ghosts Announce Ivy League Signing & Tour

[READ MORE](#)



20/09/18

G Flip's BIGSOUND Journey

[READ MORE](#)

TIMELINE

2019

MAR

SHOWCASE
APPLICATIONS
OPEN



EARLY BIRD
CONFERENCE
PASSES
ON SALE



APR

FIRST
SPEAKERS/BUYERS
ANNOUNCED



EARLY BIRD
CONFERENCE
RATE CLOSING
SOON



MAY

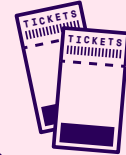
SPECIAL RATE
CONFERENCE
REGISTRATIONS OPEN



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™**

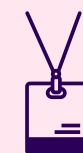
FESTIVAL
TIMETABLE
RELEASED



FINAL
ARTIST
ANNOUNCEMENT



FULL CONFERENCE
REGISTRATION
RATE OPEN



AUG

SEP

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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