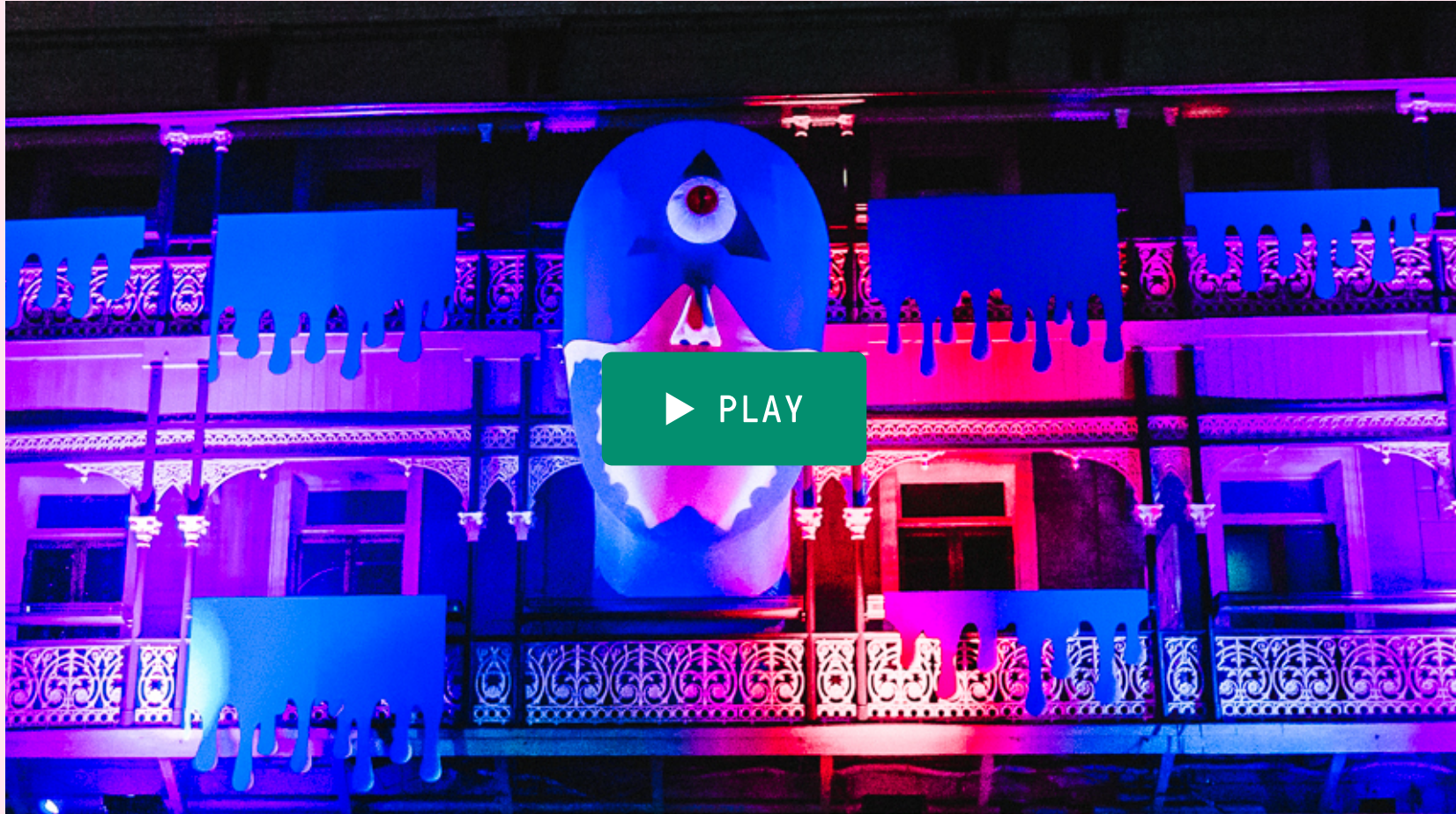


BIGSOUND

FESTIVAL



BIGSOUND is where the world discovers new Australian music



WATCH THE VIDEO [HERE](#)

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
CHUGG ENTERTAINMENT

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

Danny Rogers
LANEWAY FESTIVAL



BE THE FUTURE OF MUSIC

Our vision for BIGSOUND by 2022

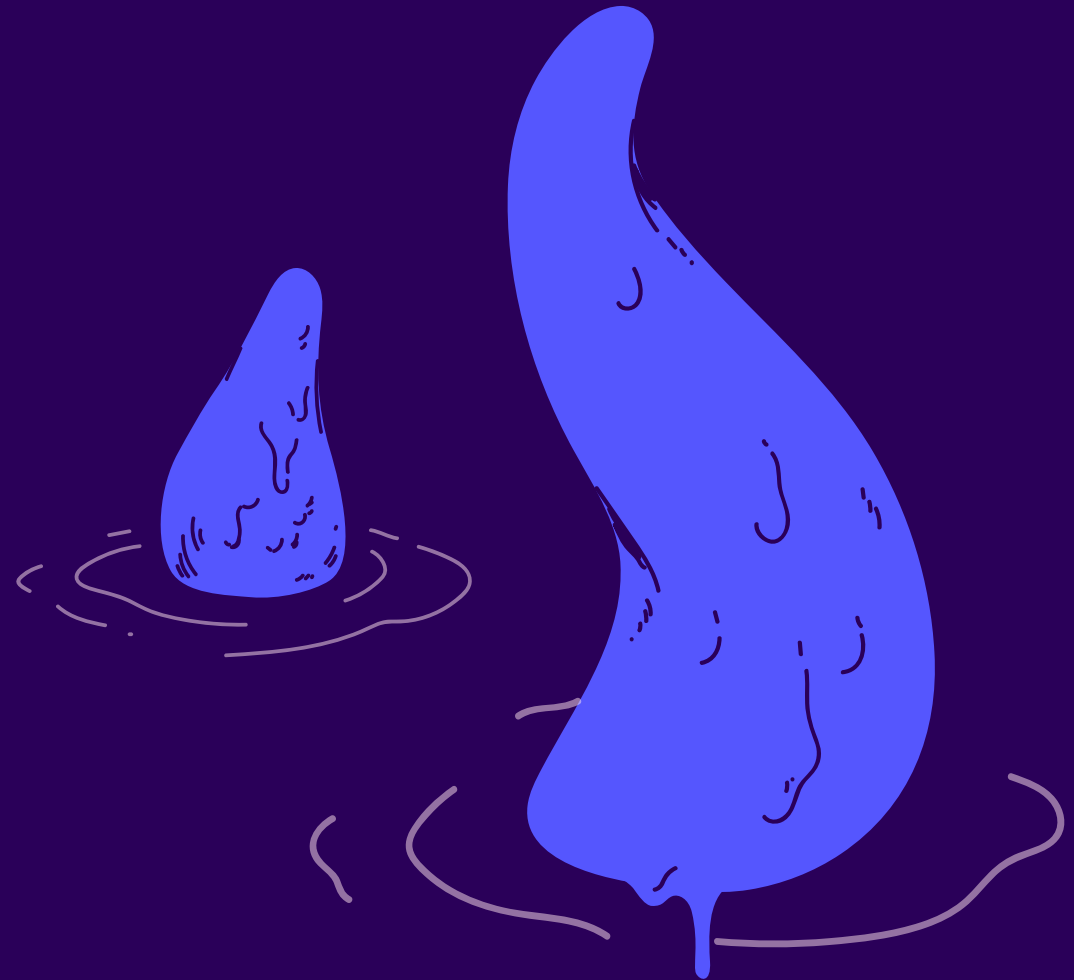
The world's leading music industry conference for:

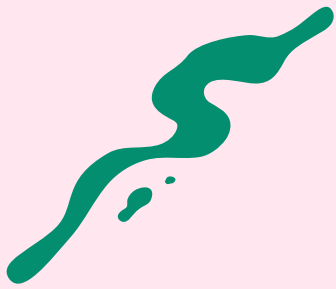
- Community development
- Problem-solving outcomes for the individual and the whole industry
- Developing genuine change-makers
- Proof of concept for event technology and innovation



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:



“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

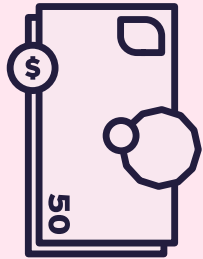
“The QMusic team were an absolute delight to work with at BIGSOUND 2017. They are a caring bunch of humans that are super professional in all aspects of their job. I look forward to working with them all ongoing over the coming years”

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

2018 STATISTICS



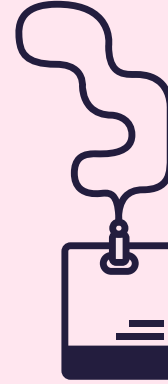
**ECONOMIC
IMPACT**

\$2.793m



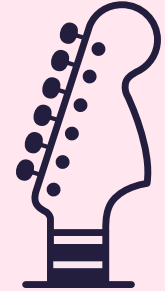
**FESTIVAL
ATTENDANCE**

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:

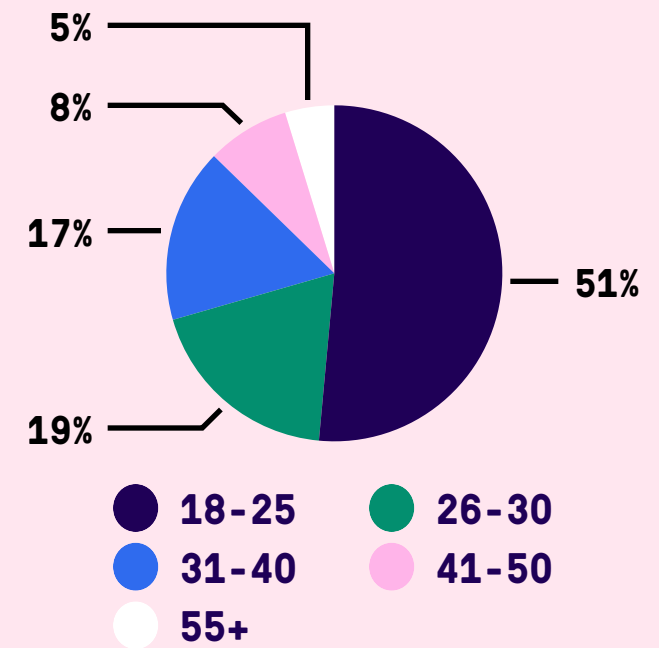
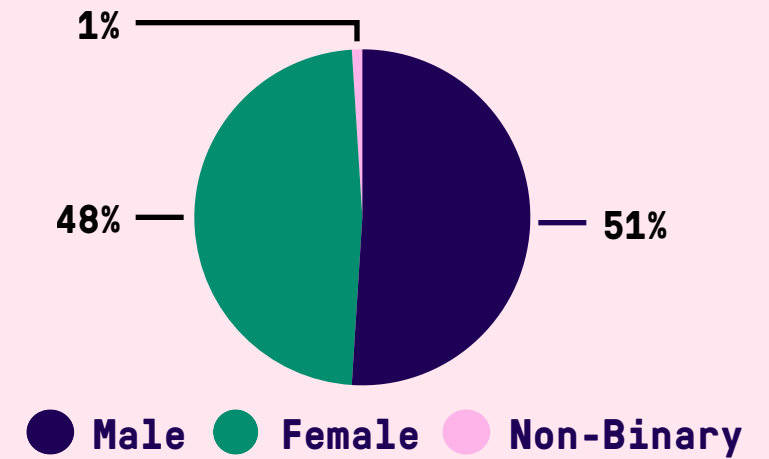
Artists • Industry • Bloggers

Students • Creatives • Young Professionals

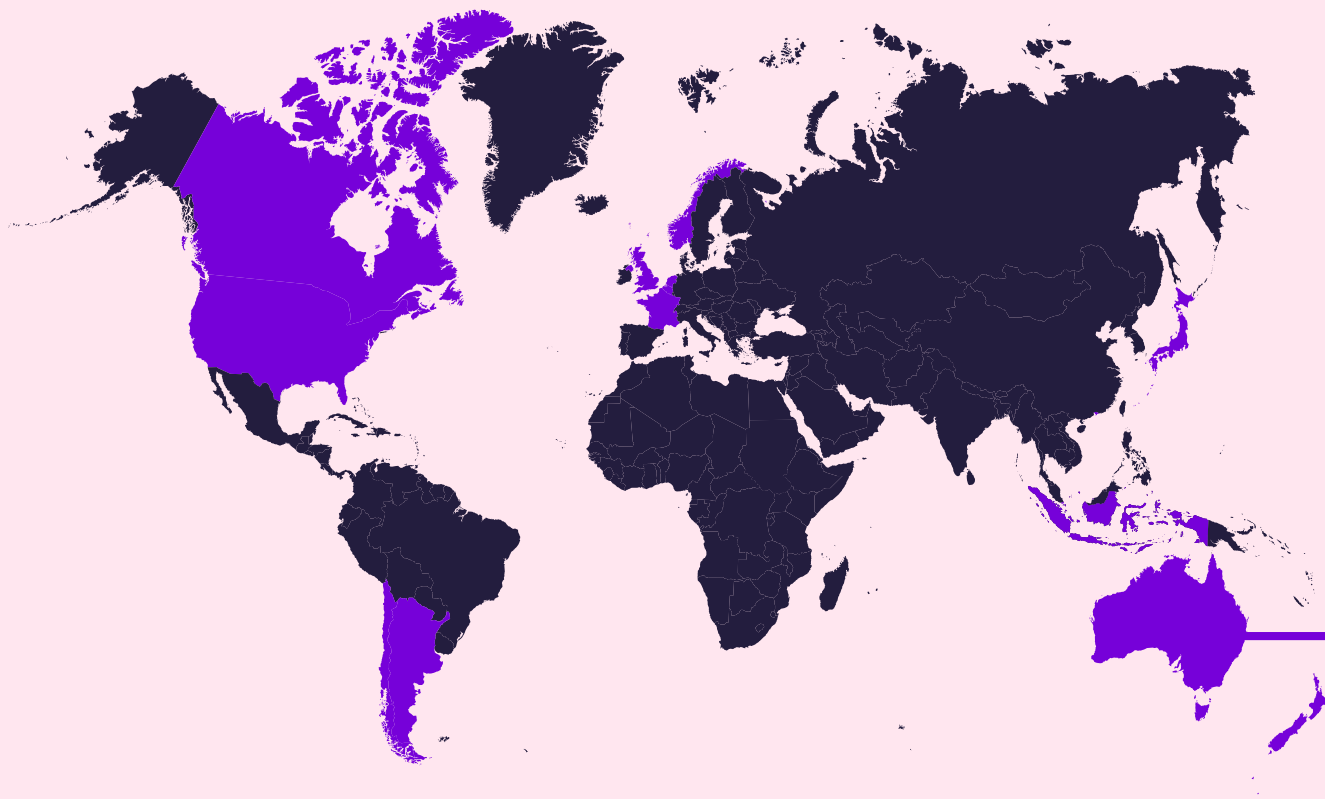
TYPES:

Tastemakers • Variety-seeking • Open-minded

Creative • Socially connected • Music fans



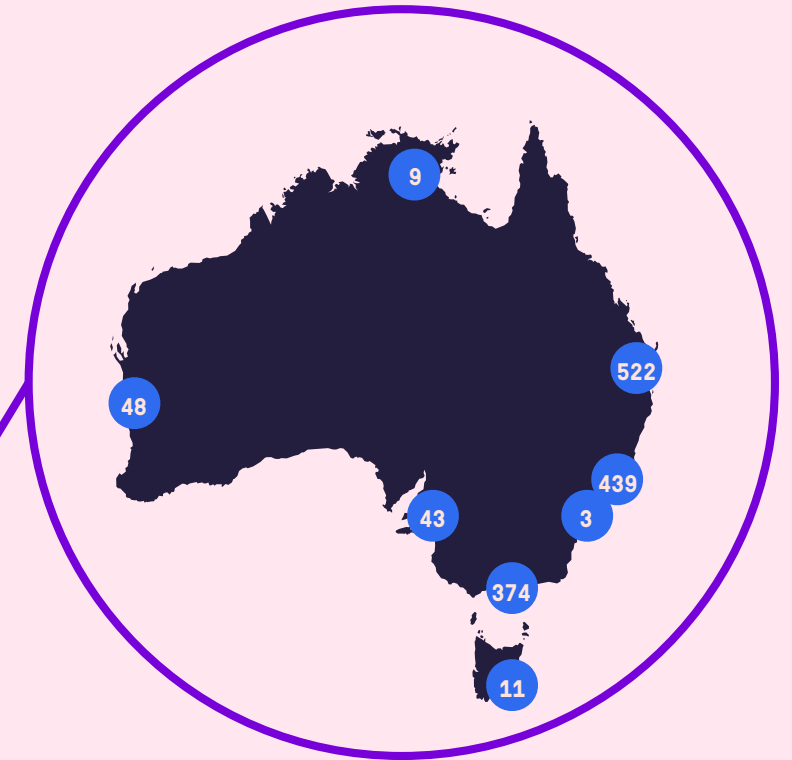
Conference Audience



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.

MEDIA & ONLINE



PIECES OF
COVERAGE

601



ONLINE
READERSHIP

543M



ESTIMATED
COVERAGE VIEWS

2.91M



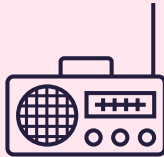
PRINT
CIRCULATION

2.22M



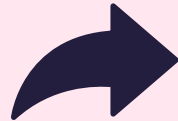
TELEVISION
VIEWERSHIP

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



OUR PARTNERSHIP PHILOSOPHY

- Genuine strategic event co-design
- Building mutual brand credibility + goodwill
- Creating value for the music industry

We want you to be able to take credit for the story of BIGSOUND's success, which is itself the success of the Australian music industry.



#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

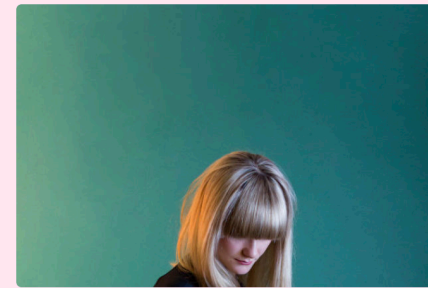
[READ MORE](#)



25/10/18

Select Music Welcomes VOID

[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](#)



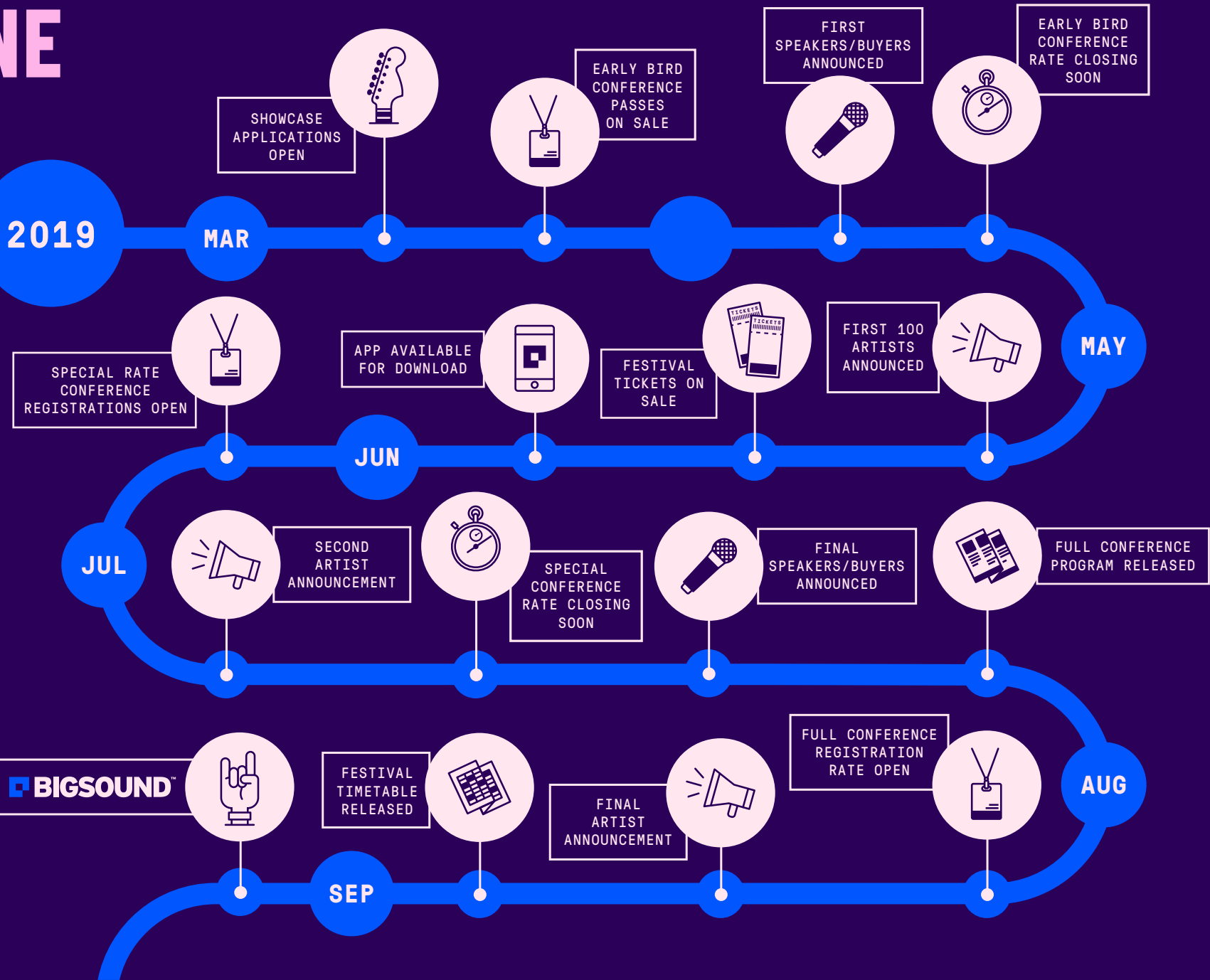
20/09/18

G Flip's BIGSOUND Journey

[READ MORE](#)



TIMELINE



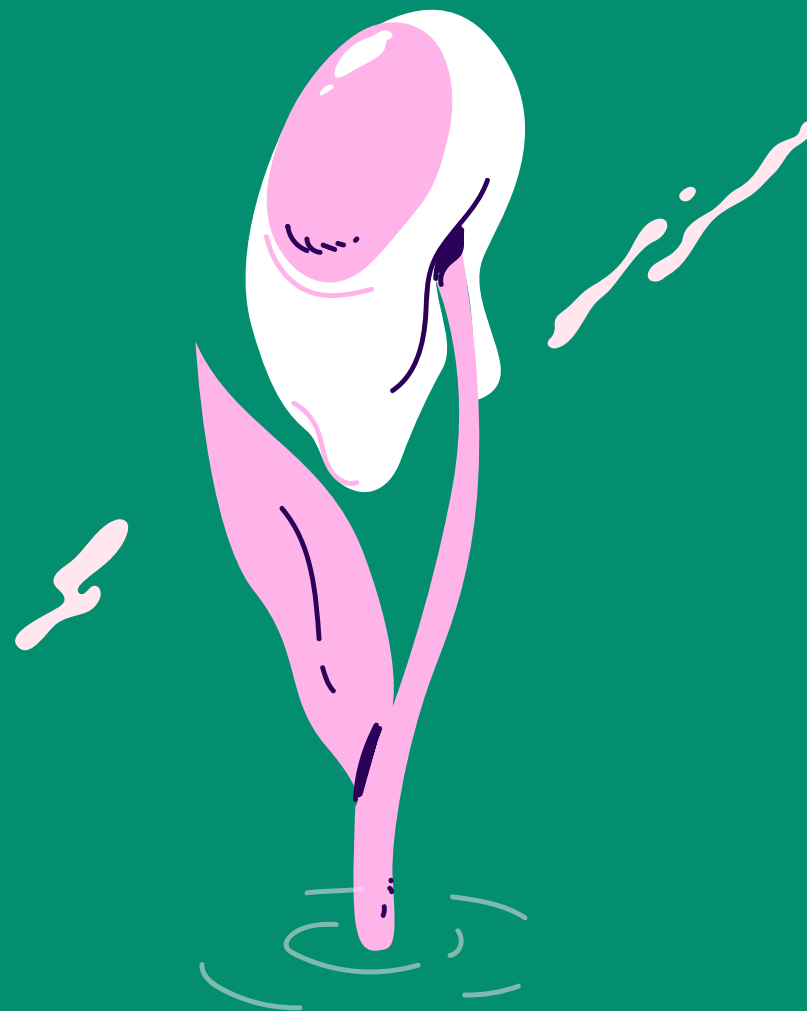
WHY PARTNER WITH MUSIC?

- 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



“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





HOW WE RE-INVEST PARTNERSHIP FEES

- Programming diversification – drives broader selection of industry in attendance
- Keynote speakers of higher PR value
- Production quality
- Marketing + publicity
- App development + CRM integration
- Charity + pro bono opportunities – Mentoring programs + support for Women in Music



FOR MORE INFO

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