



MAJOR PARTNER OPPORTUNITY

MARCH 2019 - ROYAL ICC, BRISBANE SHOWGROUNDS

QMA 2019

A history of State pride.

“ The 2019 Queensland Music Awards represent a 13-year legacy of unearthing and celebrating the best new music from Queensland. It’s the annual opportunity for the Queensland music industry to showcase our state’s special spirit of creativity and togetherness to the world. By supporting the Awards, you’re advancing the future of arts and culture in our sunshine state, and the reputation of Queensland as a progressive and vibrant place ”

Joel Edmondson (CEO QMusic)



EMILY WURRAMARA- QMA 2018



Q M A 2 0 1 9

About the Awards.

The Queensland Music Awards return in 2019! Having grown from the former Q Song awards (established in 2006), the QMA's enjoy a rich history of recognising and uncovering the state's most gifted songwriters and musicians. Over the years the awards have become a Queensland institution, shining a light on the new guard of musical talent - the next big things.

Past winners read like a roll call of Queensland's newest and finest, including **Amy Shark, Jeremy Neale, DZ Deathrays, Emily Wurramara, Violent Soho, Ball Park Music, Thelma Plum, Cub Sport, Airling, Emma Louise, The Grates** and many more.

QMA 2019

Special guest presenters and live performances from Queensland's hottest emerging and established artists make the QMA's a highlight of the Queensland music industry calendar. In 2019, the Royal International Convention Centre (Brisbane Showgrounds) will host the awards, with 700 music industry identities and music fans to be in attendance to witness the announcement of award winners.

Widely regarded by the Australian music industry, the QMA's uncovers, recognises and raises the profile of Queensland's up-and-coming music talent. For many artists this is their opportunity for exposure for the first time.



AUDIENCE

WEBSITE PAGE VISITS



13,420

UNIQUE VISITORS



39,211

UNIQUE VISITORS

QMA SOCIALS



4,573 21.2% GROWTH RATE



568 22.8% GROWTH RATE



1,428 17.4% GROWTH RATE



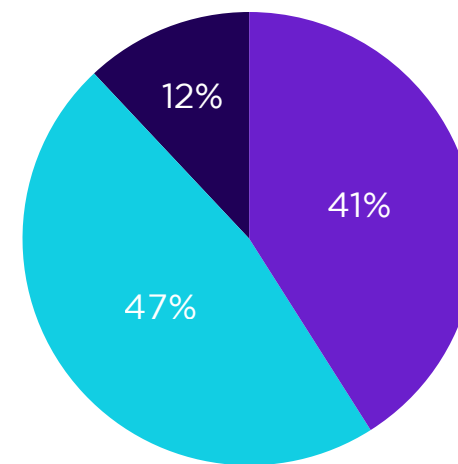
17,000

DIRECT MARKETING

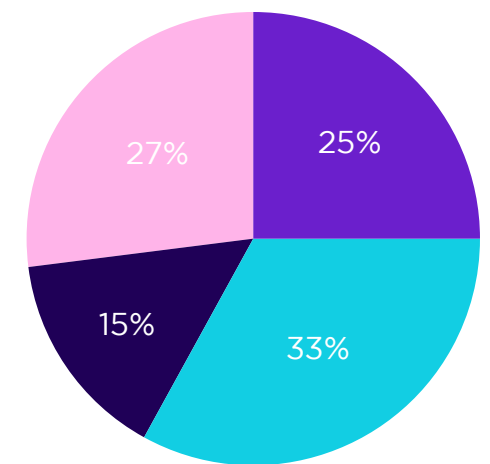
QMusic has a **17K** email database of engaged industry and musicians across Australia.

7.1K subscribe to the fortnightly QMusic e-newsletter **Broadcast** for industry news and opportunities (**32% open rate / 5.9% Click rate**)

DEMOGRAPHICS



● MALE
● FEMALE
● OTHER



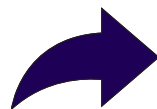
● 35 - 44
● 25 - 34
● 18 - 24
● OTHER

SOCIAL MEDIA REACH & ENGAGEMENT



301.9K

QMA FACEBOOK
POST REACH



464

QMA FACEBOOK
SHARES



1.3M

TWITTER IMPRESSIONS
ON AWARDS NIGHT

AUDIENCE REACH

Earned Media Value

EARNED MEDIA VALUE (EMV) is the value of earned media (such as influencers promoting a brand). It is the value given to the impact of the influencer campaigns and is organic, compared to paid media.

WHAT IS CPM?

Cost per thousand (CPM) is a marketing term used to denote the price of 1,000 advertisement impressions.

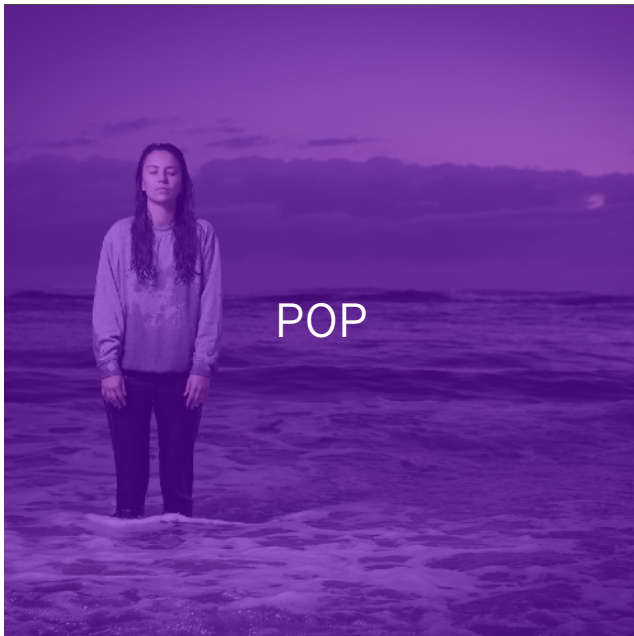
1,000,000 / 1,000 impressions = 1,000 units

1,000 units X \$10 CPM = \$10,000 total price

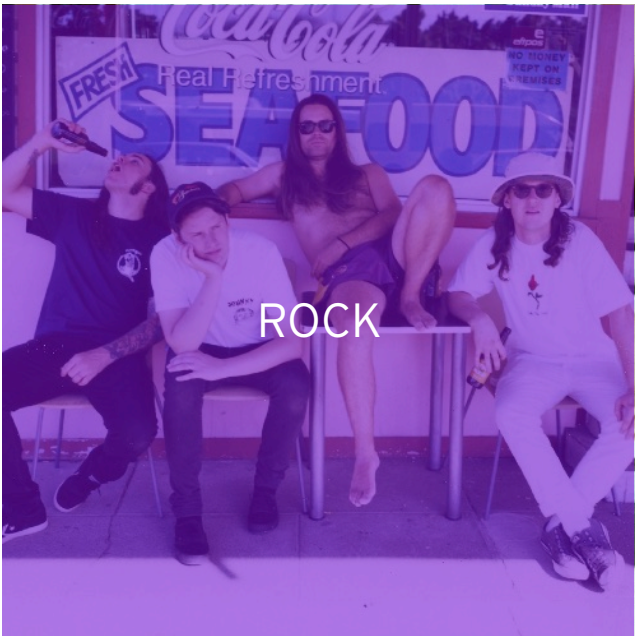
The amount paid per impression is calculated by dividing the CPM by 1000. For example, a \$10 CPM equals \$.01 per impression.

\$10 CPM / 1000 impressions = \$.01 per impression

	CPM	ENGAGEMENT	EMV
Facebook	5.3	1,051,861	5,574.86
Instagram	5.68	600,272	3,409.54
Twitter	10.56	411,033	4,340.51
Youtube	7.6	28,021,576	212,963.98
TOTAL		30,084,742	\$226,288.89



POP



ROCK



HEAVY



WORLD / FOLK



BLUES / ROOTS



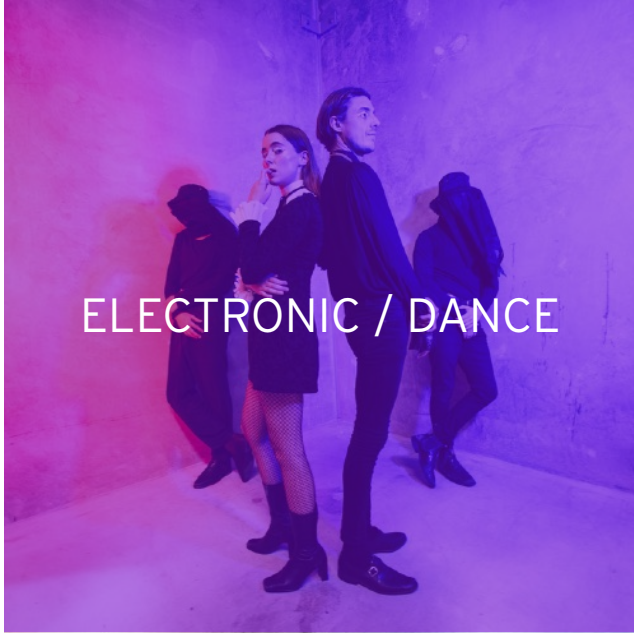
SOUL / FUNK / RNB



COUNTRY



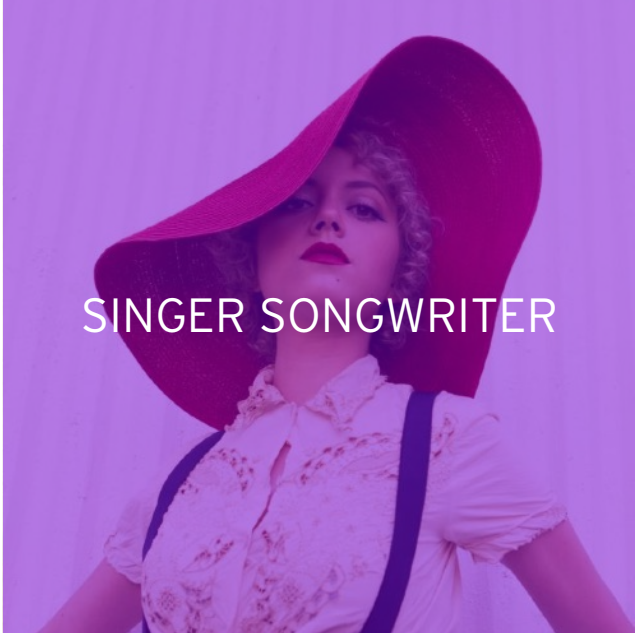
HIP HOP



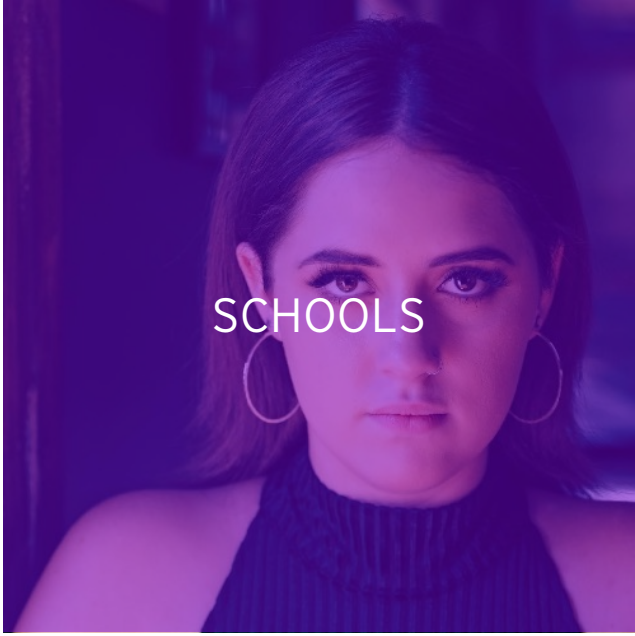
ELECTRONIC / DANCE



JAZZ



SINGER SONGWRITER



SCHOOLS



GRANT McLENNAN LIFETIME ACHIEVEMENT AWARD

As a founding member of the Brisbane band **The Go-Betweens**, Grant McLennan is acknowledged as one of Australia's greatest songwriters who paved the way for many great artists and for the burgeoning Creative Industries sector in Queensland. Grant passed away at the age of 48 in May 2006.

The Grant McLennan Lifetime Achievement Award recognises artists and industry professionals who have made a sustained contribution to Queensland music.



ARTS QUEENSLAND'S BILLY THORPE SCHOLARSHIP

The scholarship, named in honour of the late Billy Thorpe, the great Australian rock musician who passed away in February 2007, was designed to help develop the future of rock and roll.

The winner has the opportunity to record with an established producer and receive advice around career planning from a representative from **Chugg Entertainment**.



VENUE OF THE YEAR™ PEOPLES CHOICE AWARDS

The public are encouraged to vote in the Queensland Music Awards (QMA) People's Choice Awards for Venue of The Year in both Metro & Regional markets.

In 2018, The Tivoli took out the (QMA) People's Choice Awards for Venue of The Year (Metro), Sol Bar took out the (QMA) People's Choice Awards for Venue of The Year (Regional) .



FESTIVAL OF THE YEAR™ PEOPLES CHOICE AWARDS

The public are encouraged to vote in the Queensland Music Awards (QMA) People's Choice Awards for Festival of The Year.

In 2018, the ceremony moved to recognise a more diverse group of contributors to Queensland music. The Big Pineapple Music Festival was voted People's Choice for Festival of The Year 2018.

PAST WINNERS

“ In my world, winning the Queensland Music Award for Pop song of the year was undoubtedly a game changer. The opportunities that it has provided me I truly believe will change my life. I have just returned from New York City where I met with a major record label, this is how much my life has changed since earlier this year

AMY SHARK

WINNER - Pop Award, QMA 2016

WINNER - Song of the Year, QMA 2017

WINNER - Export Achievement Award 2018

WINNER - Highest Selling Single QMA 2018

WINNER - Pop Award, QMA 2018

WINNER- Singer Songwriter, QMA 2018



PAST WINNERS



The QMA's are such an important and exciting opportunity to celebrate and encourage the creative community in Queensland. Receiving the award for most popular group of 2017 and winning song of the year in 2012 have both been significant milestones in our career, giving us renewed confidence each time to continue following our creative vision



CUB SPORT

WINNER - Most Popular Group, QMA 2017

WINNER - Song of the Year, QMA 2012



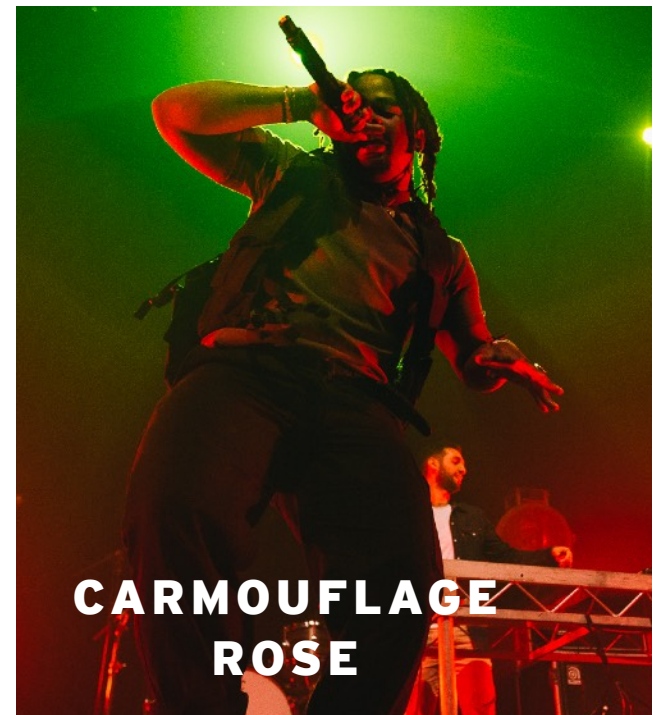
BRAD BUTCHER



GRETA STANLEY



**CARMOUFLAGE
ROSE**



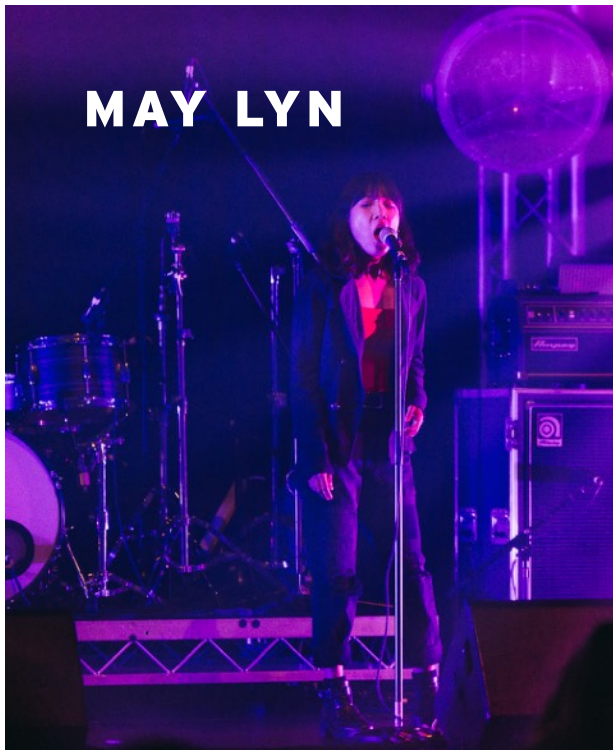
JEREMY NEALE



KITE STRING TANGLE



MAY LYN



WAAX





PARTNERSHIP PACKAGES

MAJOR PRESENTING PARTNER OPPORTUNITY

INVESTMENT VALUE:
\$15,000

Before the Event

- Recognition as a Major Presenting Partner of event
- Referenced in all communications which references Presenting Partners of the event
- Logo inclusion in the event website with URL link to your site
- Three (3) inclusions in pre-event e-newsletter and all e-broadcast articles during the application and promotion period of the event
- Logo on all e-invites sent to attendees
- Three (3) dedicated post on the event Facebook page
- Allocation of four (4) invitations to be used in social media promotion leading into event
- Cross-promotional opportunities with the event (subject to approval)
- Felicitation of business development opportunity in the music industry
- One bespoke eDM to QMusic database which must include an offer (subject to approval)



PRESENTING PARTNER

During the Event

- One (1) VIP tables at the event
- Ten (10) invitations to the event
- Five (5) hotel rooms
- Exclusive pre-event cocktail party
- One (1) half page advertisement in the event program guide
- Opportunity to speak/ present or co-present your award (QMusic to determine which award, unless otherwise negotiated)
- On screen branding recognition during the reception and the awards ceremony
- On screen branding recognition during your award presentation
- Professional photograph of your award presentation
- Logo inclusion on the Media Wall at the reception
- Logo on all event signage

After the Event

- Your brand and logo in press release announcing the winners
- Recognised as an official partner in the 2019 QMA publicity video
- Complimentary QMusic corporate membership for 12 months
- Your logo on the QMA website from announcement until the QMA announcement in 2020
- Use of professional photographs taken at the event for your promotional and PR purposes
- Right to use the QMA logo on your website for 12 months
- The right to tag QMA nominees and winner in the sponsoring organisations social posts
- Framed recognition of your support of the future of music in Queensland
- Post campaign report

**We look forward to discussing QMA 2019
Partnership Opportunities with you soon**

C O N T A C T

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