



MEDIA 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.





QMA 2019

The 2018 Queensland Music Awards were presented by The Royal International Convention Centre, Mountain Goat Beer, Hutchinson Builders and Bose Professional proudly supported by APRA AMCOS AND Oztix. Over 50 music industry professionals from all over the country judge the song entries for the annual event.

For 2019, QMusic is currently sourcing partners to get behind this important event, we are looking to media partners to supply media support for the QMA's and a contribution for prize package for Best Breakthrough Artist.

QMA 2019 entries commence October 2018 ahead of the March 2019 event.

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



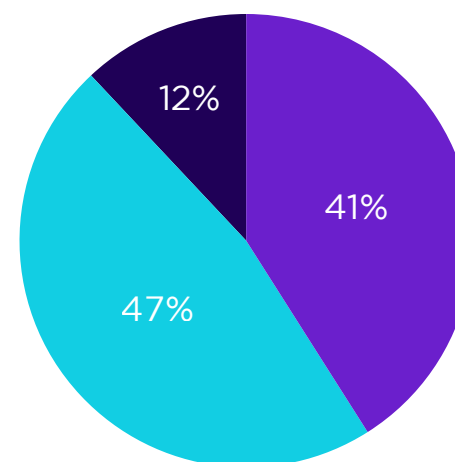
17,000

DIRECT MARKETING

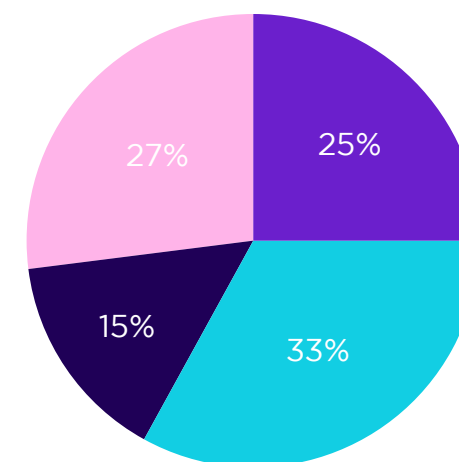
QMusic has a **17K** email database of engaged industry and musicians across Australia.

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



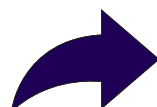
● 35 - 44
● 25 - 34
● 18 - 24
● OTHER

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.

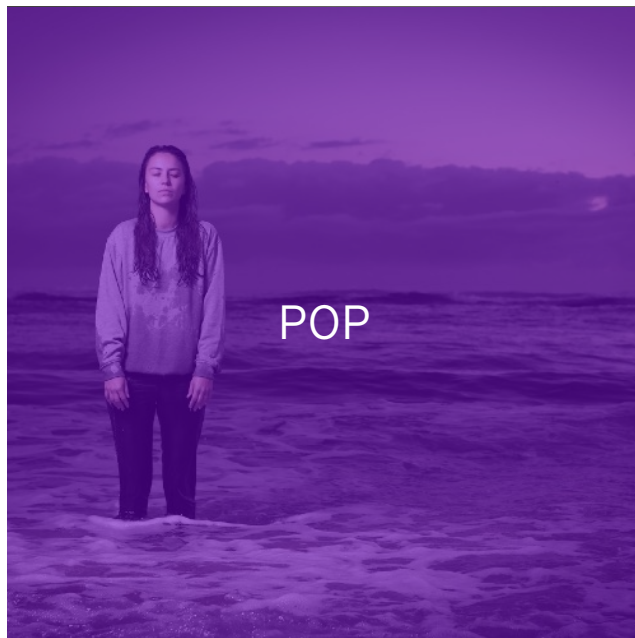
1,000,000 / 1,000 impressions = 1,000 units

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

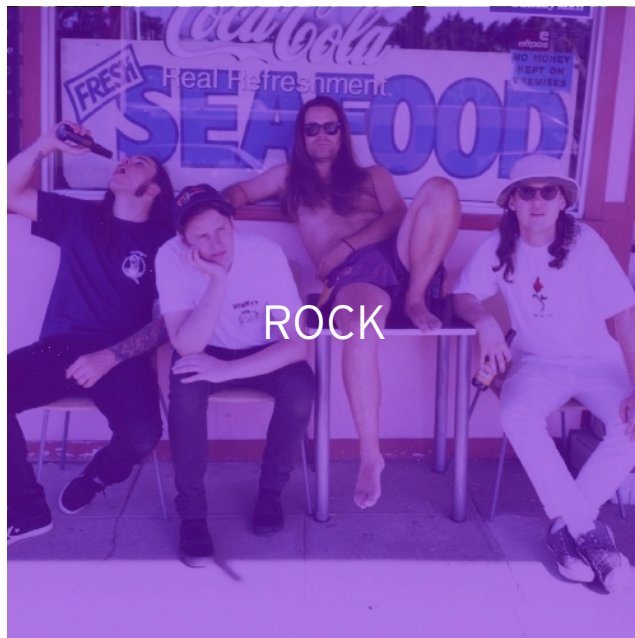
The amount paid per impression is calculated by dividing the CPM by 1000. For example, a \$10 CPM equals \$.01 per impression.

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

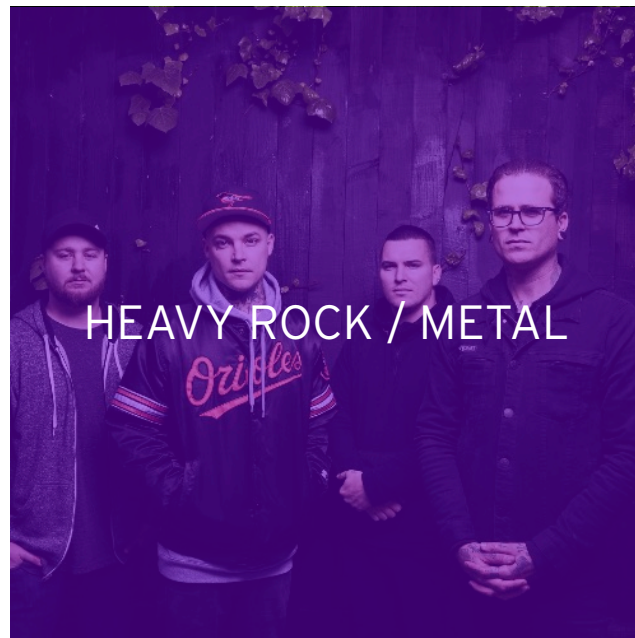
	CPM	ENGAGEMENT	EMV
Facebook	5.3	1,051,861	5,574.86
Instagram	5.68	600,272	3,409.54
Twitter	10.56	411,033	4,340.51
Youtube	7.6	28,021,576	212,963.98
TOTAL		30,084,742	\$226,288.89



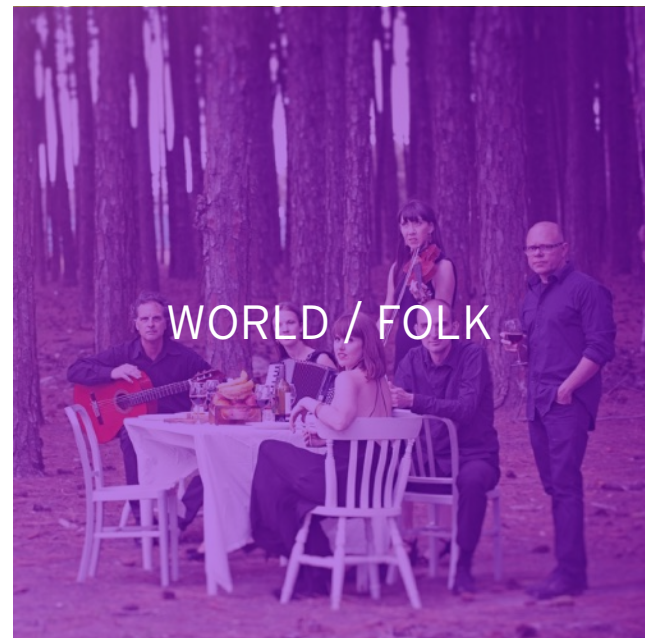
POP



ROCK



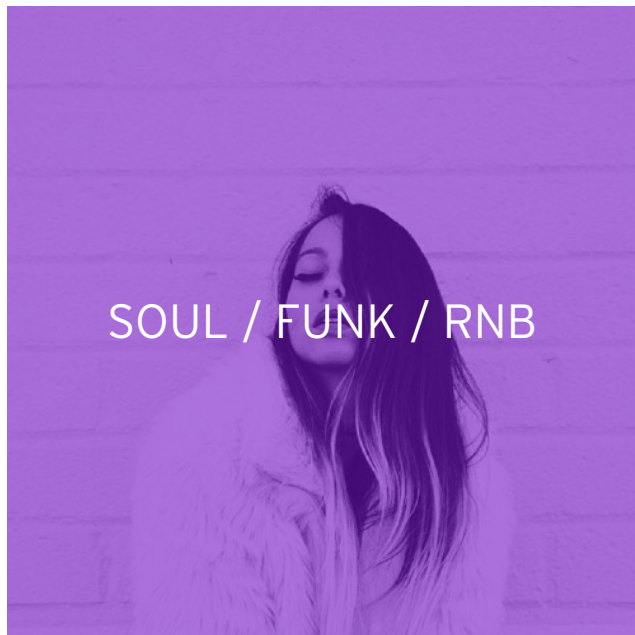
HEAVY ROCK / METAL



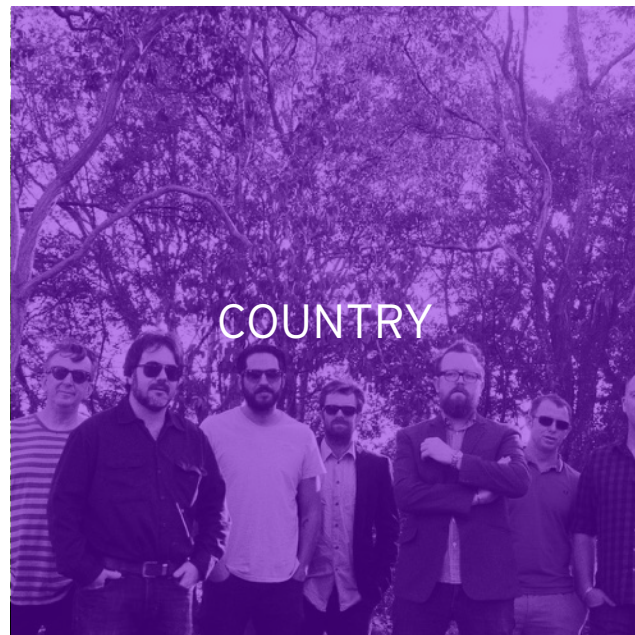
WORLD / FOLK



BLUES / ROOTS



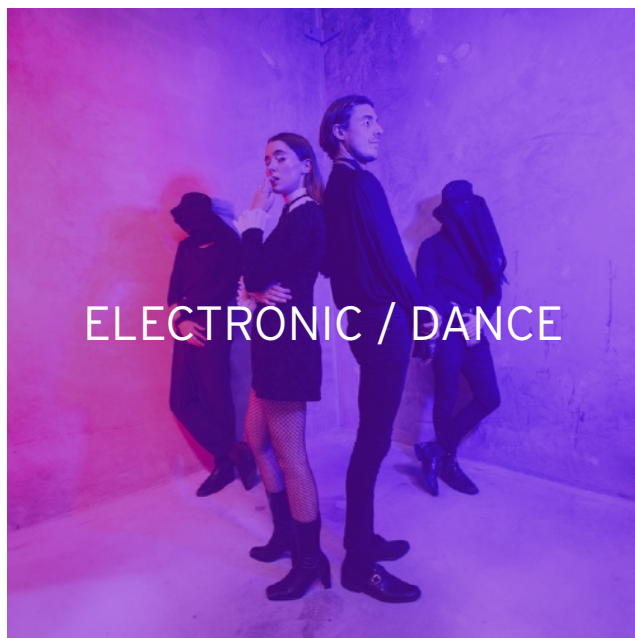
SOUL / FUNK / RNB



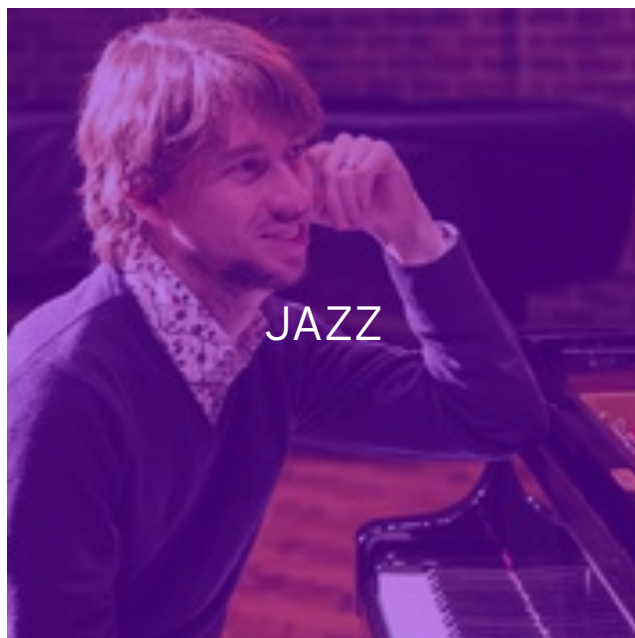
COUNTRY



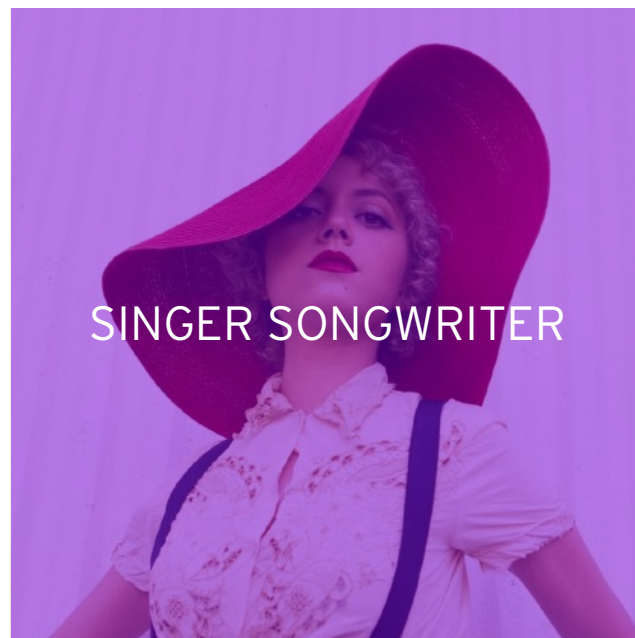
HIP HOP



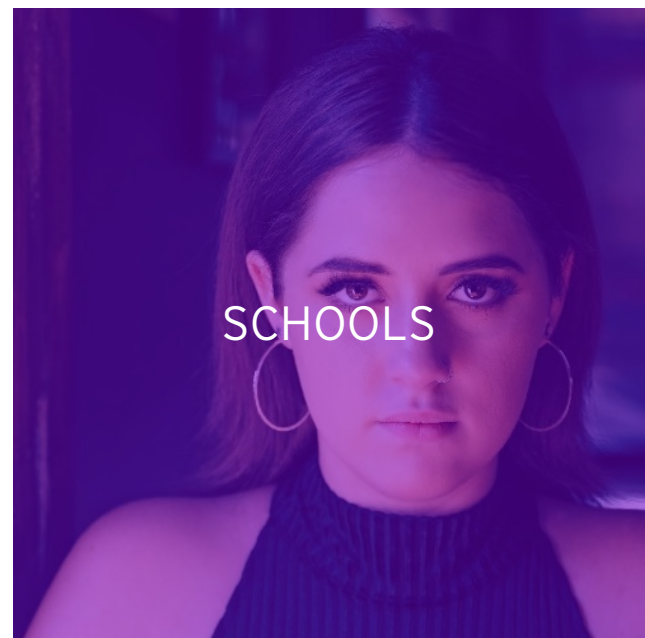
ELECTRONIC / DANCE



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.

QMA 2019

MEDIA PARTNER OPPORTUNITIES

QMusic is pleased to present a partnership opportunity for the 2019 Queensland Music Awards. Partnership delivery includes, but is not limited to the following benefits.

Event Opportunities

- Predominantly acknowledged in the Program, on the AV screens and through MC announcements
- Two (2) invitations to attend the awards ceremony for staff and guest
- Two (2) additional media passes for reviewers
- Two (2) double pass giveaways to the event

Promotional Opportunities

- Signage at the awards ceremony & logo inclusion in official media wall
- Presentation of an award at awards ceremony (QMusic to determine award presented)
- Partner acknowledgement on all promotional & advertising material relating to the event
- Editorial opportunity around brand support for Queensland music industry in Broadcast Newsletter and QMA website.
- Listed as a Media Partner on QMA website
- Assistance to develop content via artist interviews and performances

THE BRAVE - QMA 2018

QMA 2019

Contribution To Winners Promotional Package

Let's create the ultimate prize package to take the QMA's 2019 Best Breakthrough Artist career to the next level.

A promotional package valued at \$50K - \$100K with each media partner contributing a minimum \$10K in-kind promotional package component to their media partnership.

The package will be the launchpad the artist needs to perhaps become the next big Queensland act, with a unique opportunity for Queensland media to work together to break a local artist both here in Australia and nationally

This support could include:

- Advertising spots
- Guaranteed editorial or interview slots
- Play listing or other guaranteed exposure points for the winner's song
- On-air live performance opportunities, the exact nature of each outlet's contribution can be workshopped with QMusic to ensure the best possible exposure for both the winner and each media outlet.



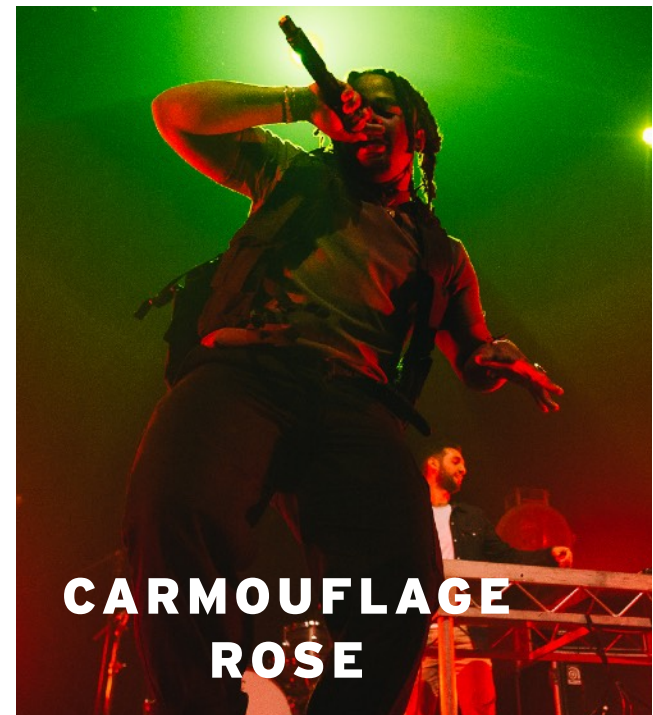
BRAD BUTCHER



GRETA STANLEY



**CARMOUFLAGE
ROSE**



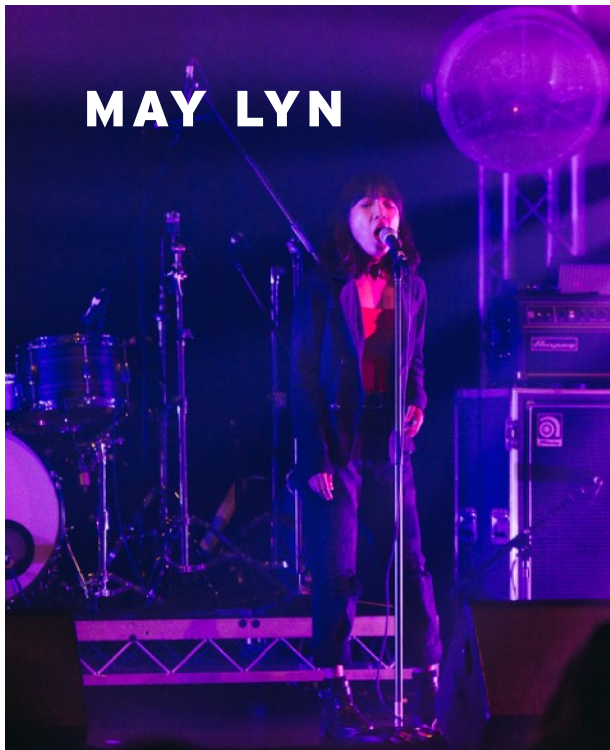
JEREMY NEALE



KITE STRING TANGLE



MAY LYN



WAAX



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

C O N T A C T

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