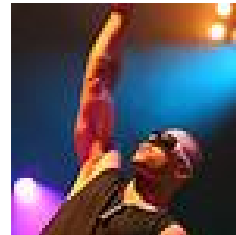
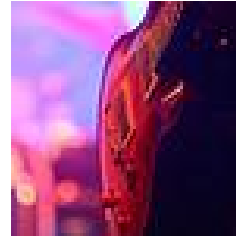
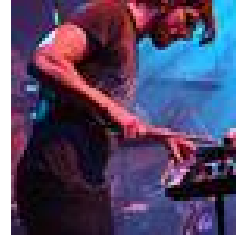




Sponsorship Packages



2010 Musicoz Awards  
Town Hall Sydney  
March 26<sup>th</sup> 2010



## Musicoz - The Organisation

- Musicoz is a non-profit organisation
- Musicoz is Australia's largest music development program and recognizes Unsigned and Independent Artists covering 17 genres.
- Musicoz is the most recognized industry & artist philanthropic program in Australia
- Musicoz supports Australian music culture
- Provides the platform for advice and distribution
- 24/7 365 Days of the Year

## Musicoz Mission

### – Where the Artist comes first

To be the effective and ethical leader of the Independent Music Community. To provide a hub of development, support and opportunity for Independent Artists so they can follow their dreams and sustain a career, delivering a stronger Australian Music Culture

## Musicoz Goals

- For the average artist to earn an income of \$50,000 per year to sustain their career of choice.
- To increase both the quality and quantity of original music in Australia.
- To increase the average Australian's access to and appreciation of quality independent music across all genres, having a direct positive impact on Australia's music culture.
- To celebrate the enormous contribution of volunteers and supports in the Musicoz Community.
- To embrace and involve anyone with similar values and goals to ours.

## Musicoz Facts & Figures

- 14,000 Independent Artist entered Musicoz Awards to date.
- 85,000 Independent Songs
- 75,000 Independent Gigs per year across Australia
- 7.5 million live Independent Audience per year
- 10 million Independent Social Networking and Media Audience
- Musicoz Google page rank of 7, which is above BigPond Music
- Musicoz web portel 60,000+ unique users
- Musicoz partner and media reach over 4.5 million per year



## Musicoz Strengths

- Music Community Credibility and Reach
- Content Rich
- Audience Reach
- Low Investment Model
- Flexible and on the Leading Edge of New Music Model
- Industry Partnerships
- Business to Business Networking
- Ethos

## Musicoz Structure

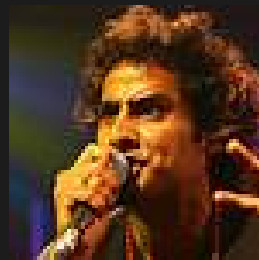
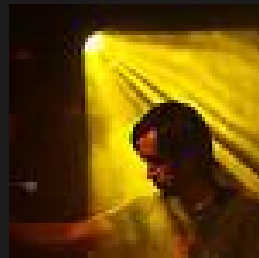
- Musicoz Awards
- Artist Education and Training
- Musicoz Events
- Musicoz Shop (Selling Artist's Music, Posters etc)
- Musicoz Radio
- Mentorship, Australia's Largest Song Feedback Program
- Music Content

## SPONSORSHIP IN THE MUSIC INDUSTRY

3.8% increase on music sponsorship spending outpaces projections for the overall sponsorship industry, including professional sports, non-profits and other types of events, further demonstrating the growing popularity of music.

"The fact that music sponsorship spending is holding its own in today's turbulent economy demonstrates the growing importance of music to corporate marketers". *Bill Chipps, senior editor at IEG Sponsorship Report.*

North American-based companies will spend \$1.08 billion to sponsor music venues, festivals and tours in 2009, a 3.8% increase from the \$1.04 billion spent last year. In terms of spending, that is the highest level of



## CAMPAIGN OBJECTIVES

### Overall Aim:

- Increase TED's Brand Recall to Music
- Increase Sales

### Partnership Objectives:

- Target Audience Reach
- Brand Alignment
- Consumer Loyalty & Sales
- Channel Development
- Staff Rewards and Retention
- Brand Experience

# SPONSORSHIP



## Exposure Opportunities



### Bigpond Music

Exposure through BigPond Music est 140,000 unique users a week and Bigpond Newsletter est 80,000+ Subscribers.

### MTV

Exposure in Promo Ads, Competitions and TV Broadcast est 200,000+



### The Drum

Exposure through 36,000+ copies and readership est 100,000

### Rova Taxi

Exposure through 2 million kms on taxi backs valued over \$75k

### Musicoz.org

Exposure to 85,000+ Unique users @ Musicoz.org, Musicoz Music Shop, Musicoz Myspace, Musicoz Facebook and Musicoz Youtube



### Musicoz Radio Show

Exposure through 60+ Community Radio Shows

### The Event

Estimated 4,000+ exposure on the Red Carpet, 2,000 Finalists and VIP Guests during the Musicoz Show, and 200,000 through the MTV Broadcast



### Product Sampling

Sampling to est 4,000 Crowd and 2,000 attendees

### Product Placement

Exposure through MTV Broadcast, Video Footage of Awards Show and DVD Products



### Corporate Hospitality

Entertain VIP Guests, expose them to the Celebrity and Music who of who, Reward / Incentive Programs and Consumer Prizes

### Musicoz Marketing

## GOLD SPONSOR PACKAGE

### Bigpond

- Logo in Bigpond Promotional Flyer
- Logo on Bigpond Musicoz Section
- Customised Ad Campaign Access

### MTV

- Award Category Presentation during MTV Broadcast
- TVC during Show Broadcast
- Customised Ad Campaign Access

### The Drum Media

- Logo on Front Page Program
- 1 Full Page Ad
- Sponsors Logo Thank you
- Customised Ad Campaign Access



### Rova Taxi

- Customised Ad Campaign Access

### Musicoz.org

- Logo on Event Promo Flyer
- Logo on Sponsor Section
- Dedicated Sponsor Page
- Sponsor Banner Ads
- Customised Ad Campaign Access

### Music Radio Show

- 2 Ads per week for 2 Months
- 1 weekly mention for 12 weeks
- Customised Ad Campaign Access

### Musicoz 2010 Awards Event

- Logo on all Posters, Flyers and Promotional Material
- Logo on Program as chosen sponsor level
- 30 sec TVC during the show
- 30 sec TVC during the MTV show broadcast

### Product Sampling

- Sample Inclusion in Bags
- Sampling Live to Crowd
- Sampling in Event

### Product Placement

- Product Placement
- Logo Placement

### Corporate Hospitality

- Includes 8 x red carpet arrival, drinks on arrival, 3 course dinner with drinks. Waiter service including drinks till conclusion of the show
- 8 x Green Room access, Best seats of the house
- 8 x After Party
- 12 x General Admission Tickets
- Staff Volunteering Opportunities – Priority given to Sponsorship Level



### Musicoz Marketing

- Musicoz PR
- Musicoz Press Releases
- Musicoz Associated Events
- Sponsor PR Support
- Use of Musicoz Logo
- Use of Sponsorship Level Designation
- Musicoz Support of Sponsor Media Campaigns
- Access at Cost to Musicoz Music CD/DVD's

### TOTAL INVESTMENT COST

\$25,000 including GST

SPONSORSHIP

## SILVER SPONSOR PACKAGE

### Bigpond

- Logo in Bigpond Promotional Flyer
- Customised Ad Campaign Access

### MTV

- Customised Ad Campaign Access

### The Drum Media

- 1/4 Page Ad
- Sponsors Logo Thank you
- Customised Ad Campaign Access

### Rova Taxi

- Customised Ad Campaign Access



### Musicoz.org

- Logo on Event Promo Flyer
- Logo on Sponsor Section
- Dedicated Sponsor Page
- Customised Ad Campaign Access

### Music Radio Show

- 1 weekly mention for 8 weeks
- Customised Ad Campaign Access

### Musicoz 2010 Awards Event

- Logo on all Posters, Flyers and Promotional Material
- Logo on Program as chosen sponsor level
- 30 sec TVC during the show
- Signage at Event Venue – Town Hall, Sydney

### Product Sampling

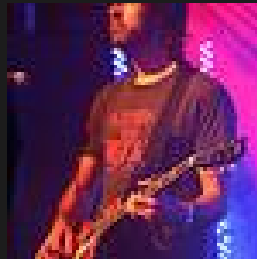
- Sample Inclusion in Bags
- Sampling Live to Crowd

### Product Placement

- Product Placement

### Corporate Hospitality

- Includes 4 x red carpet arrival, drinks on arrival, 3 course dinner with drinks. Waiter service including drinks till conclusion of the show
- 4 x Green Room access, Best seats of the house
- 4 x After Party
- 8 x General Admission Tickets
- Staff Volunteering Opportunities – Priority given to Sponsorship Level



### Musicoz Marketing

- Musicoz PR
- Musicoz Associated Events
- Sponsor PR Support
- Use of Musicoz Logo
- Use of Sponsorship Level Designation
- Musicoz Support of Sponsor Media Campaigns
- Access at Cost to Musicoz Music CD/DVD's

### TOTAL INVESTMENT COST

\$15,000 including GST

SPONSORSHIP

## BRONZE SPONSOR PACKAGE

### Bigpond

- Smaller Logo in Bigpond Promotional Flyer
- Customised Ad Campaign Access

### MTV

- Customised Ad Campaign Access

### The Drum Media

- Sponsors Logo Thank you
- Customised Ad Campaign Access

### Rova Taxi

- Customised Ad Campaign Access



### Musicoz.org

- Logo on Sponsor Section
- Customised Ad Campaign Access

### Music Radio Show

- 1 weekly mention for 8 weeks
- Customised Ad Campaign Access

### Musicoz 2010 Awards Event

- Logo on all Posters, Flyers and Promotional Material
- Logo on Program as chosen sponsor level

### Product Sampling

- Sample Inclusion in Bags

### Product Placement

- Product Placement

### Corporate Hospitality

- Includes 4 x red carpet arrival, drinks on arrival, and drinks till conclusion of the show
- 4 x After Party
- 8 x General Admission Tickets
- Staff Volunteering Opportunities – Priority given to Sponsorship Level



### Musicoz Marketing

- Musicoz PR
- Sponsor PR Support
- Use of Musicoz Logo
- Use of Sponsorship Level Designation
- Musicoz Support of Sponsor Media Campaigns
- Access at Cost to Musicoz Music CD/DVD's

### TOTAL INVESTMENT COST

\$10,000 including GST

SPONSORSHIP

## SUPPORTER SPONSOR PACKAGE

### Bigpond

- Customised Ad Campaign Access

### MTV

- Customised Ad Campaign Access

### The Drum Media

- Sponsors Logo Thank you
- Customised Ad Campaign Access

### Rova Taxi

- Customised Ad Campaign Access

### Musicoz.org

- Logo on Sponsor Section
- Customised Ad Campaign Access

### Music Radio Show

- 1 weekly mention for 4 weeks
- Customised Ad Campaign Access

### Musicoz 2010 Awards Event

- Logo on Program as chosen sponsor level

### Product Sampling

- Sample Inclusion in Bags

### Corporate Hospitality

- Includes 2 x red carpet arrival, drinks on arrival, and drinks till conclusion of the show
- 2 x After Party
- 2 x General Admission Tickets
- Staff Volunteering Opportunities – Priority given to Sponsorship Level

**TOTAL INVESTMENT COST = \$5,000 including GST**



## PRIZE SPONSOR

### Musicoz 2010 Awards Event

- Logo on Program as chosen sponsor level

### Product Sampling

- Sample Inclusion in Bags

### Musicoz.org

- Logo on Sponsor Section

### TOTAL INVESTMENT COST

= 30 x Prizes for Category Winners

## GOODIE BAG SPONSOR

### Musicoz 2010 Awards Event

- Logo on Program as chosen sponsor level

### Product Sampling

- Sample Inclusion in Bags

### Musicoz.org

- Logo on Sponsor Section

### TOTAL INVESTMENT COST

= \$0.25 per insert = \$500

Additional \$2000 to have your logo printed on the Goodie Bags

SPONSORSHIP

**MUSICCOZ**  
WHERE THE ARTIST COMES FIRST

HOME SHOP MUSIC MUSIC VIDEOS MUSICCOZ TV MUSICCOZ AWARDS PHOTOS  
MUSIC DISTRO ARTIST SERVICES VOLUNTEER

**CLICK HERE TO ENTER ONLINE**

SUBSCRIBE TO OUR NEWSLETTER

SUBSCRIBE

**CLICK HERE TO LISTEN AND VOTE FOR YOUR FAVOURITE ARTIST**

**LATEST ARTICLES**

- ▶ 2009\_AWARDS\_NOW\_OPEN
- ▶ DIGITAL MARKETING WORKSHOPS
- ▶ Musicoz goes to Peats Ridge
- ▶ Song Feedback
- ▶ And The Winners Are:
- ▶ 2008 Highly Commended
- ▶ APRA Songwriter Award Top 5
- ▶ Christian/Spiritual Top 10 Finalists
- ▶ 2008 Category Musicoz Finalists
- ▶ Musicoz Volunteering Program

SEARCH SITE

SEARCH

**Free Song of the Week**

**CHITA**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur enim felis, semper ut malesuada ut, posuere eu sapien.

Song Name: Available [\[download song\]](#)

Category: Pop

Listen:

**Archive**

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

## Additional Offer Promotional CD Giveaway

Offer your clients, or use as a great promotional tool the \$25-\$30 Promotional CD Giveaway worth of songs from the top Aussie Artists such as Cog, Mammal, Dallas, Frasca, Stone Parade and many more.

These can be used to increase sales, as incentives or reward your patrons or staff. Or even a 'Music Month' to launch the release of tickets sales.

A Years access with all 6,000 songs can also be added for a number of winners.

Brand Database Leveraging.

Once the patron or staff member that has received these cards they sign up with their email address to download the songs.

Advantages:

- Consumer Activation Incentive
- Build an active email database through CD giveaway download
- Ongoing marketing communications – free downloads etc
- Loyalty Program Incentive / Rewards or Points Utilization
- Various genre's can be produced exclusive for City of Sydney i.e Rock and Pop CD or mixed
- Use your Charity / Sponsorship Budget to reward your patrons / staff
- Additional Exposure
- Added relationship value and ongoing relationships
- Access for the program and artist to Musicoz media channels
- Market share tool



**PREMIERE**  
**MEDIA**

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