



beat mix  
AUSTRALIA

# BEAT MIX 2024 MEDIA KIT

Tuesday - Wednesday  
30 & 31 July 2024  
Gold Coast, QLD

# BEAT MIX 2024 MEDIA KIT

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*“... An investment in knowledge, pays the best interest.”*

*-Benjamin Franklin*



## DAVID VIDIC

Chairperson of the DJ Alliance Australasia.

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Thank you for taking time to read our Media Kit for Beat Mix 2024.

The DJ Alliance Australasia Inc. (DJAA) was founded in early 2010. With a clear passion for the industry, the team set out to help raise the standards of Mobile DJs and MCs throughout Australia and New Zealand.

In 2013 Beat Mix was created; a conference to encourage through training and providing information, the art of being a Disc Jockey and Master of Ceremonies.

Covering everything from marketing and business issues to music and performance ideas, each Conference is packed with practical advice, hints and tips, with something on offer for everyone from beginners to seasoned professionals to help DJs and MCs grow their business, improve performance, raise professionalism and build working relationships.

It is an annual event hosted by the DJAA for DJs & MCs, or anyone with interest in the Event/Party/Management industry.

Held mostly in August annually, DJs & MCs gather for the 2-day experience to connect, network, share knowledge and gain information which will assist them to achieve ongoing success.

Beat Mix currently attracts 60+ DJs from around Australia & New Zealand each year who are at various stages in their career path.

We would love to have you on board, help promote your brand, foster a mutually beneficial relationship and assist in growing Beat Mix attendance.

## DAVID VIDIC

Chairperson

# THE CONFERENCE



## Event Overview

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**Beat Mix is an annual 2-day DJ & MC Event held in August.**

Covering everything from Music & Performance ideas, along with Sales, Marketing, other related topics, a diverse range of presentations & workshops to educate and assist DJs & MCs advance their careers.

## Audiences

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**Our audience is wide-ranging**, attracting attendees from across Australia, predominantly QLD, but also from NSW, VIC, SA, WA & New Zealand.

These DJs & MCs, include single operators and those that employ staff, servicing & entertaining at various types of events.



## 60+ Businesses

To promote your products & brand.

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## 60+ DJ & MC's

To display your products in front of and demonstrate.

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## 2 Days

of Networking Opportunities & Promotional Branding.

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## Why Beat Mix?

**Beat Mix was created by the DJAA**, a not-for-profit association for DJs & MCs across Australia and New Zealand in 2010.

From that Conference, attendees continued to network, sharing ideas and helping each other out. The success and benefits of that first Conference cemented that it needed to be an annual event where DJs & MCs had the opportunity to share more ideas and knowledge for mutual benefit.

With each annual Conference, attendance grew, attendees blossomed both personally and professionally in the competition & ego free environment provided by Beat Mix.

## Exposure

**The event runs for 2 days; 8:00am - 5:00pm** with presentations, break out, panel and Q & A sessions, plus social opportunities in which your business can be branded or seen through promotional products, sponsorship or messages.

## The Venue

**Tuesday & Wednesday  
30 & 31 July 23024**



**Gold Coast, QLD  
(Twin Towns Services Club)**



### New Audiences

Shine in front of your target audience.



### Increase your Market Share

Industry-Specific Customers.



### Specials

Engage with your audience on the day.

# THE EVENT SCHEDULE

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**Beat Mix takes place over 2 days, and is held each year on the Gold Coast, Queensland.**

The Beat Mix programme contains many key speakers from the industry, presenting on various topics ranging from Sales, Marketing, Business, Music, Mixing and much more. Each day, attendees are also presented with opportunities to chat directly to sponsors, view sponsor display products and network with presenters & peers.

## **TUESDAY DAY 1**

**30 July 2024**

Presentations  
Morning Tea  
Presentations  
Lunch  
Presentations  
Afternoon Tea  
Presentations  
Trade Show, Display & Drinks  
Wrap Up Day 1

## **WEDNESDAY DAY 2**

**31 July 2024**

Presentations  
Morning Tea  
Presentations  
Lunch  
Presentations  
Afternoon Tea  
Presentations  
Wrap Up Day 2

## **TUESDAY - POST EVENT DAY 1**

**Social Night**

Social Activity (TBC)  
Drinks  
Dinner  
Networking

# FACILITIES

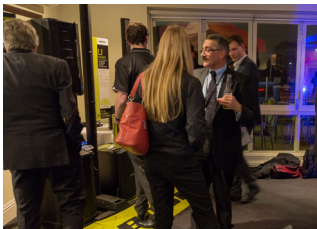


Located on the southern end of the Gold Coast in Wharf Street, Tweed Heads, Twin Towns Services Club is the location of Beat Mix 2024 and offers convenience by staying nearby at Mantra Twin Towns or Sebel Twin Towns.



- Close to Airport
- Parking Available
- Shuttle Bus
- Taxi (10mins)
- Regular Bus Service

# PREVIOUS EVENTS





# SPONSORSHIP



**Platinum Sponsor**  
**\$5,000**

The Platinum sponsorship package is the ultimate level package geared at creating major top-of-mind awareness and generating maximum exposure for your brand or company. Your brand or company will receive exposure during the 2 days, along with exposure in our marketing program in the lead up to the conference.

- **Exclusive recognition** as the Major Sponsor.
- **Logo on all major printed & digital promotional material.**
- **Large sized linked logo** on Beat Mix homepage and Sponsor Page before, during and until updated for 2025.
- **Full Page Editorial** on website (250 words).
- **3 Full Page Ads** in Event Programme.
- **Conference Pass & Catering for 3** (arrival tea & coffee, morning tea, lunch and afternoon tea on both days).
- **Email Database** of all attendees.
- **Guaranteed Presentation** (30 mins).
- **2 Email Mailouts** - sent to all attendees & DJAA members.
- **5x3M Trade Display Area** – includes 2 trestle tables & 4 chairs
- **Social Media** Shout Outs.
- **On Site competitions & Giveaways** (as advised by you).
- **Live Display** on shared screen with other sponsors.
- **Verbal Recognition** during conference.
- **Promo items & Flyer** in show bag.



**Gold Sponsor**  
**\$3,300**

The Gold sponsorship package is geared at creating major top-of-mind awareness and generating maximum exposure for your brand or company. Your brand or company will receive exposure during the 2 days, along with exposure in our marketing program in the lead up to the conference.

- **Shared recognition** as an Elite Sponsor.
- **Logo on all major printed & digital promotional material.**
- **Mid-sized linked logo** on Beat Mix homepage and Sponsor Page before, during and until updated for 2025.
- **Half Page Editorial** on website (100 words).
- **1 Full Page Ad** in Event Programme.
- **Conference Pass & Catering for 2** (arrival tea & coffee, morning tea, lunch and afternoon tea on both days).
- **Email Database** of all attendees.
- **10 Minute Presentation.**
- **1 Email Mailout** - sent to all attendees & DJAA members.
- **4x3M Trade Display Area** – includes 2 trestle tables & 3 chairs
- **Social Media** Shout Outs.
- **On Site competitions & Giveaways** (as advised by you).
- **Live Display** on shared screen with other sponsors.
- **Verbal Recognition** during conference.
- **Promo items & Flyer** in show bag.

# SPONSORSHIP



**Silver Sponsor**  
**\$2,200**

The Silver sponsorship package is geared at creating great exposure for your brand or company. Your brand or company will receive exposure during the 2 days, along with exposure in our marketing program in the lead up to the conference.

- **Shared recognition** as a Minor Sponsor.
- **Logo on all major printed & digital promotional material.**
- **Linked logo** on Beat Mix homepage and Sponsor Page before, during and until updated for 2025.
- **Half Page Ad** in Event Programme.
- **Conference Pass & Catering for 1** (arrival tea & coffee, morning tea, lunch and afternoon tea on both days).
- **Email Database** of all attendees.
- **3x3M Trade Display Area** – includes 1 trestle table & 2 chairs
- **Social Media** Shout Outs.
- **On Site competitions & Giveaways** (as advised by you).
- **Live Display** on shared screen with other sponsors.
- **Promo items & Flyer** in show bag.



**Bronze Sponsor**  
**\$1,200**

The Bronze sponsorship package is geared at creating exposure for your brand or company. Your brand or company will receive exposure during the 2 days, along with exposure in our marketing program in the lead up to the conference.

- **Shared recognition** as a Supporter Sponsor.
- **Logo on all major printed & digital promotional material.**
- **Linked logo** on Beat Mix homepage and Sponsor Page before, during and until updated for 2025.
- **Quarter Page Ad** in Event Programme.
- **Conference Pass & Catering for 1** (arrival tea & coffee, morning tea, lunch and afternoon tea on both days).
- **2x2M Trade Display Area** – includes 1 trestle table & 1 chairs
- **Social Media** Shout Outs.
- **On Site competitions & Giveaways** (as advised by you).
- **Live Display** on shared screen with other sponsors.
- **Promo items & Flyer** in show bag.



**Exhibitor**  
**\$660**

The exhibitor sponsorship package allows you to setup a **2 x 2M Trade Display Area**, provides exposure in our marketing program in the lead up to the conference, includes **Conference Pass & Catering for 1** (arrival tea & coffee, morning tea, lunch and afternoon tea on both days), **social media** shout outs, **linked logo** on website, logo on all promo material, participation in onsite competitions, display on shared screen and promo items & flyer in show bag.

# SPONSORSHIP REGISTRATION FORM

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Company Name:

Sponsor Category:

Platinum  Gold  Silver  Bronze  Exhibitor

Contact Name:

Address :

City:

State:

Postal Code:

Tel:

E-mail:

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Please return the completed sponsorship registration form to:

**Serge Olivieri**  
secretary@djaa.com.au



# Thank you.

We appreciate you taking the time to read our media kit, and look forward to discussing further how we can involve you as a key partner in the Beat Mix 2024 Conference.

**For further information please contact:**

## David Vidic

Chairperson

DJAA

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## Serge Olivieri

Secretary

DJAA

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Email: [secretary@djaa.com.au](mailto:secretary@djaa.com.au)

## Bianca Vidic

Sponsorship Officer

DJAA

Mobile: 0407 106 568

Email: [sponsorship@djaa.com.au](mailto:sponsorship@djaa.com.au)



**DJ ALLIANCE AUSTRALASIA**

## DJ ALLIANCE AUSTRALIA

**DJ Alliance Australasia Incorporated**

**ABN 44600230500**

<https://www.djaa.org.au>

<https://www.beatmix.com.au>