



BEAT MIX 2026 MEDIA KIT

**Tuesday - Wednesday
4 & 5 August 2026
Gold Coast, QLD**

BEAT MIX 2026 MEDIA KIT

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

-Benjamin Franklin



BRADLEY KJELDSSEN

Chairperson of the DJ Alliance Australasia Inc.

Step into the spotlight and align your brand with the premier DJ & MC conference in Australia and New Zealand. Beat Mix is more than an event – it's a movement, a community, and a launchpad for innovation in the entertainment industry.

Since 2013, the DJ Alliance Australasia Inc. (DJAA) has hosted Beat Mix – the go-to gathering for DJs, MCs, and event professionals wanting to sharpen skills, grow their business, and raise the bar for live performance.

Two jam-packed days.

60+ passionate attendees from across Australia & New Zealand.

Endless opportunities to put your brand front and centre.

From marketing and business strategies to performance innovation, Beat Mix delivers practical, actionable content for everyone – from emerging talent to industry leaders – in an atmosphere buzzing with connection and creativity.

Why Sponsor Beat Mix 2026?

Direct access to your ideal audience – motivated DJs, MCs, and event pros

Brand exposure that lasts – live impressions, digital reach, lasting recognition

Meaningful connections – network with professionals who can champion your brand

Industry recognition – show your commitment to entertainment excellence

Your sponsorship fuels industry growth, builds relationships, and cements your place as a trusted brand.

Join us in August 2026 – make your brand impossible to miss.

BRADLEY KJELDSSEN

Chairperson

THE CONFERENCE



Event Overview

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

Our audience is wide-ranging, attracting attendees from across Australia (QLD, NSW, VIC, SA, WA, ACT) & New Zealand.

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



Businesses

To promote your products & brand.



60+ DJ & MC's

To display your products in front of and demonstrate.



2 Days

of Networking Opportunities & Promotional Branding.



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; 8:30am - 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
4 & 5 August 2026**



**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

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

4 August 2026

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

TUESDAY - POST EVENT DAY 1

Social Night

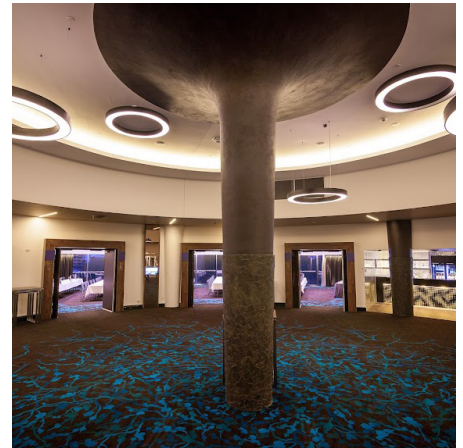
Social Activity (TBC)
Drinks
Dinner
Networking

WEDNESDAY DAY 2

5 August 2026

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

FACILITIES

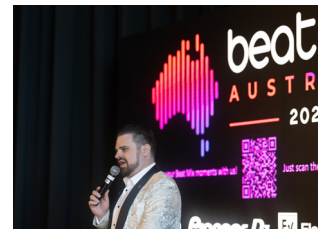
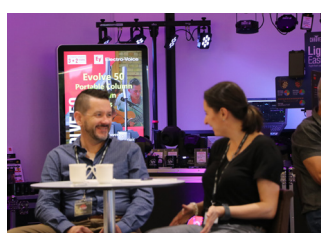
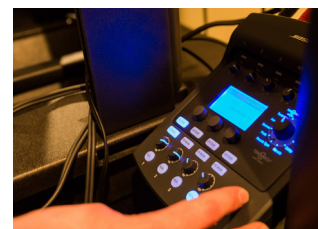


Located on the southern end of the Gold Coast in Wharf Street, Tweed Heads, Twin Towns Services Club is the location of Beat Mix 2026 and offers convenience by staying nearby at Mantra Twin Towns or Sebel Twin Towns.



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

PREVIOUS EVENTS



SPONSORSHIP



Titanium Sponsor
\$15,000

Position your brand at the pinnacle of the DJ & MC industry by becoming the exclusive Titanium Sponsor of Beat Mix 2026 – Australia’s premier conference for professional DJs, MCs, and event entertainers. As our highest-level sponsor, you’ll enjoy unparalleled visibility, prestige, and influence before, during, and after the event. This is more than sponsorship – it’s a strategic alliance with the future of entertainment.

- **Exclusive recognition** as the Ultimate Sponsor.
- **Priority logo placement on all printed and digital collateral.**
- **Large sized linked logo** on Beat Mix homepage and Sponsor Page before, during and until updated for 2027.
- **Full Page Editorial** on website (750 words).
- **4 Full Page Ads** in Event Programme.
- **Conference Pass & Catering for 4** (arrival tea coffee, morning tea, lunch and afternoon tea on both days).
- **Email Database** of all attendees.
- **Guaranteed Presentation** (60 mins or two 30 mins.)
- **3 Email Mailouts** - sent to all attendees & DJAA members.
- **5x1.5M Trade Display Area** – includes 3 trestle tables & 4 chairs
- **Dedicated sponsor spotlight posts** across all Beat Mix Social Platforms.
- **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.
- **Logo** on show bag.
- **Logo** on Beat Mix T-Shirt sleeve.
- **2 Pull Up Banners.**
- **Video** on screen during breaks.
- **Priority** option on Titanium Sponsorship for subsequent conference.
- **On-stage thank you and trophy/plaque presentation** recognising your support.
- **Exclusive Sponsorship of Day 1 Networking Drinks**

SPONSORSHIP



Platinum Sponsor
\$7,000

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.

- **Shared recognition** as an Elite 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 2027.
- **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** (20 mins).
- **2 Email Mailouts** - sent to all attendees & DJAA members.
- **4x1.5M 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.
- **Logo** on show bag.



Gold Sponsor
\$4,000

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 Major 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 2027.
- **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.
- **3x1.5M 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
\$2,500

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 2027.
- **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.
- **2x1.5M 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
\$1,500

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 2027.
- **Quarter Page Ad** in Event Programme.
- **Conference Pass & Catering for 1** (arrival tea & coffee, morning tea, lunch and afternoon tea on both days).
- **2x1.5M 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
\$700

The exhibitor sponsorship package allows you to setup a **2 x 1.5M 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

Company Name:

Sponsor Category:

☐ Titanium ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Exhibitor

Contact Name:

Address :

City:

State:

Postal Code:

Tel:

E-mail:

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 2026 Conference.

For further information please contact:

Bradley Kjeldsen

Chairperson

DJAA

Mobile: 0410 402 248

Email: chairperson@djaa.com.au

Serge Olivieri

Secretary

DJAA

Mobile: 0411 529 255

Email: secretary@djaa.com.au



DJ ALLIANCE AUSTRALASIA

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DJ Alliance Australasia Incorporated

ABN 44600230500

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

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