



**2018 Festival Partnership Opportunities**

**Sydney** – NewCo, June 7 - 8 / NewCoEd August 22

**Melbourne** – NewCo, August 31 / NewCoEd August 29

**Align your brand with NewCo!**

Connect with mission-driven host companies and highly engaged attendees. Demonstrate your position in the Sydney and Melbourne communities of innovation, entrepreneurship and positive change.

NewCo Package Components	Supporting \$2.5k	Silver \$5k	Gold \$10k	Platinum \$20k
<b>Festival Branding*</b>	Web	✓	✓	✓
<b>Team &amp; Client Event Passes</b>	2 VIP / 3 GA	3 VIP / 5 GA	5 VIP / 10 GA	10 VIP / 10 GA
<b>Branded Stream Sponsorship**</b>	--	--	--	✓
<b>Sponsored Post in NewCo Daily (list = 20K)</b>	--	--	1 day	2 days
<b>Custom Brand Activation***</b>	--	--	1	1
<b>Custom Content Marketing/Social</b>	--	1	2	3
<b>Physical Presence at the Kick off and meet up</b>	--	--	--	✓

**Each sponsorship package covers one city for both NewCo and NewCo Ed.  
Talk to us about a package for all 4 festivals.**

**\*Festival Branding**

Silver, Gold and Platinum Partnerships Logo inclusion on all festival signage, email communication, social media and



collateral promoting the festival and post-festival survey

**\*\*Branded Stream Sponsorship**

Promote your selection of the festival presentation highlights, aligned to your brand values / interests.

**\*\*\*Custom Brand Activation Options**

Custom activations allow for real time engagement with our audience. Select one of the Brand Activation options below or **work with us to create your own.**

**Private Dinner for 10 people** - Invite only. We'll work with you to convene the right audience mix for your event pulling from our attendee and host company list with a private invitation. Keep it casual or include a short Keynote speaker/interview with one of the top thinkers from the Festival lineup.

**After Party or Happy Hour Cocktails for 25 people** - Peel away from the crowd for a private event or keep the night (and enthusiasm) going after the meetup by serving up conversation over drinks.

**Breakfast Meetup for 30 people** - Host the most important meal of the day and provide attendees a great way to start their NewCo Sydney experience. Grab some coffee and a croissant, and map out your festival plans w/co-workers, fellow attendees and leaders of host companies.

**Networking Lunch for 30 people** - Provide a midday break that includes a short presentation or announcement.