



fuse

Igniting Australian Music

Partnership opportunities

Overview

Fuse Festival - Wednesday 16 – Friday 18 February

Fuse is Australia's longest running music industry conference and showcase festival. It's the forum where artists, industry and music fans unite for three days of networking, business building and celebrating the best that Australian music has to offer. Held annually in Adelaide, South Australia, Fuse offers musicians the opportunity to play for, and learn from, leading music industry professionals. In 2011 Fuse Festival encompasses the following events:

❖ Conference

Thursday 17 Friday - 18 February

The Fuse Music Industry Conference features some of the world's leading representatives from touring and management agencies, record companies and media outlets discussing the hottest music industry topics. In 2011 topics include the role of music in cross-media, the use of online tools in band marketing and will feature international speakers such as Vince Bannon from *Getty Images* and Ariel Hyatt from *Cyber PR*.

❖ Masterclasses

Wednesday 16 February

Fuse Festival kicks off with two intensive Masterclasses in Songwriting and Management.

Management 9am - 4pm

The Management Masterclass is a practical workshop for both artist managers and self-managed artists. Offering attendees a chance to delve deeply into the ins-and-outs of the music management game, current trends and handy insider hints. Past masters have worked with Franz Ferdinand, Kaiser Chiefs, Rod Stewart, Aerosmith, Def Leppard, Stevie Nicks, The Police, Supertramp, Backstreet Boys, Fiona Apple, The Cure, Mumford & Sons, Eskimo Joe, Savage Garden and Vanessa Amorosi.

Songwriting 1pm – 4pm

The Songwriting Masterclass runs from 1 – 4pm gives budding and established songwriters the opportunity to go through the creative process of producing commercially viable music with prominent Australian songwriters. Past masters have included the songwriters for Basement Birds, Eskimo Joe, Weddings Parties Anything) and Rebecca's Empire.

❖ Fuse West & Fuse East

Wednesday 16 & Thursday 17 February from 7pm

Fuse Festival's open-access showcase is a rare opportunity for musicians to promote themselves to some of the world's leading music industry professionals. In 2011 this

showcase will be split across two nights, encouraging greater performer and audience participation in over 20 of venues in Adelaide CBD.

❖ **Fuse @ Fringe**

Friday February 18

In 2011 Fuse teams up with the Adelaide Fringe to deliver one of two stages on the opening night of the Adelaide Fringe Festival. This free event will give a selection of hand-picked artists the opportunity to strut their stuff in front of an audience of over 80,000.

❖ **Networking Functions**

Fuse runs several networking functions as part of the Festival to encourage business opportunities between participants.

VIP Drinks

The Promethean, Wednesday February 16, 5-7pm.

Attendees – 150 - staff, sponsors, delegates and key industry representatives.

Networking Drinks

The Fringe Club, Thursday February 17, 5-7pm.

Attendees – 250 – Staff, delegates, conference attendees and showcase artists.

Our Goal

To run a nationally/internationally respected event that provides participants with networks, knowledge and pathways that enable the development of sustainable contemporary music careers for South Australians.

KPI's

Fuse aims to add value to the South Australian community by:

- ❖ Showcasing emerging, developing and established contemporary music acts
- ❖ Expanding the business knowledge of music industry
- ❖ Expanding the global reach of the showcasing acts
- ❖ Building audiences for live music

Demographics

Fuse engages a wide range of audiences with an estimate of 85,000 people participating in 30 venues in 2011. 300+ musicians and industry professionals from overseas, interstate and South Australia are involved in the conference and showcase activities including some of the world's leading representatives from touring and management agencies, record companies and media outlets.

In 2010 Fuse showcased 68 bands in 20 venues across Adelaide's CBD to an audience of 4,000. In 2011 this showcase will be split across three nights, involving an estimated 90 local and national bands, and a crowd of 85,000.

Marketing Activities

Fuse is promoted through:

Online:

- Fuse website, including blog
- Adelaide Fringe Website – Up to 2 million hits per month
- Facebook, Twitter, Myspace – Over 4000 Friends/Followers, and growing.
- Direct e-newsletter
- Blog editorial

Offline:

- Flyers - 300 targeted music venues
- Posters – in 30 of Adelaide's premier live music venues
- High profile Street banner on Hindley Street – Passing foot traffic of 30,000 per day
- Street press editorial – 152,900 readership
- Industry bodies and educational institutions – 5,000+ contacts

And advertises with:

Online:

- Facebook – up to 100,000 impression per day
- Industry websites – 145,000 unique visits per month
- Adelaide Fringe Website and iphone app – up to 2 million hits per month
- Fringe Benefit e-newsletter – 9,000+ subscribers

Offline:

- Street press (Rip it Up/The Beat) 152,900 readership
- Industry conference programs (Big Sound) – 500+ readers
- Jmag – 600,000 readership
- The Advertiser – 660,000 readership
- Adelaide Fringe Program – 330,000 distributed

Opportunities & Benefits

Fuse West & Fuse East Showcase Sponsor

\$2,500(plus GST) per night – sold individually or together

- ❖ Event naming rights
- ❖ 10 double passes to all venues on sponsored night
- ❖ 2 x VIP Drinks Passes
- ❖ Logo placement :
 - Showcase poster
 - Website
 - 350 Festival programs
 - 2 x VIP drinks passes
 - Associated event advertising
 - Event tickets
 - Sponsor banner in conference Foyer

Conference Panel Sponsor

\$1,500(plus GST) – 13 Available

- ❖ Panel naming rights
- ❖ 2 x VIP Drinks Passes
- ❖ Double Pass to attend sponsored panel at Fuse Conference
- ❖ Corporate banner prominent placement at panel (supplied by sponsor)
- ❖ Logo placement:
 - Conference screen projector
 - 350 Festival Programs
 - Website
 - Sponsor banner in conference Foyer

Lanyard Sponsor

\$1,500(plus GST) - **Exclusive**

- ❖ 2 x VIP Drinks Passes
- ❖ 300 Delegate Bag inserts (supplied by sponsor)
- ❖ Logo Placement:
 - Exclusive placement on 400 Conference Lanyards
 - 350 Festival Programs
 - Website
 - Sponsor banner in conference Foyer

Delegate Bag Inserts

\$300(plus GST)

- ❖ 300 inserts in delegate bags that are distributed to all conference attendees (items to be supplied by sponsor)

Advertising in Festival Program

Full Page Festival Program Advertisement (black and white) 350 printed - \$440 (plus GST)

Half Page Festival Program Advertisement (black and white) 350 printed - \$290 (plus GST)

Website Advertising

Contact us for availability

Banner advertisement (738x90 pixels) - \$385(plus GST) per month

Small ad (125x125 pixels) - \$275 (plus GST)per month

Flash Ad – Add \$110(plus GST) to above prices

E-Newsletter

Targeted audience of musicians and industry representatives including attending delegates and bands.

Banner ad (738x90) - \$275(plus GST) per issue

More opportunities

Interested in being involved at a higher level, or in some other way?

You can! Contact:

Alistair Cranney

Fuse Director, Adelaide Fringe Inc.

PO Box 3242 Rundle Mall, ADELAIDE SA 5000

Ph: 08 8100 2056 Fax: 08 8100 2020

Email: alistair@fusefestival.com

Fuse Festival Sponsorship & Advertising Application

Company Name: _____

Address: _____

Contact Person: _____

Position: _____

Telephone: _____ Fax: _____

Email: _____

Adelaide Fringe Inc - Fuse Festival 2011 PO Box 3242 Rundle Mall ADELAIDE SA ABN 71660 859 461

I/We would like to apply for the following sponsorship/advertising package(s).

- Fuse West Showcase \$2,500
- Fuse East Showcase \$2,500
- Conference Panel Sponsorship \$1,500. Preferred topic _____
- Lanyard Sponsor \$1,500
- Delegate bag insert \$330
- Full Page Advertisement in Festival Program \$440
- Half Page Advertisement in Festival Program \$290
- Website Banner Advertisement \$385/mth. No. of months _____
- Website small Advertisement \$275/mth. No. of months _____
- Website Flash Advertisement upgrade \$110
- E-Newsletter Banner Ad \$275

(please add 10% GST on all prices)

Signed: _____ Date: _____

(on behalf of the sponsor listed above)

Return to:

Alistair Cranney
Fuse Director, Adelaide Fringe Inc.
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Ph: 08 8100 2056 Fax: 08 8100 2020
Email: alistair@fusefestival.com