

Sponsorship Proposal 2024

CONFERENCE

The Content Byte Summit

The event for journalists,
copywriters and content
specialists keen to futureproof
their freelance income

September 12-14 2024

Australian National Maritime Museum, Sydney

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Introduction

Freelancers are the future of content marketing and journalism – and regularly overlooked by conventional marketing campaigns.

The Content Byte is one of Australia’s most successful career podcasts, reaching more than 600 people every week and with more than 85,000 total downloads over four years. It has established itself as the go-to podcast for industry professionals, ranking in the top 2.5% of podcasts worldwide. Hosted by freelance industry leaders, Rachel Smith (of Rachel’s List) and Lynne Testoni, it has a loyal and engaged audience

As an extension of the podcast, The Content Byte Summit is an opportunity to reach Australia’s leading freelancers and be part of an industry-leading event. Our first event in 2023 was a huge success and this much-requested follow-up is shaping up to be one of the highlights of the writing calendar for 2024.

About us

Hello! We're **Lynne Testoni** and **Rachel Smith** - journalists, podcasters and conference organisers.

You might know us from our podcast **The Content Byte** - or you might know Rachel from **Rachel's List**, a jobs board and community helping thousands of Aussie freelancers connect and find work. We've dedicated years to helping freelancers and the Summit is more of the same - on a big scale.

Why us?

- We've collaborated on a variety of successful online and face-to-face events
- As respected freelancers and long-time senior journalists across print and digital, we have access to an enormous range of local and international expert speakers
- Through The Content Byte and Rachel's List we have a strong, engaged collective audience of journalists, copywriters, content producers, editors and other creatives
- We've worked with a number of exclusive sponsors and know what it takes to get your brand front and centre!



Lynne Testoni

Senior journalist,
content producer,
podcaster



Rachel Smith

Senior journalist,
copywriter, content
producer,
podcaster

This year's Summit schedule

**12
SEP**

Welcome Cocktail Party

Speakers and VIP guests will join conference attendees from 6pm to 9pm for cocktails and canapes in a special location – still to be announced.

Location: Somewhere fabulous. Stay tuned!

**13
SEP**

Day 1 of The Summit

Our first day features a keynote from a US-based strategist and writer, flown to Australia for the occasion. It will be followed by panels and presentations by local experts, supplying practical, inspirational information on freelancing and writing.

Location: Australian National Maritime Museum, Sydney

**14
SEP**

Day 2 of The Summit

Find out how to find clients in your niche and earn big money, learn what editors, content chiefs and agencies want, understand how to market your freelance business and much more.

Location: Australian National Maritime Museum, Sydney



the content **byte**
SUMMIT

Benefits for sponsors

The conference will be accessible by attendees not only during the conference dates, but also virtually for a period after the event, maximising exposure. Here are just a few of the benefits for your brand.



Create brand awareness with one of Australia's most engaged freelance communities



Showcase your product to more than 100 leading freelance journalists, copywriters and content creators



Identify prospective clients among Summit attendees in a relaxed atmosphere



Learn about the big issues facing your customers and identify their pain points



Establish collaborations with other companies servicing the freelance market.

Sponsorship packages

We welcome applications for sponsorship from individuals, companies, associations, groups and services. We can also work with sponsors to recommend appropriate branded items for the delegate gift bag.



Premium Package \$4500

- Lead sponsor over the entire 2.5 day conference
- Category exclusivity of all sponsorship packages
- Logo inclusion on the main page of the website and program
- 3 x ad mentions in promotional newsletters sent to prospective delegates before the conference
- Sponsor banner at the conference
- Two free conference registration for sponsor representatives on all three days, including Thursday night networking drinks
- Mention in the opening address on all three days
- Inclusion of your marketing material in delegate gift bag
- Opportunity for an expert of your choice to be part of our industry panel discussions
- Public thanks and recognition in the closing address (final day)



Deluxe Package \$3000


- Logo inclusion on website and program
- 2 x ad mentions in promotional newsletters sent to prospective delegates before the conference
- Inclusion of your marketing material in delegate gift bag
- One free conference registration for a sponsor representative on day of your choice, plus Thursday night networking drinks
- Mention in the opening address on day of your choice
- Public thanks and recognition in the closing address (final day)



Supporter Package \$600

- Logo inclusion on website and program
- 1 x ad mention in promotional newsletters sent to prospective delegates before the conference
- Inclusion of your marketing material in delegate gift bag
- Public thanks and recognition in the closing address (final day).

*Prices include GST



**Like to sponsor
the Summit?
Talk to us.**

Contact

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