

# SXSW Sydney 2024: B Corp promotional opportunities

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August 2024





# Be a featured B Corp at SXSW Sydney 2024

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## We're partnering with SXSW Sydney!

The team at B Lab AANZ are incredibly excited to announce our **partnership with SXSW Sydney 2024**. As Zone Presenting Partners in the Social Impact Zone, we will be working to increase consumer awareness of the B Corp brand over the four days of the expo. We are also using this amazing opportunity to **collaborate with B Corps to tell their B Corp story**, and how they are the future of better business.

Drawing on the focus of the SXSW format, we'll be collaborating as a community to show the **innovation, impact, creativity and diversity of businesses** that exist (and thrive) within the B Corp network.

As a movement, our primary objective for this event is to **raise awareness of the B Corp certification** and deepen understanding of the B Corp model and impact, amongst the target audience of young professionals and business leaders.



# Share your B Corp story

Be **a featured Certified B Corporation** in B Lab AANZ's expo space over four days at the Tech and Innovation Expo, from Wednesday 16 to Saturday 19 October.

You will be able to **tell your story**, empower peers who might be on their B Corp journey and **directly reach tens of thousands of industry professionals** who will be at the event. There are limited spaces available.

Join us in our unified goal to make business a force for good.

**B Lab AANZ is excited to announce three opportunities for B Corps to partner with us to amplify the B Corp story at SXSW Sydney.**





# Opportunity 1: Digital display

Be featured on our digital display of leading B Corps within B Lab AANZ's expo space at SXSW Sydney in the social impact zone of the Tech and Innovation Expo. A reel of videos highlighting the impact of B Corps will reveal:

## How B Corps are shaping the future of better business

Your video will help SXSW Sydney attendees discover and be inspired by the B Corp movement. This will be on a rolling reel that will be screened at least 50 times across the four days. Attendees will be invited to view and/or put on headphones to interact with the content.

See additional information for more details on footage required and closing date of submissions. (p.11-12)

Cost (ex. GST)	B Corp
\$500	B Corps with revenue less than \$2m
\$750	B Corps with revenue between \$2-20m
\$1000	B Corps with revenue over \$20m
Sponsor a small B Corp for \$500	Support a high impact small B Corp to be featured by paying an additional \$500

*Note: Cost of involvement is linked to revenue, to allow for equitable access, and helps to co-fund the cost of the B Lab sponsorship.*



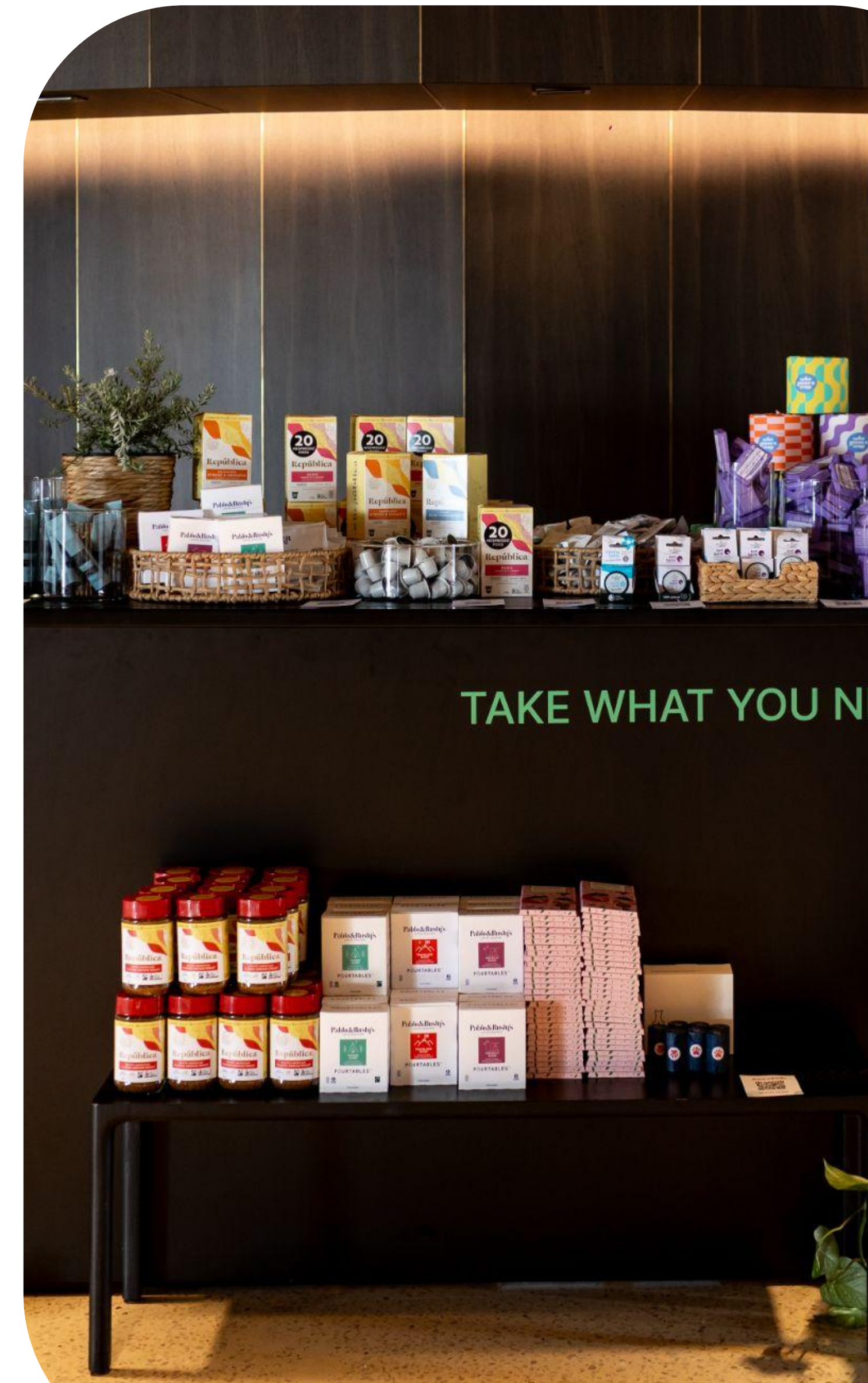


## Opportunity 2: Prize feature

B Lab AANZ will be conducting a prize lottery for attendees, with prizes on display that showcase the breadth of quality B Corp products and services. Attendees will be invited to sign up and enter the draw to win.

Have your product featured on a display wall in the B Lab AANZ expo space for the full four days. We will work with participating brands to manage product presentation. Only 10 spots are available - submit your interest and proposed prize by 9 September and B Lab will confirm participants by 13 September.

Cost	About
\$500 (plus supply of prize)	This will allow you to donate product/service prizes for lottery — you will have the opportunity to have your product on our display wall that showcases B Corp brands, building awareness of the B Corp movement.





## Opportunity 3: Coffee partner

We are looking for **one** B Corp coffee partner to head up our coffee meet up space on Wednesday 16 October, 2:30pm-4:00pm. You will have the opportunity to showcase your wares and deliver incredible coffee to a captivated audience of 75 SXSW attendees at a meetup that is featured in the official program.

Coffee kiosk equipment, milk and barista staff are provided by SXSW event organisers.

Cost	About
\$2,000 (plus supply of coffee beans & branding)	<p>Be the premier coffee partner at our B Corp meet up.</p> <p>You will have the opportunity to supply coffee beans, branding and any coffee merch for the stand.</p>





## What more is in it for you

All of our opportunities include the following activity:

- **Reach new audiences** via PR and marketing, across a range of industries, through B Lab AANZ channels
- Be **featured as a partner** on B Lab AANZ social media posts prior to and during the SXSW Sydney event
- Be **featured as a partner** on a B Lab AANZ blog post on 16 September
- B Corps have access to the **early bird festival badge rate** until 30 September 2024.





## What happens next

If you are willing and interested in supporting this event with your brand, team and financial investment, please fill out your chosen partnership level with one of the following forms and our team will come back to you:

[DIGITAL DISPLAY](#)

[PRIZE FEATURE](#)

[COFFEE PARTNER](#)

We are looking forward to including a wide range of Certified B Corps and their stories.

Additional information is provided in the following pages. Please let us know if you have any questions.

Thank you!





# Additional information

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## Additional information: Video requirements

Deadline: Thursday 19 September 2024 via [this Asana Form](#)

The video will ideally be self shot by your respective B Corp business. It must fall in the following recommended guidelines:

### Technical requirements:

- **Please ensure that you have taken 2+ mins of content that we are able to edit down to 60 seconds.**
- **Audio sound**
  - to be recorded via podcast microphone or lapel microphone.
- **Video record**
  - ideally **framed in portrait**, of face to camera
  - 4K video resolution for phone, 6K video resolution for camera
  - please use tripod where you can, with the **phone positioned portrait**
- **Generic footage**
  - We can utilise b roll footage (and would welcome it!). This footage can be in landscape, but please ensure that it will be able to be edited into portrait mode.
- **Audio only, no visual**
  - We would be open to this option, but please be aware that your audio will be overlaid with generic videography/b roll footage if you have it.

The content that you will be answering/responding to is on the next slide.



## Additional information: Video content requirements

### Brief for video content:

- The overarching theme speaks to helping SXSW attendees discover the value and benefit of B Corp.
- During your video, we are looking for you to answer the following prompts:
  - **Introduce your name and B Corp**
  - **What makes your B Corp unique**
  - **How are you shaping the future of better business**

Any b roll footage that you might want to include can be:

- Footage of your product/offering
- Footage of your team and company working together
- Footage of events (especially B Lab/B Local events if you have any!)

Reminder that all content and footage will need to be submitted by Thursday September 19 to [this Asana form](#).

Any questions, please feel free to email us at [events@bcorporation.com.au](mailto:events@bcorporation.com.au)





# TECH & INNOVATION EXPO 2023

The Tech & Innovation Expo saw attendees getting up close and personal with businesses and creators who are breaking new ground across tech & innovation, games, entertainment, education, social impact, health & wellness, and more.

Located at International Convention Centre Sydney between 18 – 21 October, attendees were able to immerse themselves in talks, product demonstrations and interactive installations, and explore dedicated spaces presented by business leaders, Big Tech, start-ups and non-for-profits that are disrupting the status quo.

Expo Attendance

# 19,890



Total Number of Tech & Innovation Credentials

## 8,247

4,053 - Expo Badges sold  
4,194 - Expo Day Passes sold



Square Metres of Built Exhibit Space

## 3,717



Total Exhibitors

## 86



Number of Startup Village Exhibitors

## 29



Percentage of Attendees who Returned to Expo

## 25%



Countries Represented on the Expo Floor

## 9





# ZONE PRESENTING SPONSORSHIP

The Tech & Innovation Expo is divided into “Zones” with each Zone having a Presenting Sponsor. This opportunity positions a company or organisation as being at the pinnacle of their industry, as a thought-leader and as a connector of people and businesses in their sector.

## SPONSOR BENEFITS

### Event / On Site Assets

- 18sqm shell scheme stand within the sponsored Zone
- Logo inclusion on signage at the Expo acknowledging Zone sponsors
- An official Meet-Up/Coffee Break event promoted within the SXSW Sydney schedule
- 1 x Discovery Stage Partner Programming session
- Lead retrieval and select post event metrics

### Digital Marketing

- Broad scale licensing of the SXSW Sydney 2024 IP marks until 30 days post event
- The right to do your own organic promotions around your sponsorship (no badge giveaways)
- Logo (mono) inclusion on SXSW Sydney Sponsors page
- Inclusion on the Expo website page
- Dedicated brand page within SXSW Sydney Schedule & Mobile App Brand Directory

### Credentials

- 4 x Tech & Innovation Industry Badges
- Extended Early Bird Badge rates for stakeholders and staff until 45 days out

**INVESTMENT: Starting at AUD \$60K+GST**





# Key details

- **Tech & Innovation Expo Dates:** Wednesday 16 to Saturday 19 October
  - **SXSW Festival Dates:** 14-20 October
- **Audience:** Reach tens of thousands of professionals and millions via PR and Marketing, across a range of industries. Top industries include marketing and advertising, technology, creative industries, education, and financial services. The full [prospectus for the event is here](#).
- B Lab AANZ is a Zone Presenting Partner in the Social Impact Zone in the Tech and Innovation Expo of SXSW 2024. This has been an investment of \$71k, which we are seeking co-investment from B Corps. We are seeking \$12k contribution per activation partner, and ~\$750 contribution for storytelling partners. B Lab have committed to contributing a minimum of \$20k to bring this activation to life.





# B Lab contacts



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