



MELBOURNE
WEBFEST

18-21
JULY

S P O N S O R S H I P K I T



THE FESTIVAL

Melbourne WebFest is a week-long celebration of digital screen culture. What began as Australia's first Web Series festival in 2013 has fast become a major event on Melbourne's cultural calendar. It enjoys a reputation for launching the careers of both local and international screen professionals and remains the largest festival of its kind in the Southern Hemisphere.

WebFest endeavours to provide independent creators with a platform to showcase their original projects. It aims to counteract the homogenous content moulded by executives and produced by their networks, and allow diversity of thought to permeate the film and TV industry.

The vibrant world of digital series entertainment continues to grow and change rapidly. To help navigate these changes, the festival acts as a hub for networking and creative development in the heart of Melbourne; challenging traditional modes of producing, distributing and engaging with screen content.

It's an opportunity for the public to experience the best in digital series entertainment from around the globe, presenting fresh, compelling and diverse content that's as unique as its creators.



5K followers
37K users reached
15K post engagements



7.5K followers
50.3K impressions



2K followers



130K page views
30K unique visitors
1.6K attendees in 2018
470 full-access passes sold in 2018



OUR PARTNERS

We have strong ties with other festivals around the world, who promote our event & submissions to their global networks. These include events in France, the U.S., South Korea, Italy, Brazil, New Zealand and Germany.

The ABC have been involved with the festival since its inaugural year. The “ABC iView” pitching competition has run for the last two years and will run again in 2019. The winner of this prize receives a grant to attend Marseille WebFest’s writing residency with Fox Digital.

Other industry partners include the City of Melbourne, RMIT University, Film Victoria, Screen Australia, Ozflix, Cannes and Carballo Interplay.

In recent years, we’ve had a number of speakers, instructors and panellists from the ABC, Madman, Matchbox Pictures, Stan, Princess Pictures, Endemol Shine, Screen Australia and Film Victoria.

Many of our interns and staff have gone on to launch independent media companies, work for prominent TV studios in New York, and even host talk shows on the Oprah Winfrey Network.



SPONSORSHIP OPPORTUNITIES

	BRONZE \$600	SILVER \$1.5K	GOLD \$2K	PLATINUM \$3K
COMPLIMENTARY FESTIVAL PASSES	1	2	4	6
SOCIAL MEDIA PROFILING	●	●	●	●
LOGO ON MWF WEBSITE	●	●	●	●
LOGO/ADVERTISEMENT ON ROTATION DURING FESTIVAL SCREENINGS & EVENTS		●	●	●
SPONSOR LOGO TO APPEAR ON EVENT POSTERS AND NEWSLETTER		●	●	●
LOGO ON MWF MEDIA WALL		●	●	●
PRIZE MONEY (OR IN-KIND CONTRIBUTION) PRESENTED TO AWARD WINNER + AWARD NAMING RIGHTS			●	●
EVENT SIGNAGE (MUST BE PROVIDED)			●	●
OPPORTUNITIES TO BE INVOLVED IN FESTIVAL PROGRAMMING			●	●
ARTICLE PROFILING YOUR BUSINESS ON THE MELBOURNE WEBFEST BLOG AND/OR NEWSLETTER			●	●
CO-BRANDED MERCHANDISE				●
SHORT VIDEO ADVERTISEMENT PRODUCED FOR, OR PROVIDED BY, YOUR ORG. TO SHOW BEFORE SCREENINGS AND AT OPENING & CLOSING NIGHTS				●

FOR FURTHER ENQUIRIES, OR TO DISCUSS ALTERNATIVE OPPORTUNITIES, PLEASE CONTACT:
 SOPHIE MACGILLIVRAY
 BUSINESS DEVELOPMENT MANAGER
 SOPHIE@MELBOURNEWEBFEST.COM

