



**Conference & Showcase Festival
October 13-16, 2020**

Overview & Presenting Sponsorship Opportunities

Mondo's Mission

Empowering artists and advancing ideas in an ever-changing music business and technology landscape.

What is it?

Celebrating its fifth anniversary, Mondo.NYC is a business conference, showcase music festival and global community of music and tech industry insiders and innovators, emerging artists and their fans.

Mondo 2020 Event

Mondo 2020 will be presented as a four day global interactive meeting and livestream -- a vital pipeline of information, connectivity and curation of great new music and cutting edge technology, uniting global music and technology business innovators -- startups, legacy companies, media, academia and government -- and helping shape what's next in the world of music and technology.

Content Format

Panel, networking and interactive sessions shed light on the current state of music and technology and the intersecting pathways they offer one another. Live music performances showcase breakthrough artists from around the world.

- 30+ panels featuring over 100 leading music, artist, media and tech executives and entrepreneurs
- 50+ emerging artist showcase performances
- round table discussions, product and service demonstrations and workshops
- private one-on-ones, networking and speed dating
- meetups and happy hours

Who will be there?

- NYC & Global music executives
- Technology pioneers
- Investors & entrepreneurs
- Streaming & content leaders
- Finance & business management
- Emerging artists & songwriters
- Rights-holders & representatives
- Music supervisors
- Media & press
- Music, media & tech attorneys
- Emerging music fans
- Live music personnel
- Video games & esports
- Music & tech educators
- International export offices

How can you participate?

- **Introduce your company**, team, product or service to our business, artist, media and fan audience
- **Host conference panel** or networking session
- **Showcase your artists** to industry leaders and fans
- **Meet current and future clients** with a demo or virtual reception
- **Capture exclusive content** leading up to, during and post-Mondo for year-round use
- **Host a unique live IRL event** such as a drive-in concert or outdoor product launch

Contact: Bobby Haber, bobby@mondo.nyc



Mondo.NYC 2020 Presenting Sponsorships

Category-Exclusive Year-Round Presence in all Mondo Assets

Title Sponsorship (includes exclusive "powered by" entitlement): One Available

Presenting Sponsorship: Five Available

Program Elements

- Sponsor entitlement -- logo integration on all pre-, during and post-event media (see sample at right)
- Exclusive virtual or (if possible) physical or drive in reception, artist or product showcase. No other official Mondo event is scheduled at this time.
- Opportunity to license exclusive emerging music, arts or technology content
- Host branded conference panel, networking/mentor session, AMA, fireside chat, roundtable, speed dating session or workshop
- Exclusive dedicated digital exhibition or presentation space to promote your company/artist/team/product to delegates including Mondo virtual Hallway, Elevator or Lobby
- Host virtual happy hour, live hangout or after-party
- Branded content frames
- Pre-show and in-show ad spots and video messaging
- Post-show VOD pre-roll ad plus in-show spots during full-length segment playbacks
- Presenting partner of year-round Mondo Zoom Conversations
- Banner advertising on Mondo.NYC site
- Distribute branded materials to attendees
- Logo and link on Mondo partner page
- Promotion across all Mondo social channels
- Dedicated alerts/notifications on Mondo.NYC site and app during events
- Inclusion in press release announcements
- Pass along rights to approved third party partners
- Distribution of digital item(s) in Mondo Music Box
- Additional custom activations TBD



Additional Integration Opportunities

Mondo Reveal: Breakthrough Artists from Around the World Showcase & Competition

- Four nights, five hours, select global artists from all pop music genres
- Each artist submits short-form video vignette including live performance, profile, storytelling and virtual guide to their home city or territory
- Pre-show and real time fan and industry judge engagement, includes vote for favorite artists culminating in fully produced hour-long "Mondo Reveal 2020" with awards and prizing
- Post-show virtual backstage artist/fan meet & greet
- Ongoing Mondo Reveal post-event content year-round

Exclusive Fully Licensed Mondo Content

- Live music from breakthrough emerging artists at Mondo's showcase music festival
- Instagram Story series, a behind-the-scenes look at breakthrough musicians and tech entrepreneurs
- Mondo YouTube Channel includes Mondo Reveal and Mondo Conversations

Gaming & Esports Track

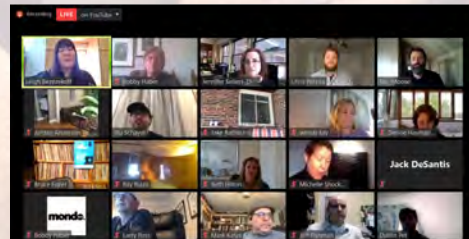
- Exclusive conference panel content with leading gamers, developers, programmers and musicians:
 - Industry Overview: Gaming & Esports 2020: Breakthrough Channels for Music
 - Case studies: Successful multimedia integrations with all participating stakeholders
 - Gaming & Esports Cutting Edge Startups to Watch: Curated Pitch Sessions

Signature physical event such as Drive-In Concert

Interactive elements & activities including group content creation, voting, polling

Gamification, prizing and discount codes

Virtual swag bag



2020 ASSOCIATE & CONTRIBUTING LEVEL MARKETING PACKAGES

Associate Sponsorship: Build Awareness via Mondo.NYC & Mondo Zoom Conversations

Ten Available

- Host one Mondo.NYC conference business panel/networking event/roundtable/speed dating/workshop
- Present Mondo.NYC virtual reception, artist or product showcase
- One-day branded virtual space Hallway, Elevator, Lobby
- Pre-show and in-show video advertising spot
- Presenting partner of one Mondo Zoom Conversation
- Banner advertising on Mondo.NYC site
- Logo and link on Mondo partner page
- Promotion across Mondo social channels
- One dedicated alert/notification on Mondo.NYC and app during event
- Inclusion in press release announcements
- Inclusion of two digital items in Mondo Music Box

Contributing Sponsorship: Impact Mondo's Music & Tech Industry & Media Audience

Limited Availability

- Host one Mondo.NYC networking event/roundtable/speed dating/workshop or one Mondo Zoom Conversation
- One-day branded virtual space Hallway, Elevator, Lobby
- Pre-show and in-show video advertising spot
- Banner advertising on Mondo.NYC site
- Logo and link on Mondo partner page
- Promotion across Mondo social channels
- One dedicated alert/notification during Mondo.NYC
- Inclusion in press release announcement
- Inclusion of one digital item in Mondo Music Box

Elements in the above Mondo packages are presented in sample configurations that can be customized according to your needs and budget.

A limited number of reciprocal marketing partnerships are available to music- and technology-centric media and trade outlets. Partnerships can include content curation, advertising, event-related communications and more.

For more information about fees and all Mondo 2020-related marketing, partnership and business opportunities please contact: Bobby Haber, bobby@mondo.nyc

Thanks for your Support of Mondo.NYC!

All Mondo.NYC events are subject to change without notice.

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Mondo. NYC 2020 Conference Tracks & Content Partners

Tuesday
October 13

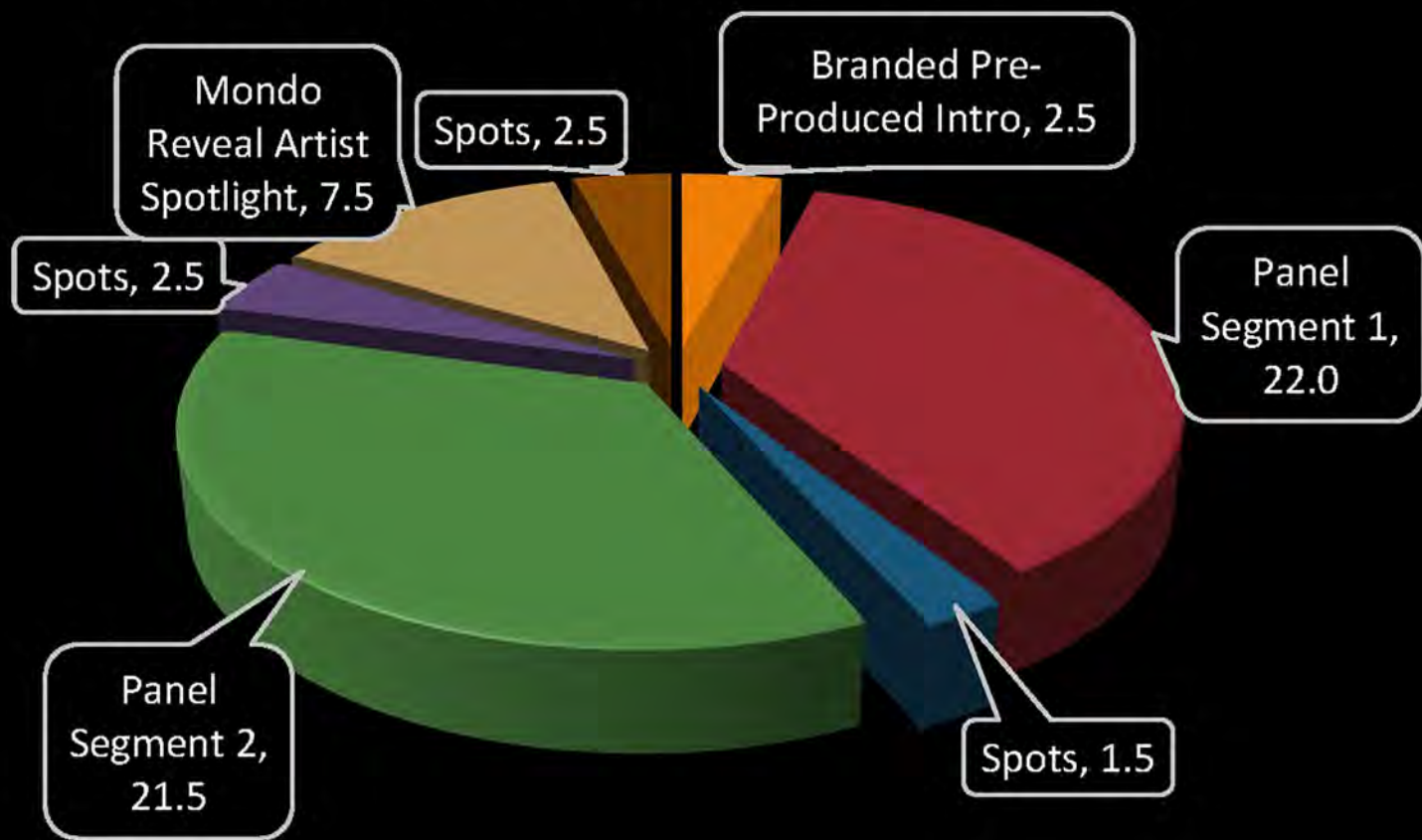
Wednesday
October 14

Thursday
October 15

Friday
October 16

Subject & Partner	The Business of Music	RIAA	RIAA	Music Supervision GMS Education Event	CLE Music & Tech Law Symposium
	MusicTech	Gaming & Esports	COVINGTON	Revenue Generation	Songwriters/Publishing
	Art & Society/Racial & Gender Equality	Emerging Artists		Financial Wellness & Survival	Mindfulness in Music
	International Development Series	Music Production/Creation		Live Music	Pro Bono
	Management				
	MUSIC MANAGERS FORUM				HARVARD LAW SCHOOL

Mondo 2020 Hour-Long Blocks





How New Tech & Software Are Improving The Lives of Music Supervisors

Moderator: Jonathan McHugh, GMS Secretary & Founding Member
Panelists: Katrina Balcius, Disco Business Development Mgr; Jennifer Freed, CEO, Trevanna Tracks; Cestjon McFarland, GC/Head of Business Affairs, SyncFloor; Jeff Van Driel, CEO, mVibe



NYC Education
Event
Powered BY
VIACOM

Zoom Group Chat

Hey everybody! Indie rock NYC based songwriter
<https://open.spotify.com/artist/6XaNpGGRpzGOM14yTMhQV57si=ZQFZqDvDRaIR4mthUsvO9g>

From Joshua Armstrong to Everyone: 04:44 PM
Hi Everyone, Josh with howliveinc.com and booing and production for some venues and festivals in the SF Bay Area

From TJ Olsen to Everyone: 04:44 PM
is there a way to copy messages and links from the zoom chat?

From chris cardillo to Everyone: 04:45 PM
Hi all, Chris from Gold-Diggers here.

From Devlin Miles to Everyone: 04:45 PM
TJ Olsen copy the chat at the end by hitting the ellipsis ...

From Karen Facke to Everyone: 04:46 PM
Hey Stu!!

From Daniel Lerner to Everyone: 04:47 PM
<https://www.linkedin.com/in/daniel-lerner1226/>

To: Everyone
Type message here...

File



Type here to search



4:48 PM 5/5/2020

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Conference & Showcase Festival

2019 In Review

Select Speakers



Select Partners



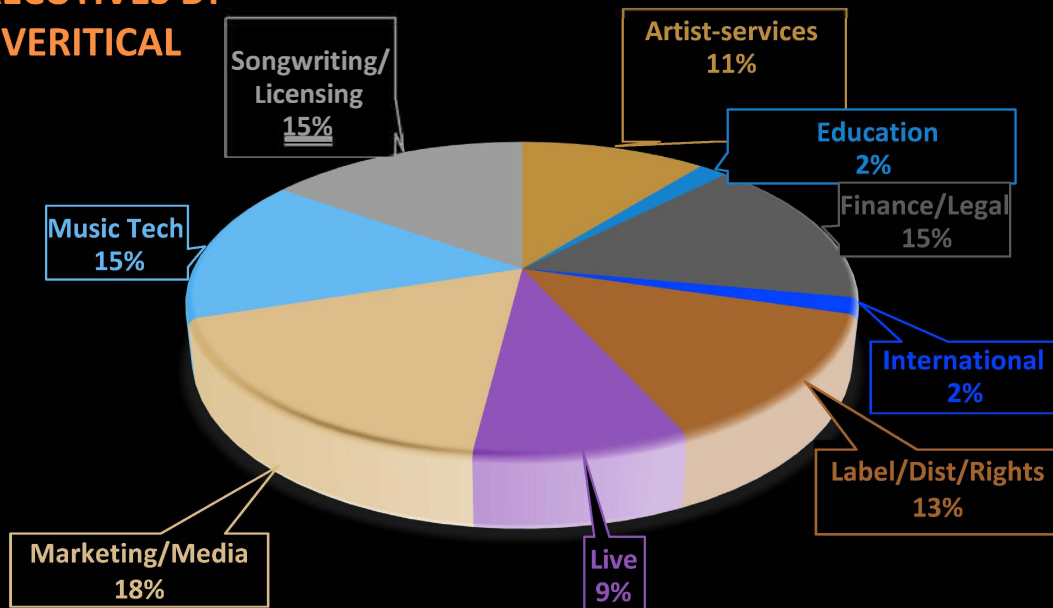
Special Events & Showcases

- Guild of Music Supervisors Education Second Annual NYC Education Event
- RIAA Special Presentation "Everything You Need to Know about Streaming"
- Rolling Stone Presents "The Business of Music" Series
- CLE Music & Tech Law Symposium featuring David Israelite Keynote
- RAP @ Harvard Law School Pro Bono Sessions For Independent Artists
- Conversations with Rev. Al Sharpton, Michael Dorf, Hank Shocklee, DJ Spooky
- SF MusicTech Pop Up @ Mondo.NYC
- Mindfulness in Music Seminar presented by Compassionate Muse
- Women in Music Welcome Reception
- Swiss Live Talents Opening Night Party
- Finnish Tech, Design & Art Presents Female Voices from Finland
- Featured Performers: The Accidentals (USA), Apryll Aileen (Canada), Robert John Ardiff (Ireland), Yung Bae (USA), Pat Burgener (Switzerland), Crook (Germany), FingerFingerr (Brazil), The Fleshtones (USA), GEA (Finland), Bart Hartshorn (France), Jessiquoi (Switzerland), Ingrid D. Johnson (Canada), John The Martyr (USA), David Keenan (Ireland), Kodiak (USA), Moonalice (USA), Qualitons (Hungary), Rubytech (Barbados), TAUk (USA), Tokyo Taboo (UK), Wanderers (Australia), Yifi Zhang (USA)

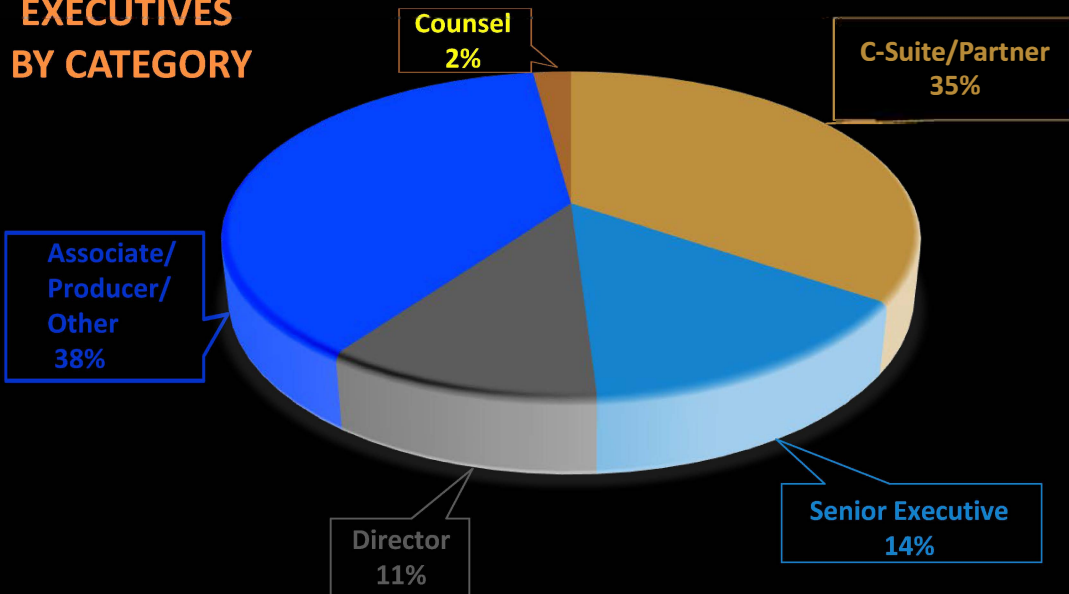


MONDO 2019 BUSINESS ATTENDEE BREAKDOWN

EXECUTIVES BY VERTICAL



EXECUTIVES BY CATEGORY



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