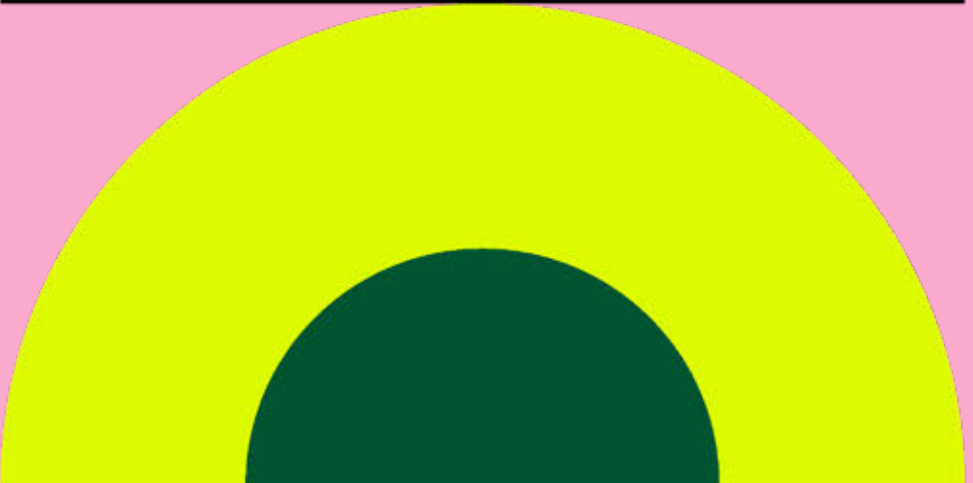
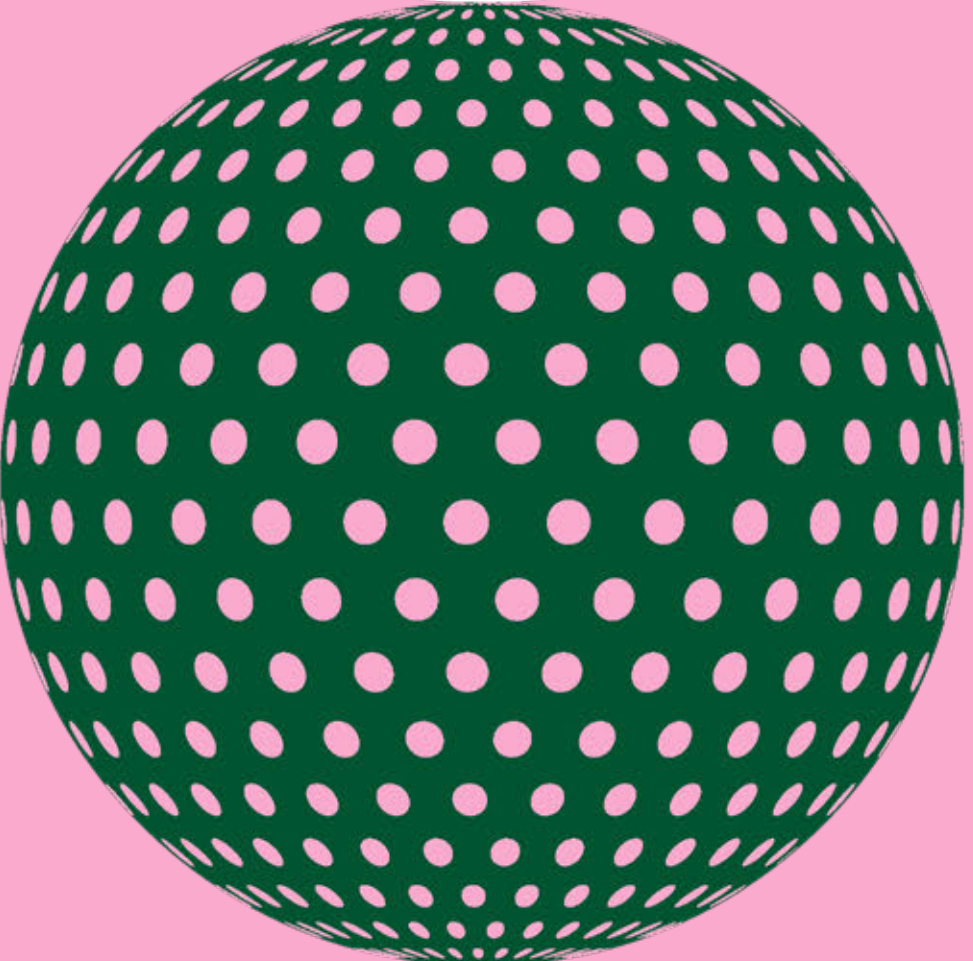
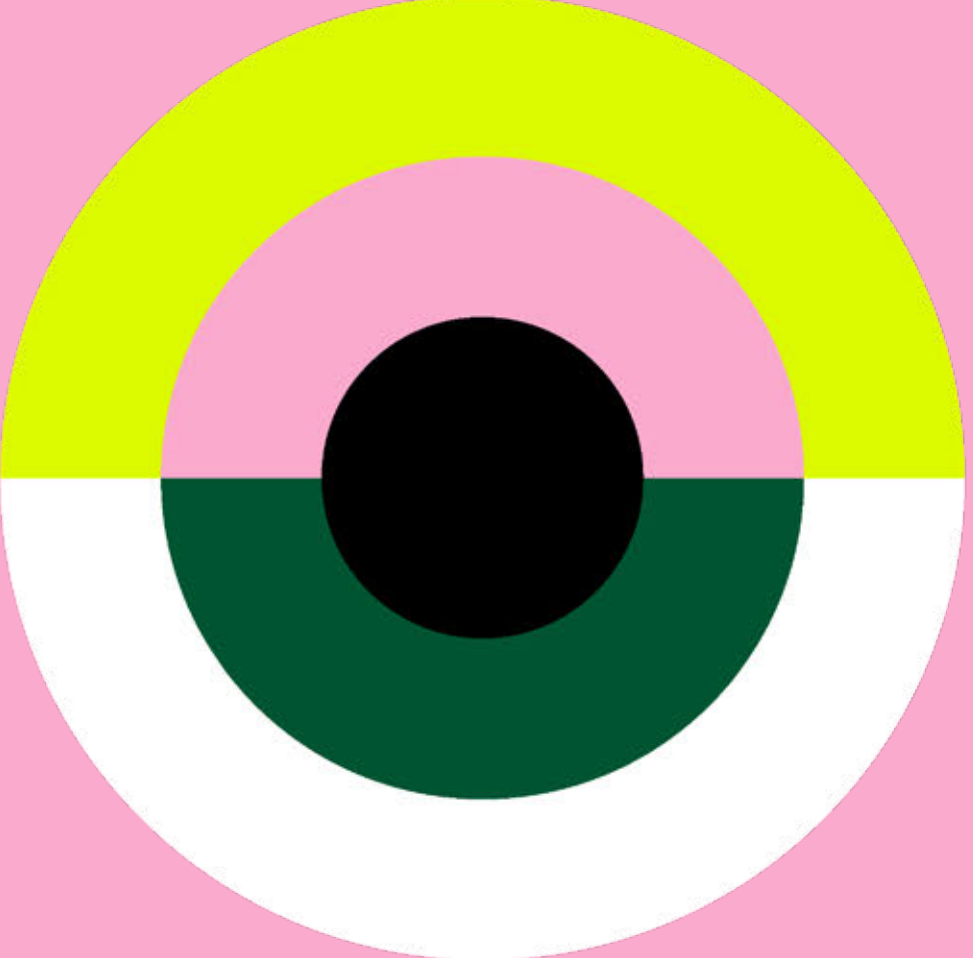




SXSW Online Marketing Overview

MARCH 16—20
AUSTIN, TX



“The challenge of building a new future is one that we’re excited to tackle. This has been such a year of change and we, like the entire world, are reshaping our perspective on how we connect. We’re pleased to introduce SXSW Online as part of our program for 2021, and regardless of platform, we will continue to bring together the brightest minds from creative industries worldwide.”

– Roland Swenson, CEO and Co-Founder

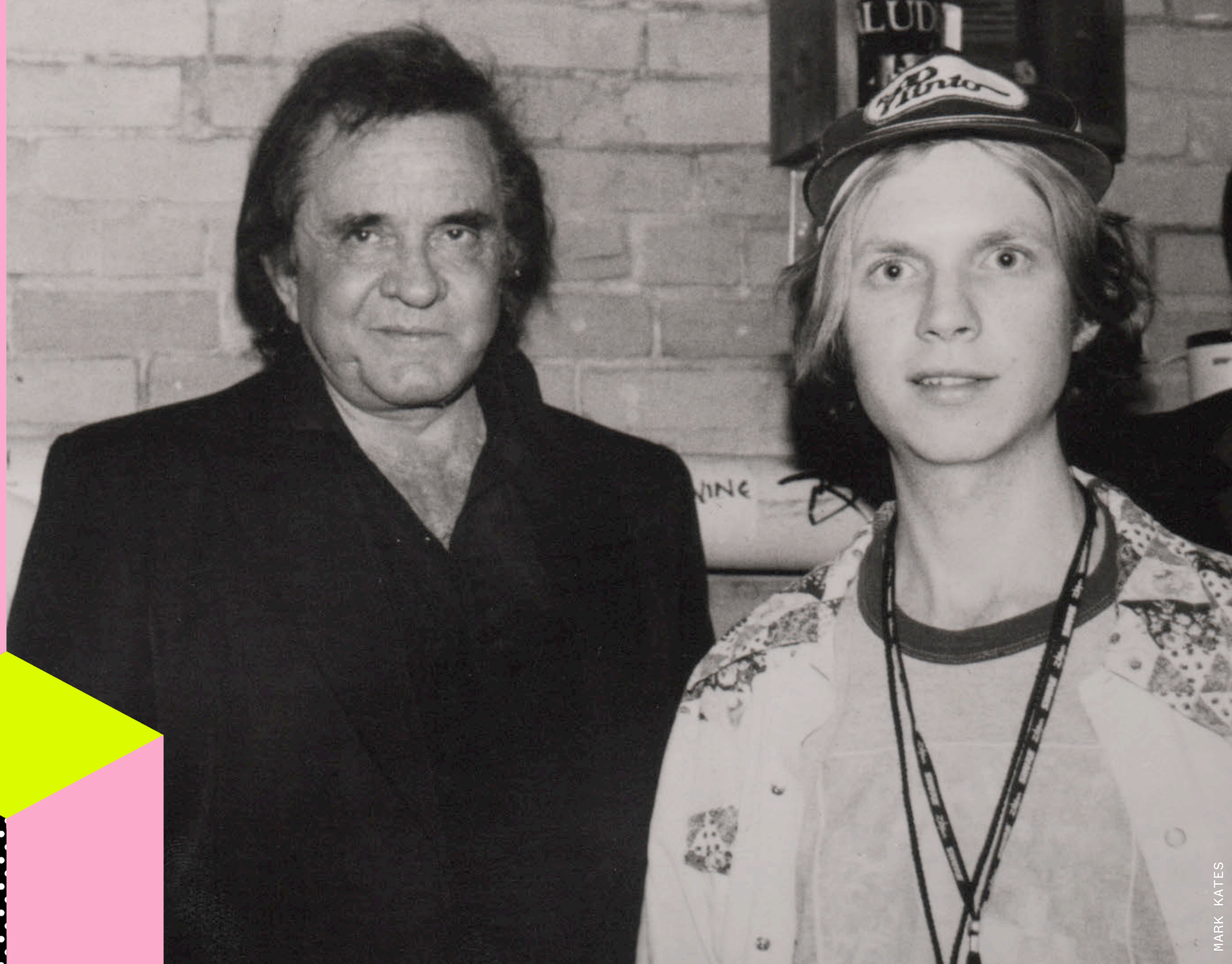
SXSW 
2021

SXSW History

In 1987, we established SXSW to help creative people achieve their goals.

In 2019, SXSW empowered 417,400 people from 106 countries with a platform for achievement, inspiration and discovery.

[Learn more about the history of SXSW](#)



SXSW Conference

PARTICIPATE. LEARN. NETWORK.

“Now in its 33rd year, SXSW started as a small, local music conference and festival and has mushroomed into one of the biggest and most influential gatherings on the planet.”

— USA Today

The SXSW Conference features 20 programming tracks that intertwine to prove that the most unexpected discoveries happen when diverse topics and people come together.

In 2019:

2,128 Sessions

4,799 Speakers

73,716 Attendees

[See all conference tracks](#)





SXSW Film Festival

DISCOVERY. CREATIVITY.
INNOVATION.

The SXSW Film Festival has become known for the high caliber and diversity of films presented, and for its smart, enthusiastic audiences. Film Festival attendees can connect with tech and music industry experts for an unparalleled experience.

In 2019:

131 Shorts | 17 Episodics
133 Features | 155 World Premieres
45 Countries Represented
73,000 Attendees

[Explore the Film Festival](#)

SXSW Music Festival

THE DESTINATION FOR
MUSIC DISCOVERY.

Every year, the SXSW Music Festival is the most influential music industry event in the world.

"...there's still no better place on earth to be a curious music fan." — Noisey

In 2019:

1,964 Performing Acts

612 International Performing Acts

62 Countries Represented

159,258 Attendees

[Explore the Music Festival](#)



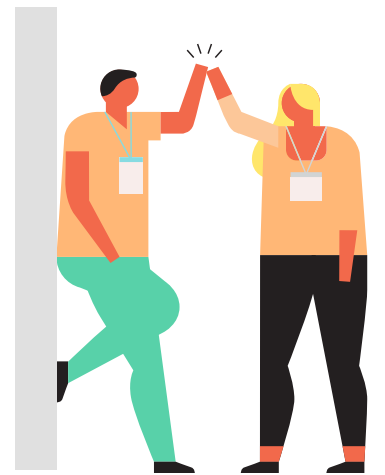
SXSW 2019 Demographics

AGE

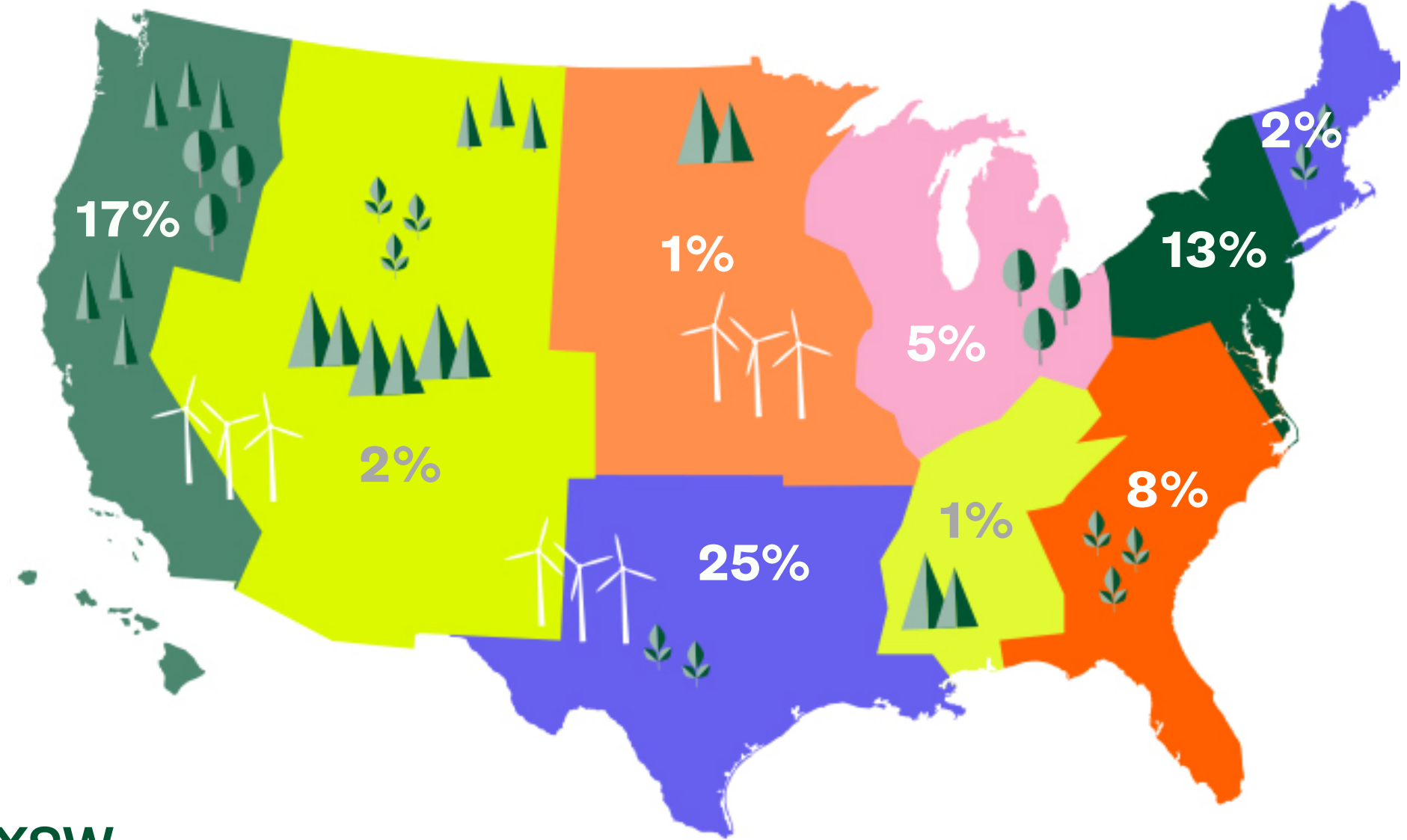
<21	2%
21-25	10%
26-34	34%
35-44	28%
45-54	18%
55-64	7%
65+	1%

GENDER

Male	50%
Female	49%
Other	<1%



74% OF TOTAL SXSW ATTENDEES WERE FROM THE U.S.

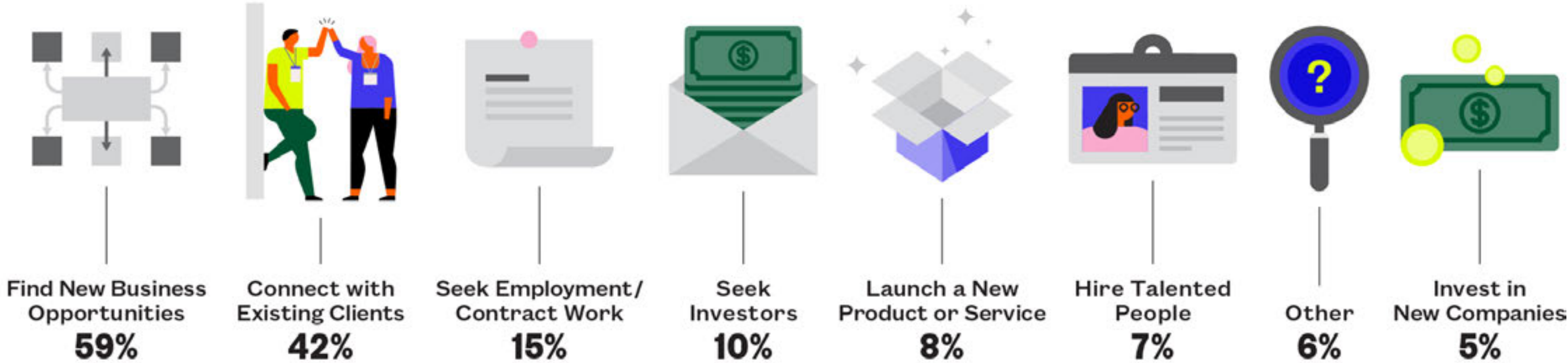


26% OF ATTENDEES WERE FROM 105 COUNTRIES OUTSIDE THE U.S.

Top 20 Countries Represented:

- Australia
- Belgium
- Brazil
- Canada
- China
- Denmark
- Finland
- France
- Germany
- Japan
- Mexico
- Netherlands
- New Zealand
- Norway
- Poland
- Republic of Korea
- Spain
- Sweden
- Switzerland
- United Kingdom

BUSINESS GOALS FOR ATTENDING SXSW



SXSW 2019 Demographics

EMPLOYMENT STATUS

- 74%** Employed
- 17%** Self-Employed or Freelancer
- 7%** Student
- 2%** Not Employed



WORK RESPONSIBILITIES

- 22%** Management
- 22%** Creative Development
- 16%** Sales/Marketing
- 10%** Business Development
- 9%** Communications/PR

STARTUPS AT SXSW

PARTICIPATING ORGANIZATIONS IDENTIFYING AS AT STARTUP	19%
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ORGANIZATION STRUCTURE

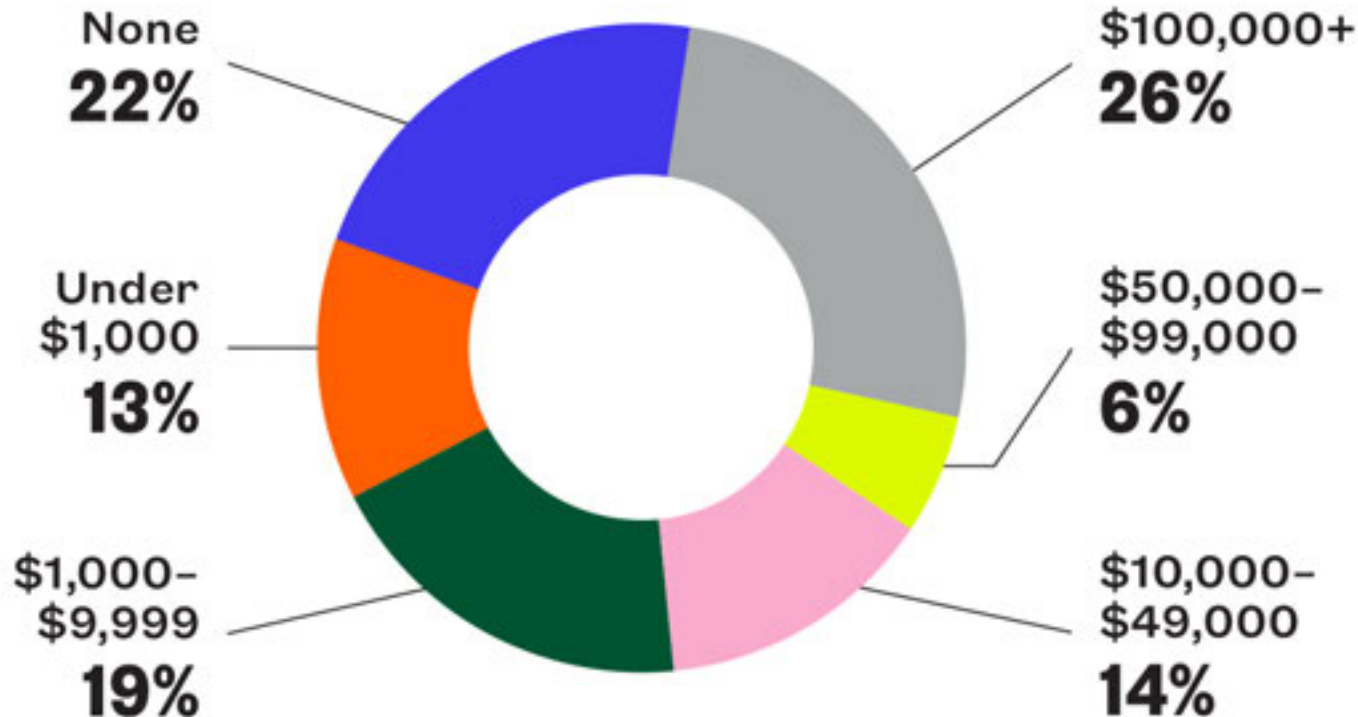
- 69%** For Profit
- 11%** Public Sector
- 11%** Non-Profit
- 5%** Education
- 4%** B Corporation



EMPLOYER / # OF EMPLOYEES

LARGE BUSINESS (500+)	40%
SELF-EMPLOYED &/OR A SMALL BUSINESS OWNER (UNDER 50 EMPLOYEES)	34%
SMALL BUSINESS (OVER 50 & UNDER 250)	17%
MEDIUM BUSINESS (OVER 250 AND UNDER 500)	9%

PURCHASING POWER AT WORK



DECISION MAKING POWER WITHIN THE ORGANIZATION

HAVE A HAND IN MANY DECISIONS	25%
DECISION-MAKER FOR MY SPECIFIC DEPARTMENT	25%
ULTIMATE DECISION-MAKER	22%
HAVE A HAND IN SOME DECISIONS	20%
NOT IN A DECISION-MAKING POSITION	8%

SXSW Online

How do you build the future from scratch? At SXSW we're known for being the world's foremost gathering of creative professionals, and although so much is different, that is one thing we intend to stay the same.

We're excited to announce **SXSW Online** as part of our 2021 offerings. The digital experience in March brings you the benefits of sessions, film festival screenings, music showcases, networking, and exhibitions.



SXSW Creative Industries Exhibition

The SXSW Creative Industries Exhibition is the epicenter of business for SXSW Online. Top creative organizations, innovative industry leaders, and emerging startups from all over the world come together for this online marketplace. Build brand awareness and interact with thousands of SXSW registrants right from your own digital brand page.

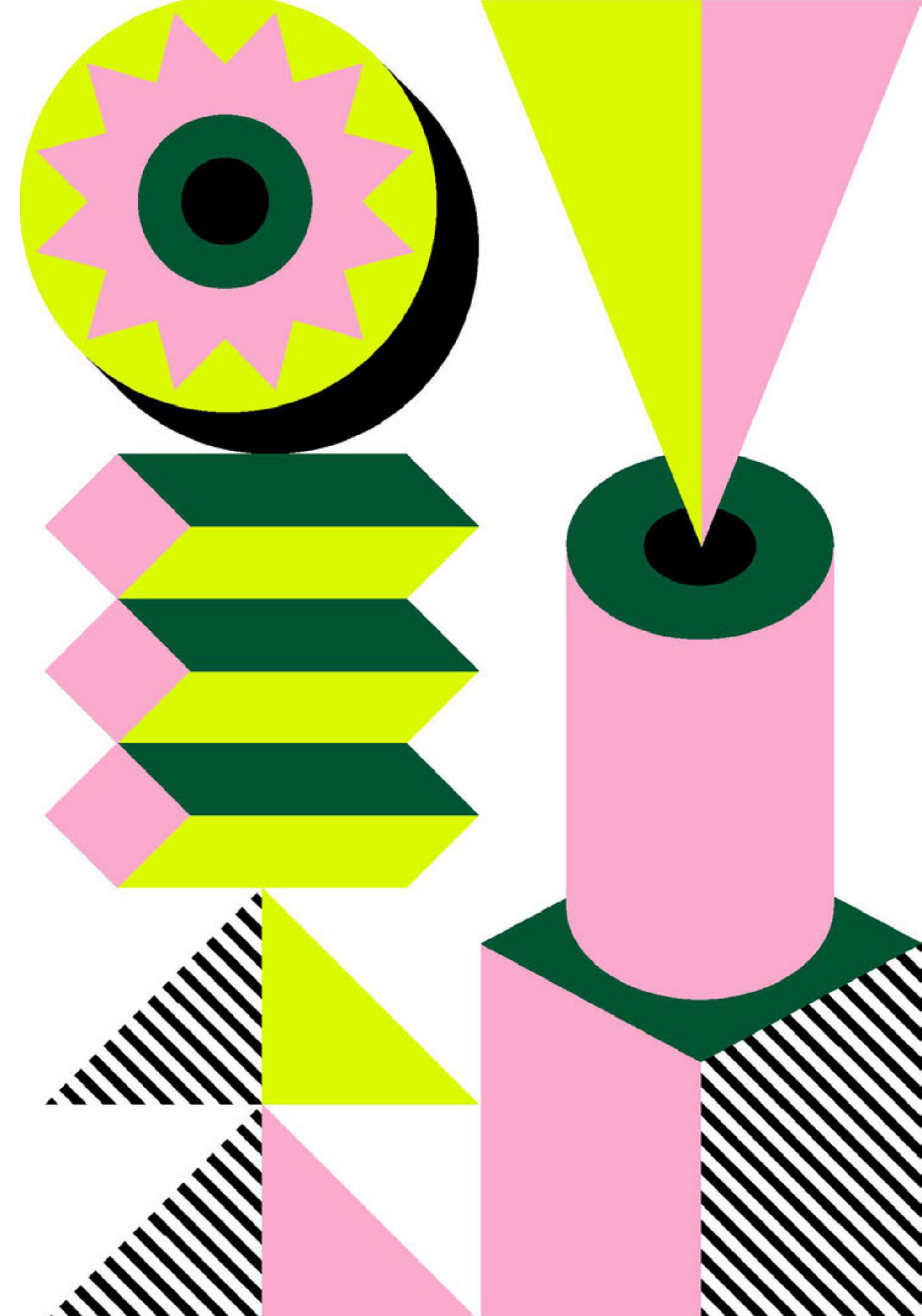
EXHIBITION OFFERINGS

Tier 2 Exhibitor Experience

Tier 1 Exhibitor Experience

Startup Village Exhibitor

Nonprofit Organization Exhibitor



SXSW Creative Industries Exhibition Offerings

Tier 2 Exhibitor Experience: \$5,000

- One (1) enhanced experience digital brand page
- Four (4) complimentary registrations for SXSW Online 2021
- Use of the SXSW logo in your SXSW-related marketing and exhibit promotions
- Access to all online exhibitor training materials and sessions
- Listed as a featured exhibitor on event page
- Smart recommendations leading traffic to your booth

Tier 1 Exhibitor Experience: \$3,000

- One (1) standard digital brand page
- Two (2) complimentary registrations for SXSW Online 2021
- Use of the SXSW logo in your SXSW-related marketing and exhibit promotions
- Access to all online exhibitor training materials and sessions

SPECIALTY PRICING

Qualifying companies are eligible for these special discounted tiers.

Startup Exhibitor: \$1,500

- One (1) standard digital brand page
- One (1) complimentary registration for SXSW Online 2021
- Use of the SXSW logo in your SXSW-related marketing and exhibit promotions
- Access to all online exhibitor training materials and sessions
- Featured in the special startup section of the Exhibition known as SXSW Startup Village

Non-profit Organization Exhibitor: \$1,000

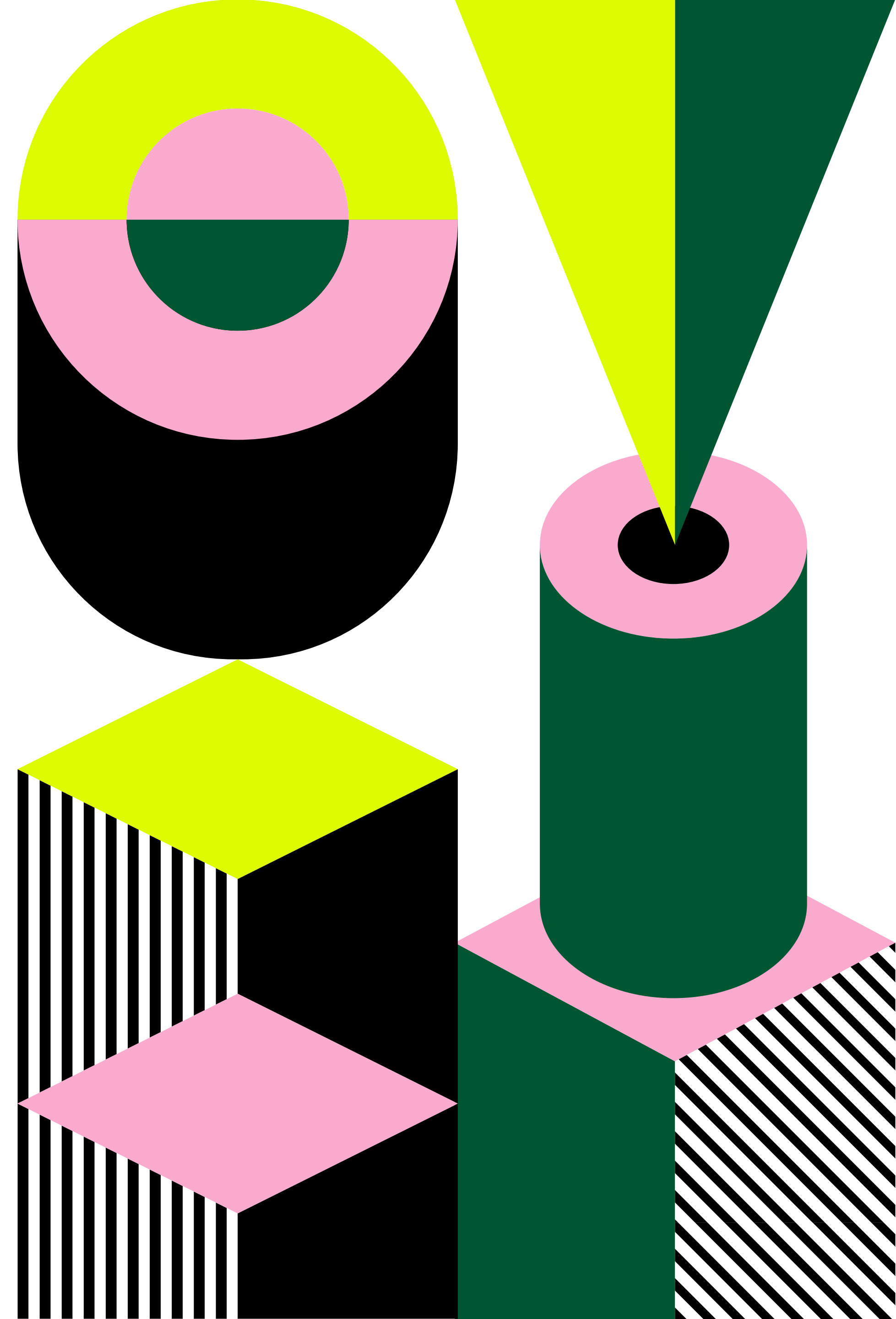
- One (1) standard digital brand page
- One (1) complimentary registration for SXSW Online 2021
- Use of the SXSW logo in your SXSW-related marketing and exhibit promotions
- Access to all online exhibitor training materials and sessions



Exhibitor Option: Digital Swag Bag

Participating in the digital swag bag allows you to build brand awareness and deliver your product or discount code to registrants across the creative industries. All SXSW pass holders will have access to view and engage with Digital Swag Bag brands through the online platform.

Digital Swag Bag: \$1,500

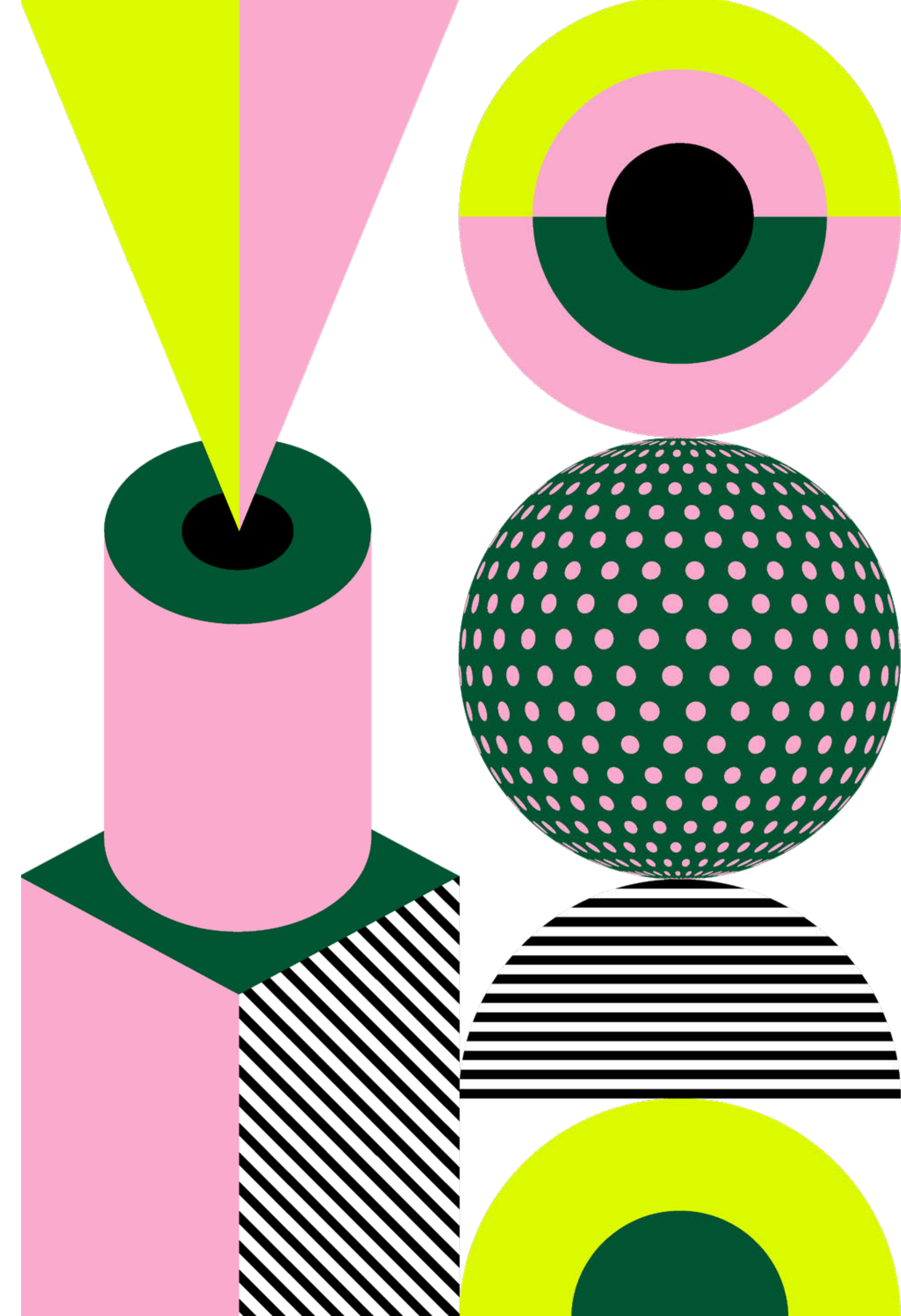


Official Event

Official events offer companies the opportunity to customize the complete brand experience while aligning with SXSW. These events can be hosted within the SXSW digital experience and are listed in the SXSW schedule, which allow SXSW attendees to add them to their personalized schedules.

Official Event: \$5,500

- Brand association and direct promotion to attendees through official SXSW channels, including listing on the [sxsw.com](https://www.sxsw.com) schedule, the SXSW GO mobile app, and appropriate pre-event promotions.
- Opportunity to use official SXSW trademarks to promote events.



Amplify & Social Media Packages

Both Amplify and Social Media Packages allow brands to leverage SXSW's official social media platforms to drive foot traffic to their online engagements during the event or drive web traffic toward a specific company landing page.

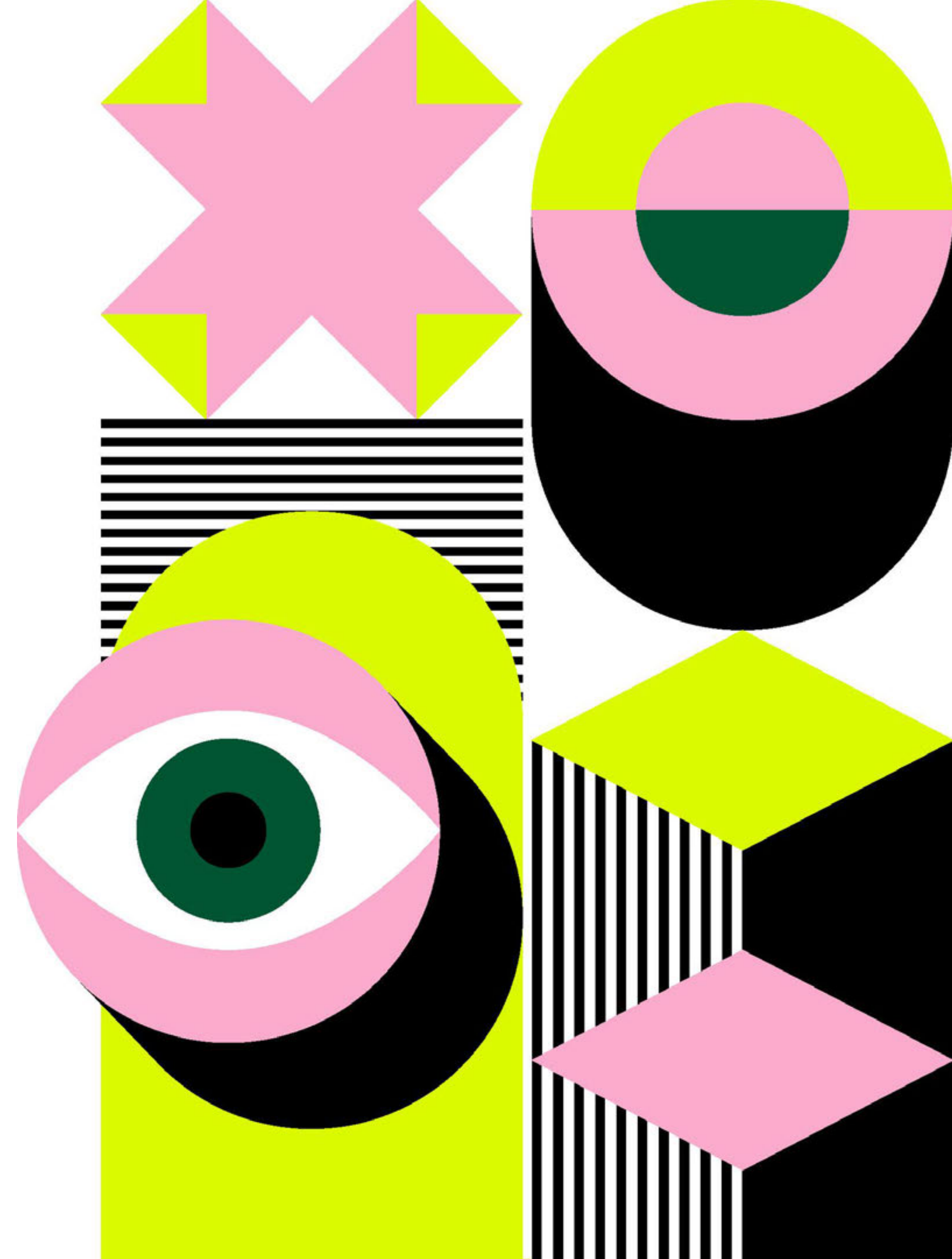
PACKAGES OFFERED

Amplify Package 1

Amplify Package 2

Social Media Package during SXSW Online

Social Media Package



Amplify & Social Media Packages

Amplify Package 1: \$11,000

- One (1) boosted Facebook post on the official SXSW Facebook account and one (1) promoted tweet to the official SXSW Twitter account leading up to or during SXSW, date of which will be based on availability.

Amplify Package 2: \$27,000

- One (1) promoted tweet to the official SXSW Twitter account leading up to or during SXSW, date of which will be based on availability, one (1) boosted Facebook post on the official SXSW Facebook account, and one (1) Facebook Live co-branded stream.

Social Media Packages:

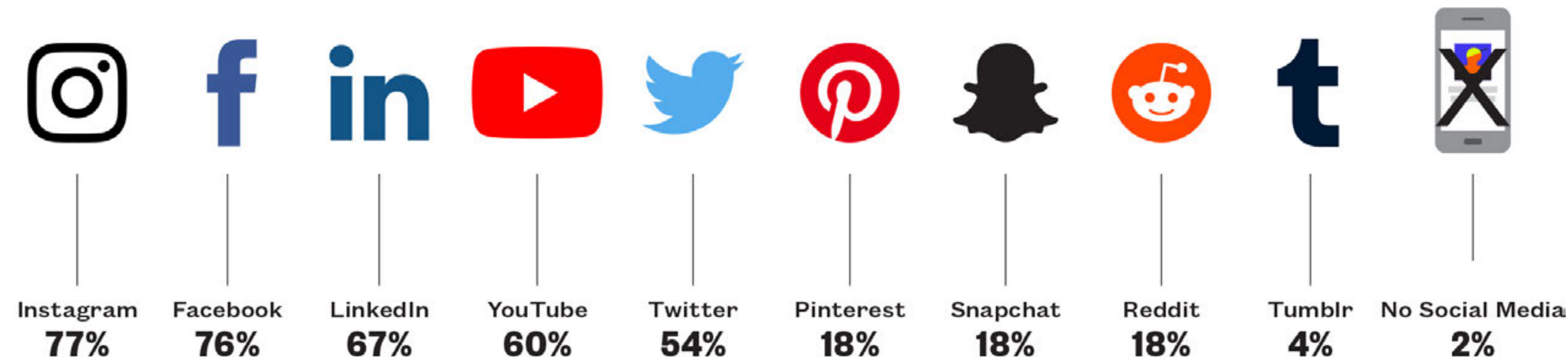
During SXSW Online: \$7,500

Pre/Post SXSW Online: \$5,000

- One blog post on sxsw.com/news and one linked tweet on the official SXSW Twitter account. These posts will run on the same day.

Client may choose date and approximate time of posts and artwork for posts, subject to SXSW approval.

SXSW ATTENDEE SOCIAL MEDIA USE



Professional Development Hub

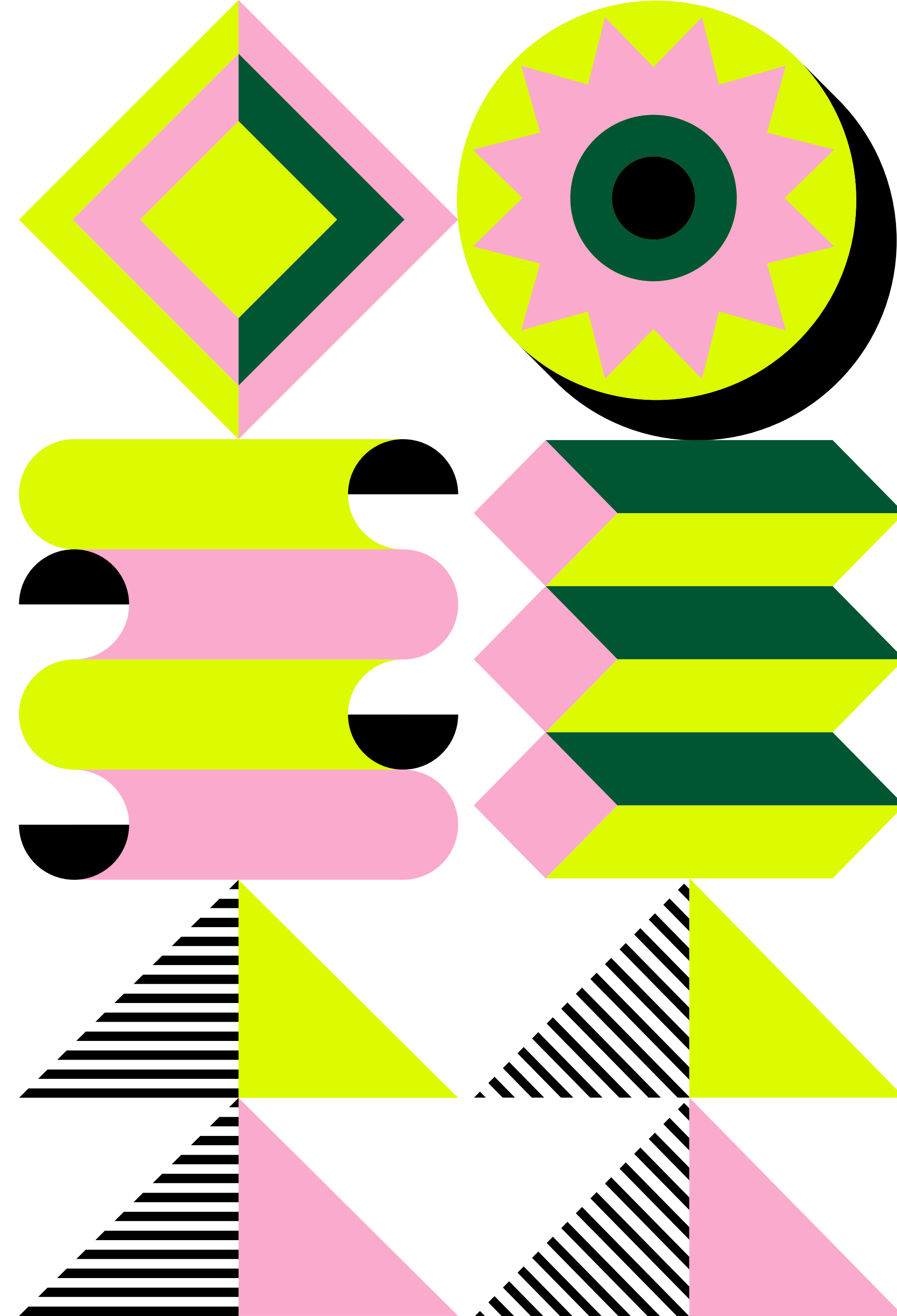
The SXSW Professional Development Hub creates a space for SXSW registrants to connect with leading companies looking for new talent through sponsored job listings, networking opportunities, and professional development content. If you're a company looking to hire the innovators and creatives who are part of the SXSW community, this is your opportunity to reach them through the SXSW web and social channels. SXSW offers tiered opportunities to meet the budget of any company. The program runs January through May to maximize reach for hiring companies.

LEVELS

Tier 1 Professional Development Hub

Tier 2 Professional Development Hub

Tier 3 Professional Development Hub



Professional Development Hub Tier Levels

Tier 1: \$1,500

- Logo placement within the Professional Development Hub on sxsw.com with clickable links to the hiring company's career page.

Tier 2: \$3,000

- Featured individual job postings for up to 5 listings on sxsw.com.
- Logo placement within the Professional Development Hub on sxsw.com with click through links to the hiring company's career page
- Dedicated social media support through a weekly content series

Tier 3: \$7,500

- Featured individual job postings for up to 5 listings on sxsw.com. Logo placement within the Professional Development Hub on sxsw.com with click through links to the hiring company's career page. Dedicated social media support through a weekly content series.
- Opportunity to provide professional development content through blogs from featured clients (rotating weekly).
- Online networking or content option tied to professional development track during SXSW Online in March.



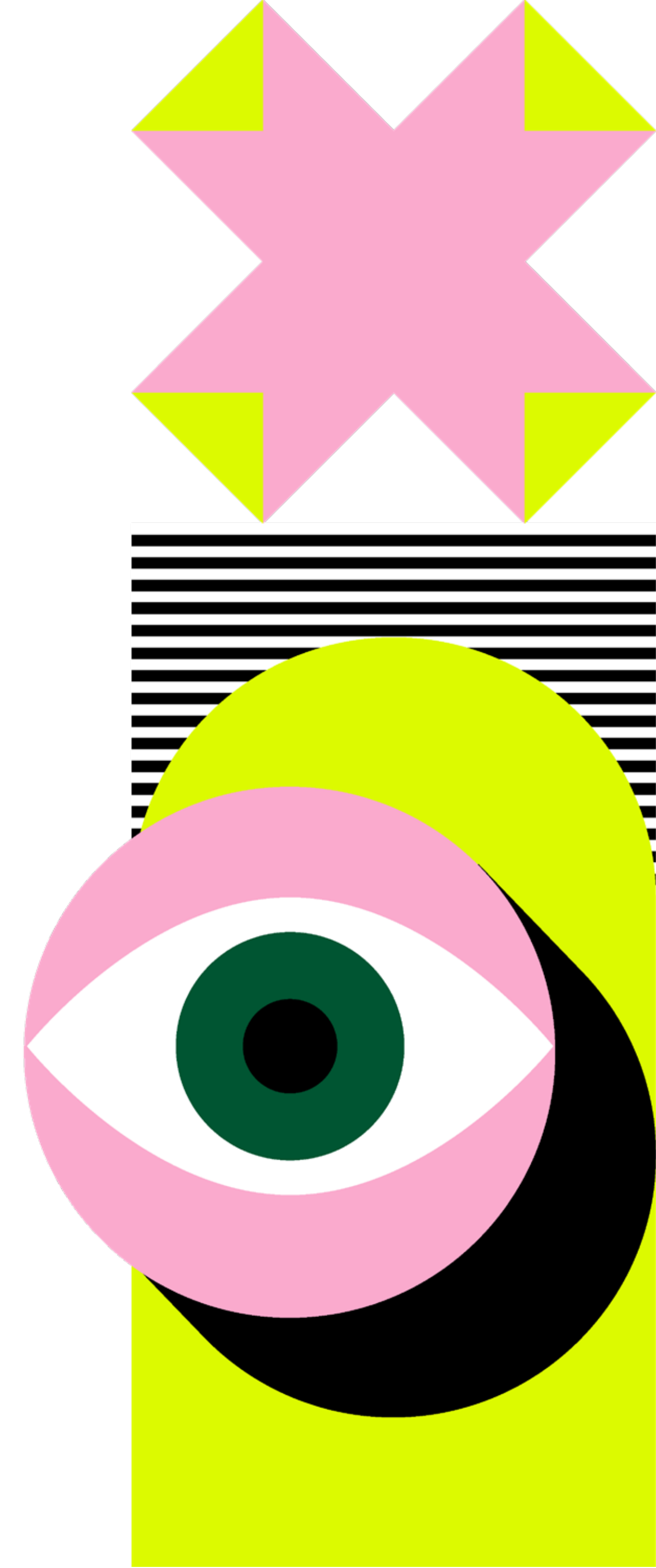
SXSW Group Registration Program

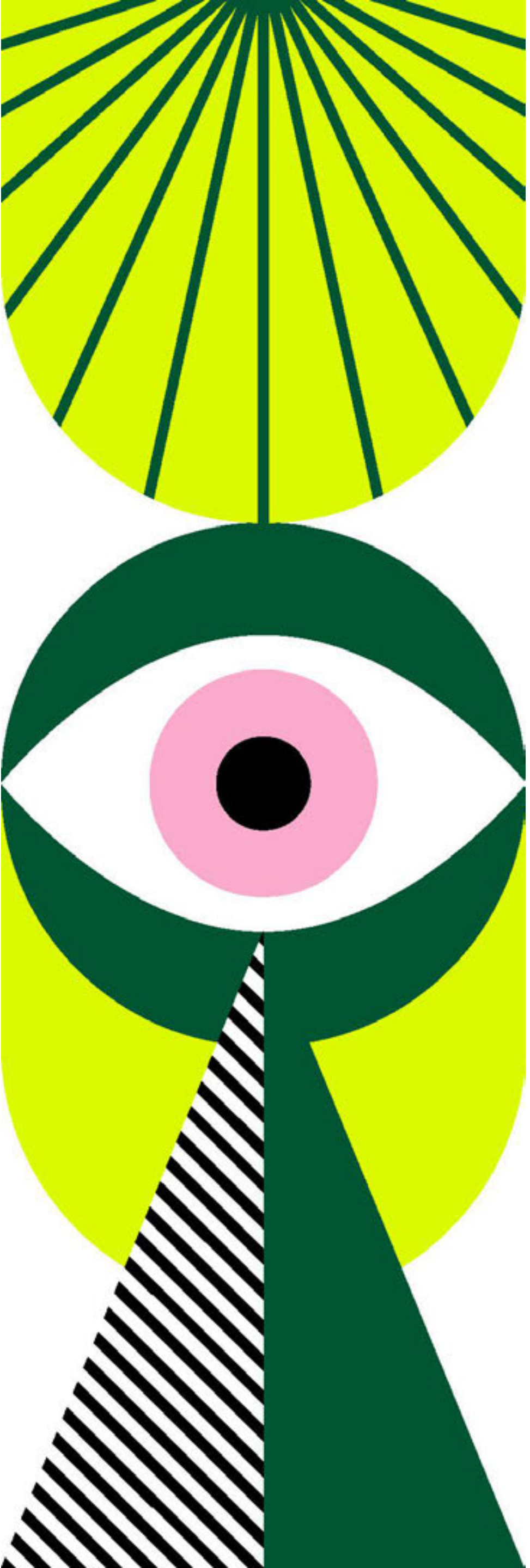
The SXSW Group Registration program presents the opportunity for professional organizations, businesses, and university groups to attend SXSW Online at a discounted rate. Registration discounts are available for groups of 10 or larger and discounts increase with the more you purchase.

HIGHLIGHTS:

- *No cost to the organization*
- *Companies:* Added value for employees to take advantage of professional development, networking, and numerous other opportunities at SXSW Online.
- *Professional Organizations:* Excellent recruitment tool for new memberships and renewals.
- *Universities:* A wonderful way for students to explore potential career paths. Also provides students the opportunity to network, meet future employers, and connect with potential mentors.

SXSW Online Group Pricing		
Group Number	Starting Price	After Feb. 1st, 2021
10-50	\$129.00	\$149.00
51-150	\$109.00	\$129.00
150+	\$99.00	\$109.00
Students*	\$59.00	\$69.00



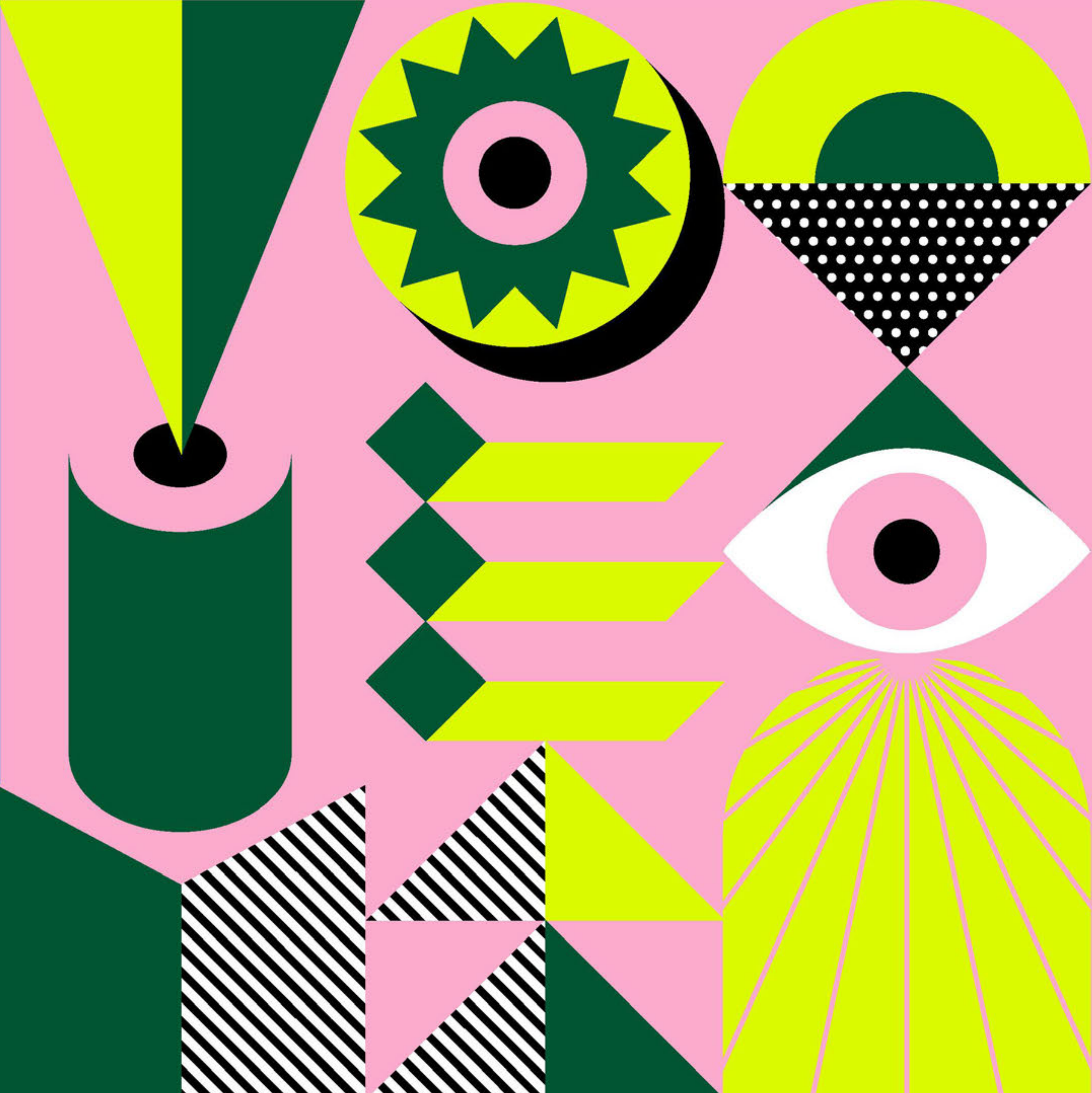


SXSW Online 2021

sales@sxsw.com

To get the latest SXSW news and event updates, sign up for our newsletter at sxsw.com/newsletters

If you'd like more information or have any questions, please contact us at sales@sxsw.com



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