



NYBAC MEDIA, INC.

# Music Industry City / Future Music Forum

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Reimagining how the music industry communicates and connects.

Contact [fmf@musicindustrycity.com](mailto:fmf@musicindustrycity.com) for pricing and availability.

2023 PARTNERSHIPS

[www.musicindustrycity.com](http://www.musicindustrycity.com)

# Let's Collaborate!

We build year-round partnerships to effectively promote your brand's goals, voice, and services throughout the music industry.

## 01 MUSICIANS

Provide the necessary knowledge and connections for them to have a successful career.

## 02 MUSIC BUSINESS

Equip the next generation of music industry stars with the necessary tools, education, and networks.

## 03 PARTNERS

Foster high-level discussions and partnerships to affect change throughout the music industry.

## 04 GLOBAL INDUSTRY

Increase partners access to the industry, spread your message, meet potential partners and new clients.

Together, we can make great things happen!

# Why Partner?

Music Industry City / Future Music Forum partnerships aren't confined to a few days a year. They are designed to include you all year long, leading up to the annual, flagship event!

### THE OLD WAY

Show up and leave.  
Send some follow-up emails.

- ✗ Large investment for limited visibility
- ✗ Just a few days a year per event
- ✗ No ongoing conversations
- ✗ No year-round promotion
- ✗ Excess travel expenditures
- ✗ Limited shareable content
- ✗ Limited audience feedback
- ✗ Lower ROI

### THE MIC/FMF WAY

Engage with the MIC community and FMF attendees before, during, and after the main event!

- ✓ More visibility for your investment
- ✓ Your partnership is throughout the year
- ✓ You are part of the year-round conversation on the MIC networks
- ✓ Less travel, more engagement
- ✓ Customized shareable content
- ✓ Increased audience engagement
- ✓ Higher returns on your partnership

# WHAT IS MUSIC INDUSTRY CITY / FUTURE MUSIC FORUM?

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*Music Industry City® is a music industry lifestyle community, digital network, and international music conference focused on inspiration, innovation, and information for the modern music industry.*

## A BRIEF HISTORY

2010: Future Music Forum: Barcelona was launched by Niall Doorley, Events Director, Music Conference Consultant.

2018: Music Industry City was created by Peter Schwinge, Founder of Moving Target Group, former Partner and General Manager of New Music Seminar.

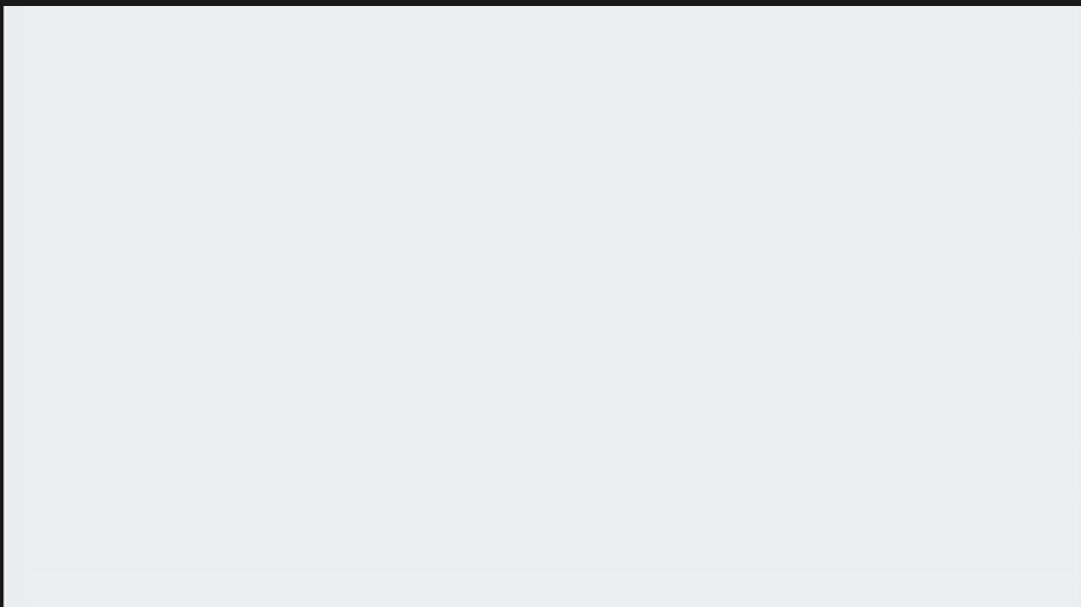
2021: Future Music Forum and Music Industry City merged to form a new parent company, Nybac Media Inc.

## FUTURE MUSIC FORUM: BARCELONA

*One of Europe's most respected music industry conferences.*

- MIC's flagship, three-day international get-together in Barcelona
- The annual gathering for artists and business to share insights into the music industry
- Year-round digital series of interviews, workshops, webinars, product demonstrations, and networking events

WATCH WHAT HAPPENS AT  
MUSIC INDUSTRY CITY / FUTURE MUSIC FORUM



*Click Box to Play Video*





# WHAT HAPPENS IN MUSIC INDUSTRY CITY



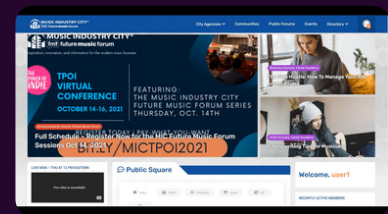
## DIGITAL EVENT SERIES

- Year-round Live-streamed news show, talks, interviews, and sponsored programming
- Webinars
- Workshops and networking events



## ONLINE COMMUNITY

- Year-round Live-streamed news show, talks, interviews, and sponsored programming
- Webinars
- Workshops and networking events



**MUSIC INDUSTRY CITY®**  
fmi future music forum

# WHAT HAPPENS IN BARCELONA

Meet diverse personalities, encounter new experiences, and have a ton of fun while getting things done.

**FMF Week: September, 25-29, 2023**

Monday, Sep. 25: Warm-up

**Tue-Thu. Sep. 26-28: Conference**

Friday, Sep. 29: Cool-down

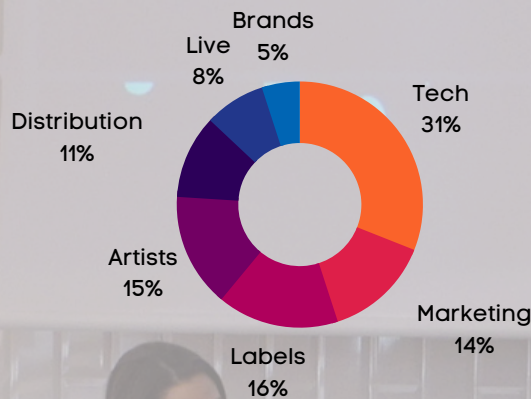


Reason Why: Reach new fan data bases , get numbers new fans in other genres

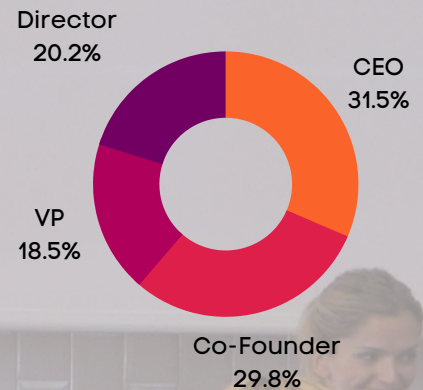
## COMMUNITY GEOGRAPHY



## SPEAKER SECTORS

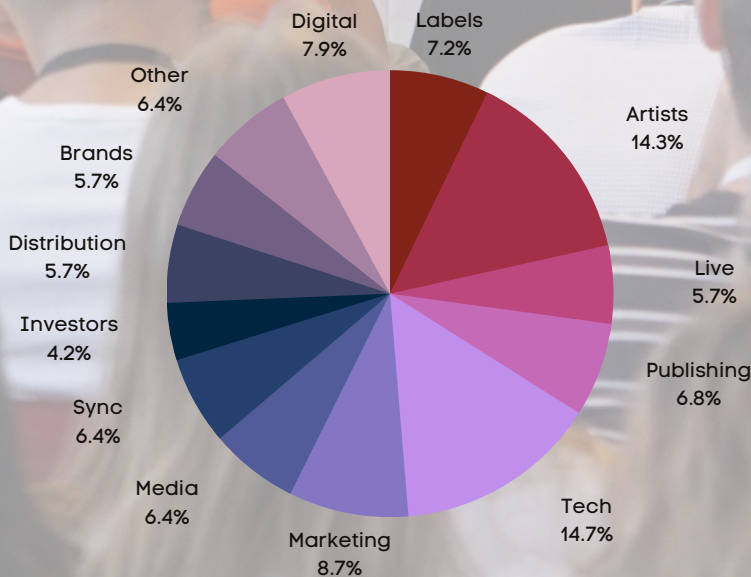


## SPEAKER TITLES



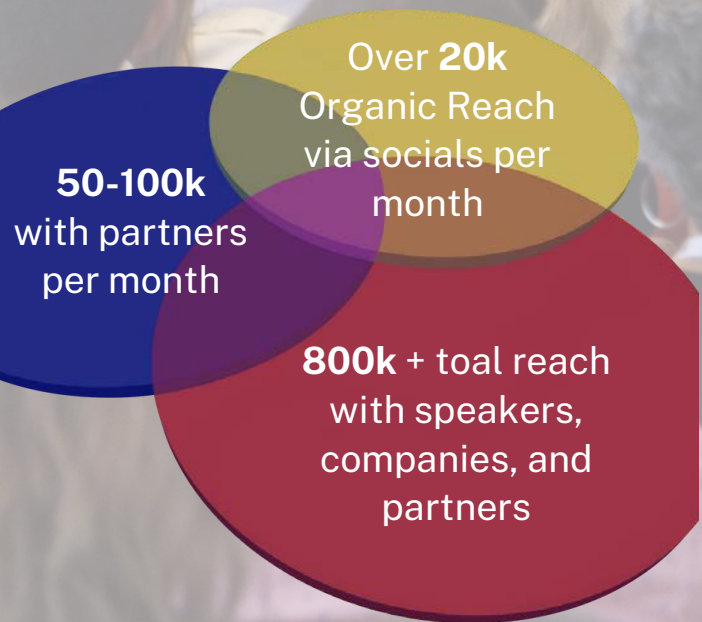
## SECTOR

Combined MIC Community & FMF Attendees



## SOCIAL MEDIA REACH

Combined shared posts with partners

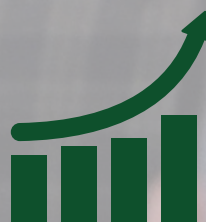


## FUTURE MUSIC FORUM IN-PERSON

500+ Attendees	50+ Sessions	100+ Speakers
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## MIC / FMF YEAR-ROUND DIGITAL

400+ Broadcast and Podcast episodes	50+ Webinars and Panels	500+ Social and blog posts
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Merging Music Industry City and Future Music Forum has created an exponential growth in audience and engagement.



# FUTURE MUSIC FORUM PROGRAMMING & EVENTS

## SONGWRITER & PRODUCER SERIES

Workshops  
Demonstrations  
Storytelling  
Hands-on Demos

## CAREER ACADEMY

Education  
Entrepreneurship  
Networking  
Monetization

## PUBLISHING & SYNC

Copyright  
Pitching  
Trends

## FUTURE TECH & TRENDS

Web 3  
Blockchain  
Metaverse  
NFTs  
AI

## INDUSTRY

Trends  
Analytics  
Fandom  
Social Media

## OPENING GALA

Opening Night  
Red Carpet Party

## FMF LIVE

Showcases and Events  
featuring breaking local  
and international talent

## HEALTH & WELLNESS

Personal Development  
Series

## LIVE INDUSTRY

Agents & Talent Buyers  
Touring  
Tour Managers  
Ticketing

## CLOSING PARTY

That's a Wrap.  
The Big, See You Next  
Year Event!



**Dick Wingate**  
DEV Advisors

FMF was unquestionably one of the highlights of the conference year. The setting in Barcelona brought out the best in networking and informative presentations and panels.

**Eddie Caldwell**  
CEO,  
Music Of The Sea Inc.

Future Music Forum was one of the most eclectic, and inspiring conferences that I ever attended. It provided an intimate, close knit, bridge into what to look for, invest in, etc in the music industry for the future. You couple that with being in one of the most exciting and beautiful cities in the world, it provides you with a Win Win situation!

**Alex Loscos**  
Co-Founder & CEO,  
B/MAT

FMF is probably one of the best reasons to fly to Barcelona.

**Alex Ovechkin**  
Marketing Director,  
Heaven 11

A truly international gathering of passionate experts across all sides of the music biz, from creative to tech, sharing valuable practices. Proud to have participated and we look forward to coming again!

**Jordi Puy**  
CEO, Unison Rights

Future Music Forum is a unique event and platform to interact with great music industry professionals interested in tech and innovation. It has facilitated connecting with people that I did not know and to keep in touch with existing contacts. It is a home for curious minds in the music sector.

**Simon Wheeler**  
Digital Director,  
Beggars Group

FMF Barcelona brings an informed set of people to discuss the key issues of and around the music business and is small enough to meet and network with all the participants, it's always a stimulating few days.

**Brian Hardgroove**  
Public Enemy

The topics explored were wide and relevant to all facets of the business of music. I applaud the FMF team for its vision and dedication to not only the business of music, but the artists at its foundation.

**Mandy Aubry**  
Director of Business Development,  
EMEA & APAC at Songtrust

Songtrust & FMF have had numerous successful partnerships over the last 4 years. In offering equitable education about music publishing, we have improved the opportunity for all songwriters and rights holders to access this global royalty stream, no matter what stage in their career they're at, where they reside and from where their royalties have been generated.





**Nikhil Shah**  
CEO, Mixeloud

Mixeloud has been involved with every Future Music Forum edition since its inception, which says it all really. It's a great few days with a brilliantly curated community of music and tech industry folk from all over the world.

## PARTNERSHIP PACKAGES

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# PARTNERSHIP PACKAGES

 <b>Presenting Title Sponsor</b> (Only 1 available)	 <b>Diamond</b> (Only 4 available)	<b>Gold</b> 	 <b>Silver</b>
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## TICKETS

VIP FMF PASS

8

6

4

2

## BRANDING

Logo on Lanyard

✓

Logo on Banners

**Presented by:**

✓

✓

✓

Logo in Brochures

+ One-page article

+ Half-page blurb

Plus 1/4 page blurb

✓

Marketing Materials  
and Website

Presented by:

Special Sponsor:

✓

✓

Included in Press  
Release

Presented by:

Special Sponsor:

Included in Emails

Plus Dedicated

Plus Dedicated

✓

✓

Banners in  
Conference Center

3

2

1

Sponsor Table

Two 4 x 6 ft

4 x 6 ft

Hi-top table

## SPEAKING

Keynote or Fireside

✓

Workshop or Panel  
Creation

✓

✓

Panel Session  
Moderator

✓

Additional Speaking  
Opportunity

Panel

Panel

Panel

Panel

10-minute Pitch

✓

✓

✓

## ADDITIONAL

Inclusion in MIC  
Digital Series

Video interview &  
Podcast + Panel guest

Video interview &  
Podcast

Panel Guest

Dedicated Page on  
Music Industry City

Plus Blog Article

✓

Featured Content on  
Social Media

Video & Graphic Content

Graphic Content

✓

✓



# LIVE EVENT PACKAGES

Our live events provide an opportunity for partners to interact directly with the audience, giving you the chance to create lasting connections.

Packages Include:

- Branding and blurb in program information, web, email, socials
- Special announcements during the conference
- Dedicate page on FMF website about your company's event
- Placement on marketing materials
- One-page Article/Ad in FMF digital conference brochure
- Four (4) passes to FMF
- One (1) digital interview run-up to conference on Music Industry City programming

## FMF LIVE

FMF Live is a series of showcases that bring together the best local and international talent.

On Sunday and Monday the FMF Warmup series kicks off where audiences can experience the vibrant culture of Barcelona's music scene while getting a glimpse into some of its freshest artists.

On Wednesday, expect to be dazzled by undiscovered talent from around the world.

## FIESTA DEL ÚLTIMO DÍA

The 'last day outdoor' party is the perfect way to close out the week. It's the day after the conference ends, a relaxing end-of-conference hangout for all. Sponsors can get involved in unique and memorable ways, such as hosting a boat party, beach party or sightseeing adventure, among other options.

FMF LIVE  
WARMUP

FMF LIVE

SUN

MON

TUE

WED

THU

FRI

## OPENING NIGHT GALA

Host the FMF Tuesday Night Opening Gala. This is the kick-off party where it's dress to impress, red carpet, step and repeat, food, drinks, welcome and introductions, and time to get the party started with live music and DJs.

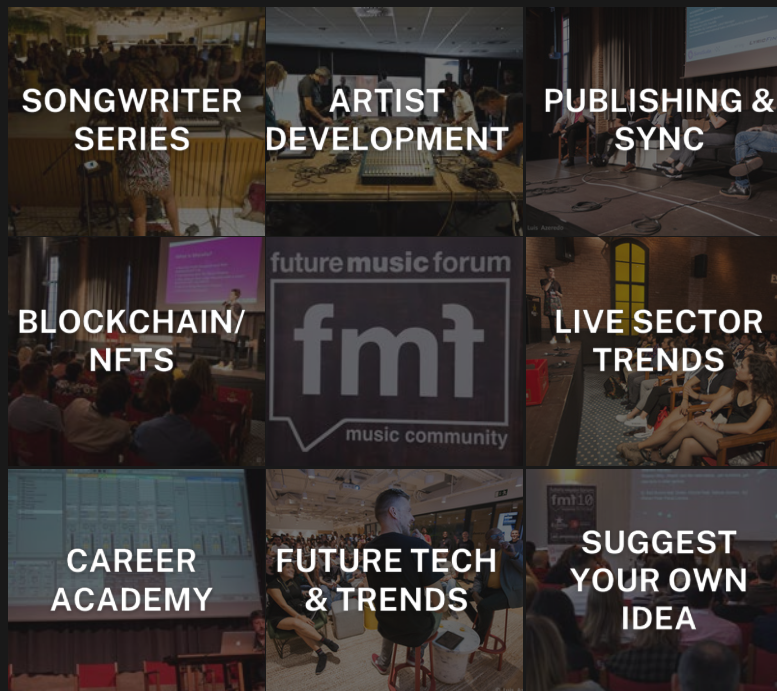
## CLOSING NIGHT PARTY

Host the Thursday night closing spectacular. This is where everyone comes to let loose after three days of intense learning and networking. Let the drinks flow and let the party flags fly with live performances and DJs.

# TRACK SPONSORSHIPS

Showcase your brand and have direct contact with conference attendees.

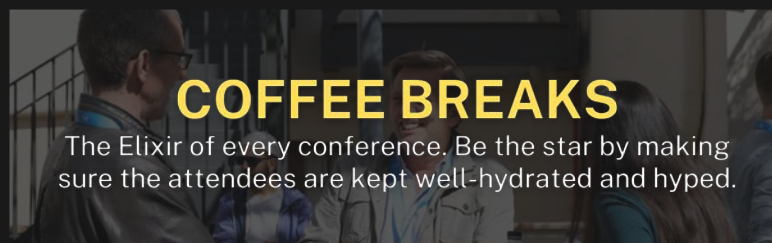
- Sponsor a half, or full day of programming.
- Track Name Presented By:
- Track sponsors include:
  - 5-minute introduction at start of track
  - 30-minute Panel/Workshop developed by you
  - Special page on the MIC/FMF website dedicated to your company and presenting track



# NETWORKING EVENTS

Gain valuable exposure to a large number of attendees in a focused, informal landscape and become a fan favorite

- This <Break, Coffee, Lunch, or Lounge> Sponsored By:
- Put out swag
- Pull-up banner in the area
- Special page on the MIC/FMF website dedicated to your company and networking announcement



Packages Include:

- Branding and blurb in program information, web, email, socials
- Two (2) special announcements during the conference
- Placement on marketing materials
- One-page Article/Ad in FMF digital conference brochure
- Four (4) passes to FMF
- One (1) digital interview run-up to conference on Music Industry City programming

\*Customized tracks available.

\*\*Additional fees for food and beverages determined by the venue and not included in the sponsorship price.



# SATELLITE EVENTS

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## Become an Official FMF Event

These attendee-favorite events have consisted of networking hang-outs, hands on workshops, intimate meet and greets, and live showcases

- Listed in the Official FMF Program
- Special listing on official website and guide
- Special acknowledgments during the Open Night Gala
- Brand placement on all relevant marketing materials
- Daily announcements during conference
- Half Page Article/Ad in digital conference brochure
- Four (4) passes to FMF
- Partner listing in emails with link (specific to event)
- One (1) digital interview run-up to conference on Music Industry City

### OFF-SITE WORKSHOPS OR NETWORKING EVENTS

We help to find the right venue for your event and let you take it from there to promote your product, service, and company as an official FMF event.

### LIVE SHOWCASES

Incorporate your live showcase into the official FMF Live series. We'll help you with the venue and logistics.

## À LA CARTE

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There are extras that can be done. If there's something you'd like to do that's not listed, let's get creative!

- Seat drops
- Bag inserts
- QR placements
- Ads in the FMF pre-event magazine
- Digital branding
- Projections
- Ticket bundles
- Product displays
- Media partnerships
- Digital events

### Academic Institutions:

Contact us to discuss special options we can arrange for you and your students.







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[www.musicindustrycity.com](http://www.musicindustrycity.com)

Nybac Media Inc. also has an events division that  
can assist you in producing your own conferences,  
digital events, and livestreams.

# Thank you!

For more info and to set up a call,  
contact:

[fmf@musicindustrycity.com](mailto:fmf@musicindustrycity.com)

#seeyouinbarcelona