



DARWINWATERFRONT

EVENT SPONSORSHIP GUIDELINES

Overview

The Darwin Waterfront offers event sponsorship to eligible applicants who are looking to host an event at the waterfront. Sponsorship will only be considered for applicants that address the following key objectives:

- Attracts visitation to the Darwin Waterfront or increases length of stay at the Waterfront.
- Provides opportunities for Waterfront businesses to benefit from the event.
- Provides unique offerings of an elevated level of experience for event goers.
- Consideration given to events held in off-peak season (October – April).
- The event attracts interstate or international visitation.
- Commitment to delivering a safe event by understanding hazards and risks and how best to manage them.

Sponsorship is a commercial agreement where the Darwin Waterfront provides cash and/or in-kind support to an event in return for agreed benefits.

Financial sponsorship is not a donation, grant, purchase of services or operating subsidy and must be used directly to offset event expenses.

This document is a guideline only and does not in any way restrain the Corporation, its Board or Minister from making decisions outside of or in addition to this guideline.

Eligibility

Sponsorship is available to non-profit organisations, associations, and event organisers that align with the above key objectives.

Sponsorship is only available for events that are hosted at the Darwin Waterfront.

The applicant must have a proven track record or demonstrate it is:

- An Australian legal entity or an individual with an Australian Business Number (ABN) or be auspiced.
- Applying for an event or activity that occurs at the Darwin Waterfront.
- Has all appropriate insurances and licences.
- Able to demonstrate financial viability
- Well resourced to manage, plan and deliver the event.
- An organisation whose public image and objectives align with the values of the Darwin Waterfront.

Darwin Waterfront Corporation will not consider applications from:

- Applicants who have failed to provide satisfactory acquittal reporting for any previous Darwin Waterfront funding.
- Applicants who have already applied for Darwin Waterfront funding for the same project within the same year who were unsuccessful.
- Organisations that are seen to be in potential conflict with Darwin Waterfront Values.

Types of sponsorship

Sponsorship type	When to apply	How to apply	Amount
Event Sponsorship (Annual Round)	Applications open in September 2023 for events occurring in the 2024 calendar year.	Complete the application form and send to dwc.events@nt.gov.au	Up to \$20,000 (cash and in-kind support combined)
Out of round Sponsorship	Anytime within the year for events occurring in the same year.	Complete the application form and send to dwc.events@nt.gov.au	Up to \$10,000 (cash and in-kind support combined)
In-kind Support*	Anytime within the year for events occurring in the same year.	Contact dwc.events@nt.gov.au to discuss.	Unspecified

*In-kind support is an arrangement where Darwin Waterfront forgoes revenue for items that would normally incur a fee. In-kind support may include:

- Site hire fees, including power, water and access to free public Wi-Fi
- Cleaning & maintenance services including public toilets and grounds keeping
- Basic security services
- Basic event first aid and lost persons management
- Signage, marketing and promotional assistance
- Event coordination and stakeholder management

Sponsorship process

1 September - Applications open	Apply by submitting your application form to dwc.events@nt.gov.au by no later than 13 October 2023 . No late applications will be accepted. If you wish to discuss your application prior to submitting, please call 8999 5155.
October - Assessment period	Applications will be assessed against meeting criteria and other applicants by a panel of experienced event professionals. Full, part or no funding will be determined by the panel.
End of October - Decision	All applicants will be formally notified of the outcome of their applications. Draft agreements will be prepared and are required to be reviewed and finalised by end of November.
Payment	Funding will be provided according with the payment schedule outlined in the Sponsorship Agreement.
Aquittal	Within four weeks of the event the applicant must provide a detailed acquittal report as outlined in the Sponsorship Agreement.

Selection process

All eligible applications will be reviewed by the Event Sponsorship panel whose decision is final.

Successful applicants will be selected based on the strength of their application and how well the event aligns with the key objectives.

The more detail you provide relating to the key objectives and your event, the stronger your application will be. Feel free to provide a cover letter and/or your own supporting documents.

Do not assume the assessment panel are aware and/or familiar with your event.

Darwin Waterfront Corporation reserves the right to request additional documentation if required to support the application.

Reporting requirements

Successful applicants will be required to provide a post-event acquittal detailing the success of the event in achieving the key objectives and use of funds.

The report must be submitted to the Darwin Waterfront management team within four weeks of the event being held.

Acknowledgement requirements

Successful applicants must prominently acknowledge the Darwin Waterfront as a sponsor in all event-related marketing and promotional materials.

Further detail will be provided in your sponsorship agreement if your application is successful.

Use of funds

The sponsorship funds provided by the Darwin Waterfront must be used solely for the purpose of hosting the sponsored event.

Further detail will be provided in your sponsorship agreement if your application is successful.

Modification or cancellation

Darwin Waterfront Corporation reserves the right to modify or cancel the sponsorship agreement if circumstances arise that make it necessary to do so.

Further detail will be provided in your sponsorship agreement if your application is successful.

Need further information?

Contact the Darwin Waterfront Events team on 8996 9514