

Sponsorship Prospectus

Darwin Fusion 2025



Event brief

2025 Darwin Fusion is a two-day program from 22 to 23 May 2025. The program includes the 2025 International Relations Conference, the 2025 Darwin International Trade Show, and the Garramilla Food Fair. The program is open to local, interstate, and international participants.

2025 International Relations Conference

The first day of the program incorporates the 2025 International Relations Conference. Hosted at the DoubleTree Hotel on Thursday, 22 May 2025, the conference brings together international, national and local policymakers, academic and industry experts, and businesses and civic leaders to share and discuss the challenges, benefits and opportunities Sister Cities frameworks and relationships bring.

2025 Darwin International Trade Show

The second day of the program includes the 2025 Darwin International Trade Show. The program will be held at DoubleTree by Hilton Esplanade on Friday, 23 May 2025. The Trade Show presents an opportunity for businesses to connect with local and international customers and vendees. This will be an in-person event, connecting local, interstate tourism and economic agencies and Darwin's international networks to further explore trade opportunities.

Garramilla Food Fair

Hosted in partnership with Larrakia Nation Aboriginal Corporation, the Garramilla Food Fair incorporates food stalls, and performances to demonstrate promote Darwin's rich culture and heritage of the First Nations.

Hosted in the afternoon of the second day, the event provides an opportunity for Larrakia and multicultural community groups, organisations, and individuals to share their food, engage with attendees and promote a deeper understanding and appreciation of Larrakia people and diverse community of Darwin.

Sponsorship Options

Sponsors will be our valuable partners and will contribute greatly to the success of the Darwin Fusion 2025.

The sponsorship package options are limited to ensure maximum exposure for our partners.

Sponsorship types include:

- Event partner
- Diamond
- Gold
- Silver
- Bronze

Packages can also be tailored to suit organisational needs and may incorporate new and innovative ideas specific to your organisation which will enhance and add value to the City of Darwin's Strategic Directions.

Event partner - \$10,000

- Express/VIP registration or seating if appropriate
- Logo recognition in all event print marketing collateral
- Speech acknowledgement
- Speech Opportunity
- Partnership session at the Conference if applicable
- Logo recognition in all events and digital marketing material
- Logo with an embedded link to the company page on the website
- Opportunity to display/signage banner at the event venue
- A social media post acknowledgment on the City of Darwin media channels
- Full page Ad space in the event program
- Logo with an embedded link to company page on the website
- Opportunity to provide approved branded promotional items

Diamond - \$8,000

- Logo recognition in all event print marketing collaterals
- Speech acknowledgement
- Partnership session at the Conference if applicable
- Opportunity to provide approved branded promotional items
- Opportunity to display/signage a banner at the event venue
- A social media post acknowledgment on City of Darwin media channels
- Logo recognition in all events digital marketing material
- Logo with an embedded link to company page on the website
- Ad space in the event program

Gold - \$5,000

- Opportunity to provide approved branded promotional items
- Partnership session at the Conference if applicable

- Opportunity to display/signage a banner at the event venue
- A social media post acknowledgment on City of Darwin media channels
- Logo recognition in all events digital marketing material
- Logo with an embedded link to company page on the website
- Ad space in the event program

Silver – \$3,000

- Opportunity to display/signage a banner at the event venue – on function only
- A social media post acknowledgment on City of Darwin media channels
- Logo recognition in all events digital marketing material
- Logo with an embedded link to company page
- Ad space in the event program

Bronze – \$1,500

- Logo recognition in all events digital marketing material
- Acknowledgment through public thanks during the event – one function only.
- Opportunity to display/signage a banner at the event venue – one function only

Opportunities	Event partner \$10,000	Diamond \$8,000	Gold \$5,000	Silver \$3,000	Bronze \$1,500
Number of sponsorships available	3	3	2	2	2
Speech Opportunity	✓				
Express/VIP registration or seating if appropriate	✓				
Speech acknowledgement	✓	✓			
Partnership session	✓	✓	✓		
Logo recognition in all event print marketing collaterals	✓	✓			
Opportunity to provide approved branded promotional items	✓	✓	✓		
Opportunity to display/signage a banner at the event venue	✓	✓	✓	✓	For one function

A social media post acknowledgment on City of Darwin media channels	✓	✓	✓	✓	
Logo recognition in all events digital marketing material	✓	✓	✓	✓	✓
Logo with an embedded link to company page	✓	✓	✓	✓	Acknowledgment through public thanks during the event – one function only.
Ad space	One page	Half page	100 words	logo	

Additional Opportunities

The additional opportunities are outlined below, and the level of investment or in-kind will determine the level of sponsorship attributed and the benefits offered.

Opportunities include, but are not limited to:

- Marketing and promotion support
- Design
- Prizes
- Giveaways

Contact City of Darwin to find out more and discuss a package tailored to your needs sponsorship@darwin.nt.gov.au or 8930 0300