



# **Sponsorship Prospectus**

## **Christmas Pageant 2026**

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## 1. Introduction

City of Darwin strives to provide opportunities to support organisations that share the City of Darwin 2030 – City for People, City of Colour strategic vision.

Our vision outlines our five Strategic Directions:

- A capital city with best practice and sustainable infrastructure
- A safe, liveable, and healthy city
- A cool, clean, and green city
- A smart and prosperous city
- A vibrant and creative city

City of Darwin is extending opportunities for organisations to partner with the City of Darwin through sponsoring the Christmas Pageant to assist with meeting the objectives set out in our Economic Development Strategy, Waste and Resource Recovery Strategy and Place and Liveability Plan.

Sponsorship is an opportunity to provide support that creates value for the social, cultural, environmental, and economic life of Darwin.

We invite organisations with an interest in connecting with the Darwin community to explore sponsorship options and become our valued partners.

## 2. Scope

This sponsorship prospectus outlines opportunities available to organisations to associate their name with the City of Darwin Christmas Pageant outlined in this prospectus. This opportunity will enable organisations in our region to support the City of Darwin 2030 – City for People, City of Colour strategic vision.

The prospectus provides guidance and information to applicants when applying for Naming Rights sponsorship and ensures all applications are assessed within a transparent and equitable process.

## 3. Background

In 2022, City of Darwin partnered with Activate Darwin to reinstate a Christmas Pageant parade throughout the central business district of Darwin. With a tropical Christmas theme, 'A Very Darwin Christmas' was the first Christmas parade in Darwin since 1977.

The traditional Christmas pageants feature a parade of floats decorated with Christmas themes, as well as marching bands, dancers, school, community and church groups.

The first event was a huge success with thousands flocking to the city to see their local schools, community and sporting groups add their festive flair to the streets of Darwin. Over the subsequent two years (2023-2024) over 10,000 people visited and participated in the pageant with amendments made to the parade route, additional entertainment, live music and food trucks to encourage attendees to stay longer in the city promoting economic stimulus benefiting both the retail and hospitality local businesses. It also provided the perfect segway into the Lord Mayor's Lighting of the Christmas Tree held 30 minutes post the pageant's conclusion.

In 2025, City of Darwin delivered the Christmas Pageant with the objective to create a joyful and meaningful experience that brings people together, highlighting the diversity of people who live in the Territory and officially mark the beginning of the festive season. In 2025, over 15,000 attended the pageant and other activities in the city throughout the evening. City of Darwin:

- increased number and location points for food trucks
- created a new post-pageant hub in Civic Park with activities, food trucks, entertainment and seating
- activated The Mall throughout the event with the introduction of a maker's market, and
- engaged local schools and community groups to perform post-tree lighting

Partnering with the City of Darwin on the Christmas Pageant 2026 provides a unique opportunity for your organisation to enhance its brand presence, support your goals, and connect with a wide and diverse audience.





## 4. Sponsorship options

Partnering with the City of Darwin will allow you to prominently position your organisation as a supporter of key initiative within the Darwin community.

There are five (5) sponsorship opportunities available:

- Darwin Celebrates – Christmas Decorations Partner
- Darwin Christmas - Markets Partner
- Community Float Makers Partner
- City of Darwin Reimagined Christmas Float Partner
- City of Darwin Christmas Float Vehicle Partner

Packages can 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.

### **Darwin Celebrates – Christmas Decorations Sponsor**

There is an opportunity to partner with City of Darwin as the Darwin Celebrates – Christmas Decorations Sponsor.

This partnership would deliver decorations throughout the city, bringing the Christmas theme to Raintree Park, Tamarind Park and Smith Street Mall.

Nature of Sponsorship: \$40,000

Availability: One available

Proposed sponsorship benefits:

- Naming rights for a duration of one (1) year.
- i.e., 'The [Your organisation] Christmas Decorations Partner, with all reference in communications, media releases, advertising, and programming to refer to the program by that name.
- Organisation banners to be displayed at the pageant stage.
- Media release acknowledging and welcoming as **Christmas Decorations Partner**.
- Potential additional media opportunities.
- Acknowledgment as naming rights partner on City of Darwin's social media channels.
- Recognition and link to your organisation on City of Darwin's website.

## **Darwin Christmas – Market Sponsor**

A fantastic opportunity to provide a cash contribution to activate The Mall and Raintree Park before, during and after the Christmas Pageant and to support local businesses in Darwin.

Your contribution would be to support delivery of a Christmas market in The Mall during the afternoon prior to the Pageant. Our aim is to invite local retailers and hospitality businesses into The Mall to have a free marquee/stand to promote their business, sell products and invite visitors to their premises.

Nature of Sponsorship: \$30,000 cash

Availability: One available

Proposed sponsorship benefits:

- Naming rights for the Christmas market for a duration of one (1) year.
- i.e., 'The [Your organisation] Darwin Christmas Market, with all reference in communications, media releases, advertising, and programming to refer to the program by that name.
- Organisation banners to be displayed at the pageant stage and in The Mall.
- Media release acknowledging and welcoming as **Darwin Christmas Market Sponsor**.
- Potential media opportunities
- Acknowledgment as Pageant Market Sponsor on City of Darwin's social media channels.
- Recognition and link to your organisation on City of Darwin's website.

## **Community Float Makers Partner**

An opportunity to donate materials or vouchers for community groups, not-for-profits and schools to create their own Christmas floats.

Nature of Sponsorship: In-kind contributions or cash (voucher) donations

Availability: One available

Partnering with City of Darwin offers a strategic opportunity to connect with an engaged local audience, support your community participation, outreach goals, and enhance your brand's presence within the Darwin community.

Proposed Sponsorship benefits:

- Naming rights for the Christmas workshops (potential to partner with the Platinum Partner who will be providing float material donations).

- Organisation name to be displayed at the Pageant stage.
- Media release acknowledging and welcoming as **Christmas Float Makers Partner**.
- Potential media opportunities.
- Acknowledgment as Platinum Sponsor on City of Darwin's social media channels.
- Recognition and link to your organisation on City of Darwin's website.

### **City of Darwin Reimagined Christmas Float Partner**

Creating a reimagined City of Darwin Christmas Float that hosts Santa and his elves using recycled materials, and the potential to host recycling workshops, where community members can create floats out of recycled materials.

Nature of Sponsorship: In-kind material donation and building of the recycled float.

Potential to host recycling workshops with the community who are also making floats for the Pageant

Availability: One available

Partnering with City of Darwin offers a strategic opportunity to connect with an engaged local audience, support your ESG goals, reduce your carbon emissions, and enhance your brand's presence within the Darwin community.





#### Proposed Sponsorship benefits:

- Naming rights for the City of Darwin Reimagined Christmas Float for a duration of one (1) year.
- Naming rights for the City of Darwin Christmas float.
- Organisation name to be displayed at the Pageant stage.
- Media release acknowledging and welcoming as City of Darwin **Reimagined Christmas Float Partner**.
- Potential media opportunities.
- Acknowledgment as a sponsor on City of Darwin's social media channels.
- Recognition and link to your organisation on City of Darwin's website.

#### **City of Darwin Christmas Float Vehicle Partner**

City of Darwin is seeking a partner to donate a vehicle and driver for the City of Darwin float. This is an opportunity to showcase your organisation's commitment to giving it back to the community.

Nature of Sponsorship: In-kind donation.

Availability: One available

Partnering with City of Darwin offers a strategic opportunity to connect with an engaged local audience, support your community sponsorship goals, and enhance your brand's presence within the Darwin community.

Proposed Sponsorship benefits:

- Naming rights for the City of Darwin Christmas Float Vehicle sponsor for a duration of one (1) year.
- Organisation name to be displayed at the Pageant stage.
- Media release acknowledging and welcoming as City of Darwin **Christmas Vehicle Float Partner**.
- Potential media opportunities.
- Acknowledgment as a sponsor on City of Darwin's social media channels.
- Recognition and link to your organisation on City of Darwin's website.

## 5. Sponsor Obligations

- Successful sponsors will be expected to:
  - a. enter into a formal agreement with the City of Darwin
  - b. provide an agreed upon number of banners which will be added at the stage and workshops
  - c. not sell or re-assign the naming rights without the approval from City of Darwin
  - d. hold appropriate Public Liability Insurance to the value of \$20 Million, and
  - e. comply with all City of Darwin Policies, Procedures and Guidelines.
- City of Darwin will not partner with organisations involved in the following:
  - a. manufacture, sale or promotion of tobacco and tobacco-related products
  - b. illicit or inappropriate drugs or services
  - c. services or products that are harmful to health or are perceived to conflict with City of Darwin's policies and responsibilities to the community
  - d. political parties or affiliates
  - e. gambling products or services, and
  - f. those who are in administration, liquidation, insolvent or bankrupt.

## 6. Agreement Termination, Suspension and/or Amendment

City of Darwin may cancel, suspend, or amend an approval if it considers a significant breach of the conditions has occurred where a compliance request with the City of Darwin policies has been disregarded.

## 7. Assessment Criteria

Prospective sponsors must submit a short written application addressing the assessment criteria below:

Criteria	Score (0-5)
Alignment to City of Darwin's Strategic Plan	
Local benefit including First Nations	
Social, environmental and community benefit	
Operational capability	

## 8. Assessment Process

Applications will be assessed against each criterion, and each criterion is scored between 0-5. If multiple applications are received, the applicant with the highest score will be offered sponsorship.

Applicants are required to address the above criteria in writing to City of Darwin [darwin@darwin.nt.gov.au](mailto:darwin@darwin.nt.gov.au).

Following the assessment, applicants will receive written notification regarding the outcome of their application.

## 9. Associated Documents

[Darwin 2030: City for People. City of Colour](#)

[Liveability Platform](#)

[Economic Development Strategy](#)

[Funding Guidelines | City of Darwin](#)

Funding Policy | City of Darwin

Innovate Reconciliation Action Plan | August 2023 – July 2025

## 9. Further Information

For further information on any of the opportunities outlined in this prospectus and/or to discuss a package tailored to your needs, please contact City of Darwin at [darwin@darwin.nt.gov.au](mailto:darwin@darwin.nt.gov.au) or 8930 0300