

Darwin Fusion 2026 Sponsorship Prospectus

International Relations Forum and Trade Show

darwin.nt.gov.au



Background

Darwin is the social, cultural, and economic heart of the Northern Territory, and is well positioned to contribute to a range of strategic economic initiatives in Australia's national interests. Darwin offers unique trade and investment partnership advantages through our strategic location as the gateway to Asia. It also offers a multicultural community that can share their culture and knowledge with our international partners.

Darwin also offers the opportunity to connect and exchange cultural understanding between Larrakia peoples and our international partners. This can enhance cultural connections and offer the broadening and strengthening of cultural and economic ties. We also have an array of natural resources and environments, a culturally diverse and youthful population, and strong governance capabilities.

Darwin Fusion 2026 is a part of City of Darwin's International Relations Program that is supported by Council and stakeholders.

Darwin Fusion 2026 (the event) is a three-day program that aims to showcase Darwin's International Relations Program, while also promoting the city's sporting excellence in football and supporting our international partners in promoting, building capacity and partnerships through sport diplomacy. It further aims to showcase Darwin as the centre of Northern Australia's cultural and economic exchange opportunities with our Sister and Friendship Cities.

The proposed event will take place from Friday 10 July to Sunday 12 July 2026.

Similarly to 'Darwin Fusion 2025' the program will begin with an International Relations Forum and Trade Show, before moving into the two-day Sister City Cup, an international football tournament held at the Marrara Sports Stadium in partnership with Football NT. Saturday evening will also see the return of the much-loved International Food Fair to the Esplanade, Darwin.

The event aims to strengthen connections between Darwin and our Sister and Friendship Cities while promoting and showcasing Darwin's sporting, businesses, cultural diversity and vibrant community spirit.

The event is expected to attract around 3,000 attendees over the trade show and two-day football tournament, including approximately 150 international officials and football team delegations. This exciting program will offer a mix of cultural exchange activities, football competitions and celebrations.

City of Darwin has a record of excellence in delivering international relations events with project partners. For Darwin Fusion 2026, we will be partnering with our Sister and Friendship Cities, including in China, Indonesia and Timor Leste, and our emerging city partners in Vietnam, India and the Philippines to bring international government, business, academic, sporting and community delegates to Darwin and to achieve the objectives of the project.

Darwin Fusion will build long-term capacity and people-to-people links, which are essential for resilient international relationships.

International Relations Forum and Trade Show

The International Relations Forum and Trade Show will promote Darwin as Australia's most strategically positioned city, and the center of business, innovation, education, sporting and cultural diversity for Northern Australia. It will present an opportunity for local and international businesses to connect with customers and vendees. This will be an in-person event, connecting local businesses, industry and economic agencies and Darwin's international networks to further explore trade and investment opportunities.

The Forum and Trade Show will bring together diplomatic, business, academic, and community leaders to explore trade and diaspora-led engagement across various sectors.

The International Relations Forum will feature international keynote speakers, plenary discussions and breakout workshops in trade and investment pathways, Indigenous-led enterprise partnerships, circular economy and waste solutions, sister-city collaboration models, urban planning and development and how ASEAN partnerships can support market access opportunities for Darwin and our Sister and Friendship Cities.

Sister Cities Cup

The Sister Cities Cup will be two-day friendly, international football tournament celebrating sport diplomacy, cultural exchange and enduring relationships between Darwin and its Sister and Friendship Cities. Delivered in partnership with Football Northern Territory, the tournament will feature men's and women's teams from international and local communities competing at Marrara Sports Stadium.

Beyond the competition, the Sister Cities Cup provides a platform for building people-to-people links, strengthening friendships, and promoting mutual understanding through sport. The tournament will showcase Darwin and our Sister and Friendship Cities' sporting excellence, and inclusive community spirit, while reinforcing the City of Darwin's commitment to using sport as a powerful connector between cultures and cities.

International Food Fair

The International Food Fair is a vibrant community celebration highlighting Darwin's cultural diversity, liveability and global connections. Held on the Esplanade in Darwin City, the evening event will showcase international cuisine, cultural performances and entertainment from Darwin's Sister Cities, local multicultural communities and stakeholders.

The food fair offers delegates and the community the opportunity to experience Darwin and our international partners through its people, flavours and stories, while supporting cultural exchange and community participation. The International Food Fair reinforces Darwin's reputation as a welcoming, creative and outward-looking city with strong international and First Nations connections.

Sponsorship Options

Sponsors will be our valuable partners and will contribute greatly to the success of Darwin Fusion 2026.

There are two sponsorship package options (1) international Relations Forum and Trade Show and (2) Sister City Cup; with tiered sponsorship levels within each package. The sponsorship package below is applicable to the Sister City Forum and Trade Show. For more information on the sponsorship package for Sister City Cup 2026, visit our [Sponsorship Program](#).

Sponsorship is limited to ensure maximum exposure for our partners. Sponsorship tiers 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 - \$30,000

- Naming Rights
- Double booth space and premium booth location at trade show
- Express/VIP registration or seating if appropriate
- Logo recognition in all event print marketing collateral
- Speech acknowledgement at all events
- Speech opportunity at all events
- Co-designed partnership session at the Forum (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 \$20,000

- Logo recognition in all event print marketing collaterals
- Speech acknowledgement
- Partnership session at the Forum 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 - \$10,000

- Opportunity to provide approved branded promotional items
- Partnership session at the Forum 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 – \$5,000

- Opportunity to display/signage a banner at the event
- 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 – \$2,500

- 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 \$30,000	Diamond \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Number of sponsorships available	1	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:

- Venue provision for events
- Catering for functions
- Marketing and promotion support
- Graphic 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