

Sponsorship Prospectus

Sporting and Entertainment Facility Naming Rights

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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 facilities to assist with meeting the objectives set out in our strategies.

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 facilities 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 ensure all applications are assessed within a transparent and equitable process.

3. Sponsorship Options

Partnering with the City of Darwin through sponsoring outlined facilities will allow you to prominently position your organisation as a supporter of services within the Darwin community. Sponsorship availability is limited to one platinum partner per facility to ensure maximum organisation exposure and connection to place for the community. 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.

3.1 The Gardens Oval

The Gardens Oval Complex, is City of Darwin's premier multi-purpose sports facility in Darwin, serving as a central hub for AFL, cricket, and soccer, as well as a prominent venue for community events. The complex features two ovals, two grandstands overlooking Gardens Oval One, mini grandstands at Gardens Oval Two, a clubhouse, a First Aid room, public restrooms, changing rooms, a kiosk, and a sealed car park. Ideally situated at the intersection of Gilruth Avenue and Gardens Road, the complex offers exceptional visibility and prime positioning within the community. Partnering with the Gardens Oval Complex provides a unique opportunity for your organisation to enhance its brand presence and connect with a wide and diverse audience.



Sponsorship opportunities:

Platinum partner \$30,000 (ex GST per annum)

Nature of Sponsorship: Cash

Availability: One available

Location: 66 Gilruth Ave, The Gardens

Proposed Sponsorship benefits:

- Naming rights for the Gardens Oval Complex for a duration of five (5) years.
(ie. 'The [Your organisation] Gardens Oval, with all reference in communications, media releases, advertising, and programming to refer to the oval by that name.
- Organisation name to be displayed at an agreed upon and permitted place at venue.
- Promote signs of various dimensions at permitted and approved areas around the site in line with City of Darwin advertising signate at ovals guidelines.
- Media release acknowledging and welcoming as naming rights sponsor.
- Acknowledgment as naming rights partner on City of Darwin's social media channels.

- Recognition and link to your business on City of Darwin website.

3.2 Nightcliff Oval

Nightcliff Oval is a multi-use sports ground with a range of supporting infrastructure for players, spectators, and visitors. Situated in a suburban area with local passing traffic, Nightcliff Oval is home to AFL and cricket. It is equipped with oval lighting, tiered spectator seating, and kiosk. Partnering with Nightcliff Oval offers a strategic opportunity to connect with an engaged local audience and enhance your brand's presence within the community.



Sponsorship opportunities:

Platinum partner \$15,000 (ex GST per annum)

Nature of Sponsorship: Cash

Availability: One available

Location: 20 Oleander Street, Nightcliff

Proposed Sponsorship benefits:

- Naming rights for the Nightcliff Oval for a duration of five (5) years.
(ie. 'The [Your organisation] Nightcliff Oval, with all reference in communications, media releases, advertising, and programming to refer to the oval by that name.
- Organisation name to be displayed at an agreed upon and permitted place at venue
- Promote signs of various dimensions at permitted and approved areas around the site in line with City of Darwin advertising signate at ovals guidelines
- Media release acknowledging and welcoming as naming rights sponsor
- Acknowledgment as naming rights partner on City of Darwin's social media channels

- Recognition and link to your business on City of Darwin website.

4. Other facilities

The City of Darwin owns and manages a diverse portfolio of properties for both community and commercial purposes. We are currently inviting Expressions of Interest for sponsorship opportunities related to our additional facilities, in accordance with the assessment criteria outlined in the Sporting and Entertainment Facility Naming Sponsorship Prospectus. For interest in other facilities, consultation with tenants and relevant stakeholders as well as facility specific requirements and conditions will need to be explored prior to any sponsorship engagement.

For inquiries, please contact City of Darwin darwin@darwin.nt.gov.au or (08) 8930 0300

5. Sponsor Obligations

- Successful sponsors will be expected to:
 - (a) Enter into a formal agreement with the City of Darwin and facility tenants.
 - (b) Provide an agreed upon number of signs of various dimensions at permitted areas around the site. The full cost of installation, preparation, maintenance, and removal of signage, and/or associated damage to City of Darwin assets or property is the responsibility of the sponsor.
 - (c) Maintain all signage in accordance with agreed standards.
 - (d) Not alter the signage or premises without prior written approval from City of Darwin.
 - (e) Not sell or re-assign the naming rights without the approval from City of Darwin.
 - (f) Hold appropriate Public Liability Insurance to the value of \$20 Million and
 - (g) Comply with all City of Darwin Policies, Procedures and Guidelines.
- The sponsorship fee for subsequent years shall be adjusted with annual CPI increase.
- City of Darwin will not partner with organisations involved in:
 - (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
 - (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 written application for the facility addressing the below assessment criteria:

Criteria	Score (0-5)
Alignment to City of Darwin's Strategic Plan	
Social and community benefit	
Innovation and creativity	
Fit with the local area	
Operational and financial management capability	
Sustainability	
Ethical business practices	
Economic impact	
Risk profile	

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.

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

9. Associated Documents

[Advertising Signage at Ovals | City of Darwin](#)

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

[Economic Development Strategy 2030 | City of Darwin](#)

[Funding Guidelines | City of Darwin](#)

[Funding Policy | City of Darwin](#)

[Innovate Reconciliation Action Plan | August 2023 – July 2025](#)

[Outdoor Advertising Signs Code | City of Darwin](#)

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 darwin@darwin.nt.gov.au or 8930 0300