

Sponsorship Prospectus

Santa's Village



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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 Santa's Village activation to assist with meeting the objectives set out in our Economic Development 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 Santa's Village 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

City of Darwin delivers a variety of Christmas activities within the Darwin municipality through its annual program of events. Each Christmas activation fosters an environment where community comes together to celebrate what makes a tropical Christmas so special and unique within Darwin – our diverse community spirit, meeting our strategic goal to create a vibrant and creative city.

City of Darwin aims to create a vibrant Christmas atmosphere in the Darwin Central Business district (CBD) with the installation of Santa's Village in the Galleria. This activation attracts and

encourages the community to begin Christmas festivities, shopping and planning activities during November and December each year.

Partnering with the City of Darwin on Santa's Village 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 this key initiative within the Darwin community.

The sponsorship opportunity is as Santa's Village Partner.

The package 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.

Santa's Village Gold Sponsor

This partnership would help support the purchase of new decorations for the Santa's Village activation in the Galleria during November and December.

Nature of Sponsorship: \$10,000

Availability: One available

Proposed sponsorship benefits:

- Naming rights for a duration of one (1) year.
 - i.e., The [Your organisation] Santa's Village, with all reference in communications, media releases, advertising, and programming to refer to the program by that name.
- Acknowledgment as naming rights partner on City of Darwin's social media channels.
- Logo recognition in all Santa's Village marketing collaterals
- Opportunity to display organisation signage in the Santa's Village activation
- Recognition and link to your organisation on City of Darwin's website.
- A social media post acknowledgement on City of Darwin media channels

Santa's Village Silver Sponsor

This partnership would help support the purchase of new decorations for the Santa's Village activation in the Galleria during November and December.

Nature of Sponsorship: \$5,000

Availability: One available

Proposed sponsorship benefits:

- Logo recognition in all Santa's Village marketing collaterals

- Opportunity to display organisation signage in the Santa's Village activation
- Recognition and link to your organisation on City of Darwin's website.
- A social media post acknowledgement on City of Darwin media channels

Santa's Village Bronze Sponsor

Nature of Sponsorship: \$3,000

Availability: One available

Proposed sponsorship benefits:

- Opportunity to display organisation signage in the Santa's Village activation
- A social media post acknowledgement on City of Darwin media channels

In-kind Sponsor

Nature of Sponsorship: Donation of decorations or vouchers

If you would like to sponsor the Santa's Village Activation by providing a donation of decorations or vouchers, the sponsorship entitlements would be assessment based on value of in-kind provided.

5. Sponsor Obligations

- The successful sponsor will be expected to:
 - enter into a formal agreement with the City of Darwin
 - provide agreed upon signage or banners which will be added to the Santa's Village
 - not sell or re-assign the naming rights without the approval from City of Darwin
 - comply with all City of Darwin Policies, Procedures and Guidelines.
- City of Darwin will not partner with organisations involved in the following:
 - manufacture, sale or promotion of tobacco and tobacco-related products
 - illicit or inappropriate drugs or services
 - services or products that are harmful to health or are perceived to conflict with City of Darwin's policies and responsibilities to the community
 - political parties or affiliates
 - gambling products or services, and
 - 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 Process

Applicants are required to submit a proposal in writing to City of Darwin darwin@darwin.nt.gov.au.

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

8. 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 or 8930 0300