

Sponsorship Prospectus

Darwin Gateway and Iconic Signage

Why partner with Darwin?

Darwin is Australia's northern capital and gateway to Asia. As the city grows, attracting investment, talent, students, visitors and businesses is increasingly important to our economic future.

City of Darwin is seeking strategic partners to help deliver visible, public-facing initiatives that strengthen the city's identity, improve the visitor experience and promote Darwin as a place to live, work, study, visit and invest.

For businesses, these partnerships are an opportunity to create genuine value beyond logo placement - combining brand visibility with a clear connection to Darwin's growth, community and future.

Build visibility

Be recognised through public-facing infrastructure, approved City of Darwin channels, campaigns, launches and media activity, depending on the partnership.

Show local commitment

Demonstrate a tangible contribution to Darwin and support projects designed to create lasting value for residents, visitors and businesses.

Strengthen your positioning

Align your organisation with initiatives focused on city identity, investment attraction, tourism, liveability and economic development.

Create connections

Take part in partnership storytelling, launches and stakeholder activities that bring together government, industry and community leaders.

Darwin Signage Partner

Founding Partners

INVESTMENT

Up to \$200,000 (ex GST) for gateway signage

Up to \$500,000 (ex GST) for an iconic DARWIN sign in a prominent visitor precinct

AVAILABILITY

Up to 3 founding gateway partners

One founding iconic signage partner

PROGRAM SNAPSHOT

Community and stakeholder feedback has identified a desire for more iconic and contemporary gateway and photo opportunistic treatments across Darwin.

Partnership funding will support a coordinated suite of Darwin branded gateway signs at major city entry points and an iconic DARWIN sign at a visitor destination, creating a stronger sense of arrival and brand that better reflects Darwin's status as the Northern Territory's capital and gateway to northern Australia.

POTENTIAL LOCATIONS

- Stuart Highway - southern entry corridor
- Tiger Brennan Drive approaches
- McMillans Road - Airport corridor
- Civic Park or the Esplanade
- Additional gateways or locations identified through future planning and discussions

WHAT THE PROGRAM WILL DELIVER

- A strong sense of arrival and a more distinctive Darwin identity
- Visitor photo opportunities and tourism promotion
- A visible part of the broader wayfinding network identified in City of Darwin's Wayfinding Framework

WHAT YOUR ORGANISATION RECEIVES

- **Recognition as a Founding Gateway Partner**
- **Sponsor acknowledgement on signage plaques**
- **Inclusion in launch events and media activities**
- **Joint media announcements**
- **Recognition across City of Darwin digital channels**
- **Opportunity for corporate storytelling relating to investment in Darwin**
- **Brand presence on approved collateral associated with the program**

Darwin's new brand

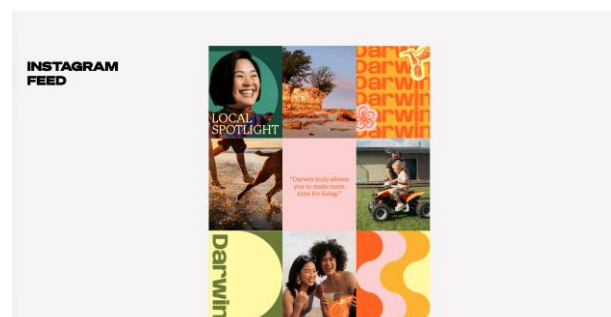
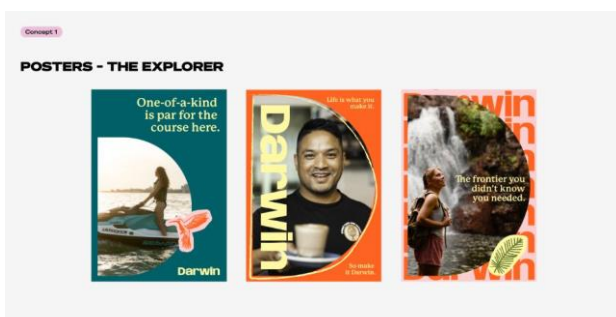
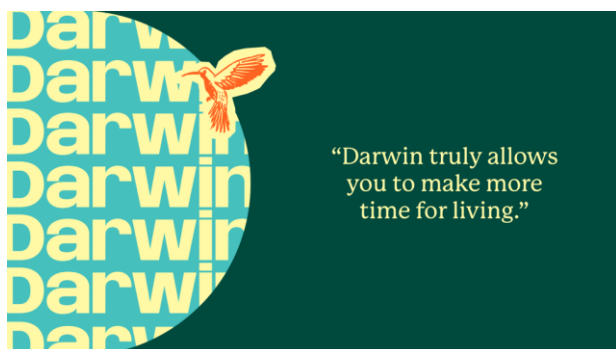
City of Darwin recognised the need to redefine and create a unified brand for the Greater Darwin region that resonates with residents and appeals to visitors and investors.

Darwin is one of Australia's most misunderstood cities. The perception of Darwin is remote, rough, crocodiles, problems, and crime. The reality is that Darwin is diverse, connected, creative and ambitious.

City of Darwin has been leading development of a new Darwin place brand with the community for the last 2 years to shift this perception by capturing the unique character of Greater Darwin's people, lifestyle, culture, and place. One shared story, tone, and visual language that helps residents, businesses, and visitors all see themselves in Greater Darwin's story.

The aim is for the gateway signage and iconic DARWIN sign to align with the newly developed place brand. A welcome to Darwin sign would be created using colour, font and graphic elements created through the branding process to create the Darwin identity.

An example of some of the assets already created through the development of the brand.



Start a conversation

NEXT STEPS

City of Darwin welcomes discussions with organisations interested in supporting these initiatives and exploring a partnership package that aligns with shared objectives.

- 1 Contact City of Darwin to discuss the partnership and your objectives.
- 2 Work with us to confirm the agreed benefits, recognition and delivery arrangements.
- 3 Formalise the partnership through a sponsorship agreement and relevant approvals.

CONTACT

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PARTNERSHIP REQUIREMENTS

All sponsorship arrangements are subject to City of Darwin requirements, relevant approvals and a formal sponsorship agreement. Eligibility and assessment should be read in conjunction with the **City of Darwin Funding Policy**.

Other supporting documents include the City of Darwin Wayfinding and Signage Framework, Darwin 2030 Strategic Plan, Economic Development Strategy, Outdoor Advertising Signage Code and Greater Darwin Brand Toolkit.