



City of Darwin

Dragon Boat Festival

Sponsorship Prospectus

About the Event



City of Darwin's Dragon Boat Festival is a two day of international festival featuring sport, business and cultural exchange activities. These activities are designed to support, enhance and promote exchanges between Darwin and its Sister and Friendship Cities, and to showcase Darwin businesses and our diverse community.

Hosted by City of Darwin and funded by the National Foundation for Australia – China Relations, Australian Government, the Festival provides sponsors and stakeholders with an opportunity to showcase their organisation in order to strengthen relationships with the Darwin community and international markets, including Darwin's Sister and Friendship City network. An invitation to this Festival will be sent to Ambon, Anchorage, Dili, Haikou, Kalymnos, Shenzhen, Milikapiti, Denpasar, Guangzhou, Honolulu, Qingdao, and Santa Cruz.



About the Event



City of Darwin Dragon Boat Festival will include a Dragon Boat Race and a Darwin International Trade Show. Events will be held across the Darwin Waterfront.

The hybrid Darwin International Trade Show aims to connect organisations from across the world and to showcase Darwin and it's Sister and Friendship Cities.

Dragon Boat Racing is the ultimate high-spirited team sport that fosters a strong bond between members. Dragon Boat Racing has enjoyed healthy support since its first introduction in 1998 in Darwin.

It is anticipated that this Festival will attract around 15,000 people, including delegates and participants from China, Indonesia and further abroad.

Event Location

Darwin Waterfront

Event Date

Sunday 4 June 2023 City of Darwin Dragon Boat Race

Monday 5 June 2023 City of Darwin International Trade Show



Key Features

- ❖ Welcome reception
- ❖ Dragon Boat Eye Dotting Ceremony
- ❖ Opening Ceremony
- ❖ Medal Presentation Dinner Night
- ❖ Business presentations and showcase
- ❖ Dragon Boat Race
- ❖ Cultural performance and exchange activities
- ❖ Market stalls
- ❖ Multicultural performances



Sponsorship Options

We invite organisations with an interest in connecting with the Darwin community and international markets to explore sponsorship options.

Sponsorship is an opportunity to engage with Darwin's diverse community, businesses and invest in the development of our proud multicultural community. Sponsors will be our valuable partners and contribute greatly to the success of the Festival.



Sponsorship Options

The packages are limited in numbers to ensure maximum brand exposure. Sponsorship types include:

- ❖ Diamond \$20,000 (ex GST)
- ❖ Gold \$10,000 (ex GST)
- ❖ Silver \$ 5,000 (ex GST)
- ❖ Bronze \$3,000 (ex GST)

Packages can also be tailored to suit organisational need and may incorporate new and innovative ideas specific to your organisation which will enhance and add value to the City of Darwin Dragon Boat Festival.



Sponsorship Options

| Opportunity | Diamond | Gold | Silver | Bronze |
|---|-------------------|--------------------|------------------------------------|------------------|
| Value | \$20,000 (ex GST) | \$10,000 (ex GST) | \$5,000 (ex GST) | \$3,000 (ex GST) |
| Number of sponsors available | 2 | 3 | 5 | 10 |
| Welcome reception complimentary tickets | 10 | 6 | 4 | 2 |
| Award presentation dinner complimentary tickets | 6 | 4 | 2 | 1 |
| Corporate banner display | All | All | Welcome reception and market place | |
| Seating arrangement | Diamond | Gold | Silver | Bronze |
| Announcer acknowledgement on the race day | 3 times | 2 times | NA | NA |
| Tiered Ad space on the event program | Full page | Half page | Logo only | Logo only |
| Opportunity to have a market stall | √ | √ | √ | √ |
| Logo with an embedded link to company page on website | √ | √ | √ | √ |
| Digital marketing material acknowledgement | √ | √ | √ | |
| A social media post acknowledgement on City of Darwin and Discover Darwin pages | √ | √ | √ | |
| Opportunity to provide approved promotional items, such pens, note pads, cups, etc. | √ | √ | | |
| Print marketing material logo placement | √ | √ | | |
| Branded specific email marketing to City of Darwin database | √ | Linkable banner Ad | | |
| Opportunity for the naming right of a race, for example, Name Heat if appropriate | √ | | | |
| Opportunity to be mentioned in the media release and for a quote | √ | | | |
| Logo on the team t-shirt (international delegation, race team, etc) and water bottles | √ | | | |
| Lord Mayor speech acknowledgement | √ | | | |
| Opportunity to deliver a speech at Welcome Reception and Eye Dotting Ceremony | √ | | | |
| Express/VIP registration area if appropriate | √ | | | |



Additional Opportunities

There are opportunities for organisations to sponsor particular components of the Festival, either through financial or in-kind contributions.

The additional opportunities are outlined as follows, and the level of investment or in-kind will determine the level of sponsorship attributed and benefits offered.

Opportunities include, but are not limited to:

- ❖ Catering
- ❖ Audio visual
- ❖ Sponsor a race team
- ❖ Master of ceremonies
- ❖ Cultural performances

Contact City of Darwin to find out more and discuss a package tailored to your needs via international@darwin.nt.gov.au or 08 8930 0529





Australian Government



NATIONAL
FOUNDATION FOR
AUSTRALIA-CHINA
RELATIONS

澳中基金会

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<https://www.darwin.nt.gov.au/>

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