

Sponsorship Prospectus

Cyclone Tracy 50th Anniversary Commemoration



Background

Early on Christmas morning 1974 Darwin was devastated when hit by Cyclone Tracy. As the eye of Cyclone Tracy passed over the city between midnight and 7 a.m. on Christmas morning torrential rain fell and the winds were officially recorded at 217km per hour before the Bureau of Meteorology anemometer was destroyed. Cyclone Tracy had a profound impact on the Darwin community with over 70 percent of Darwin's homes destroyed or suffering severe damage, all public services (communications, power, water, and sewerage) being severed, 41,000 people being left homeless, 35,362 people (of the 47,000 total population of Darwin) were evacuated from Darwin and tragically 71 lives were lost.

The 25th of December 2024 marks 50 years since Cyclone Tracy hit Darwin. The 50th Anniversary of Cyclone Tracy is a chance to reflect on the Darwin community's resilience, and community spirit, and how far we've come in the past five decades.

City of Darwin aims to commemorate the 50th anniversary of Cyclone Tracy and to acknowledge this significant event in Darwin's history and the profound impact it had on the Darwin community. A series of commemorative activities will be developed for our community to gather together, remember the past, mourn our loss and recognise all those who rebuilt Darwin across the Darwin municipality.

City of Darwin offers sponsorship opportunities for the key stakeholders and the community to support the events and activities to commemorate this important moment in our national history.



Your sponsorship will support the following key activities of the program:

- Cyclone Tracy 50th Anniversary Commemoration Service
- Cyclone Tracy podcast
- Cyclone Tracy interpretative signage
- Cyclone Tracy educative talks and activities
- Other Cyclone Tracy events and activities

Cyclone Tracy was a life-changing experience that will never be forgotten by those who experienced her ferocity. This is your chance to:

- Support the initiatives to reflect on Darwin's resilience, community spirit, and how far we have come in the past five decades
 - Increase community engagement by sharing your support and care for those who rebuilt Darwin into a thriving and modern capital
 - Demonstrate your sense of community and pride in Darwin
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- Support local businesses and organisations who are involved in delivering events and activities
- Gain positive media coverage and social media engagement

Sponsorship Options

Sponsors will be our valuable partners and will contribute greatly to the success of the 50th anniversary of Cyclone Tracy Commemoration.

The sponsorship package is limited in numbers to ensure maximum exposure.

Sponsorship types 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

- Express/VIP registration or seating if appropriate
- Logo recognition in all event print marketing collateral
- Speech acknowledgement
- Speech Opportunity
- Logo recognition in all merchandise
- Opportunity to provide approved branded promotional items
- 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
- Logo recognition in all events digital marketing material
- Logo with an embedded link to company page on the website with 100 words bio
- Ad space in the event program

Diamond - \$20,000

- Logo recognition in all merchandise
- Logo recognition in all print marketing collaterals
- Speech acknowledgement
- Opportunity to provide approved branded promotional items
- Opportunity to display/signage a banner at a venue
- A social media post acknowledgment on City of Darwin media channels
- Logo recognition in all relevant digital marketing material
- Logo with an embedded link to company page on the website with 100 words bio

Gold - \$10,000

- Opportunity to provide approved branded promotional items
- Opportunity to display/signage a banner at a venue
- A social media post acknowledgment on City of Darwin media channels
- Logo recognition in all relevant digital marketing material
- Logo with an embedded link to company page on the website with 100 words bio
- Ad space in the program

Silver – \$8,000

- Opportunity to display/signage a banner at a venue
- A social media post acknowledgment on City of Darwin media channels
- Logo recognition in all relevant digital marketing material
- Logo with an embedded link to company page on the website with 100 words bio
- Ad space in the program

Bronze – \$5,000

- Logo recognition in all relevant digital marketing material
- Logo with an embedded link to company page on the website with 100 words bio
- Ad space in the program

Opportunities	Event partner \$30,000	Diamond \$20,000	Gold \$10,000	Silver \$8,000	Bronze \$5,000
Number of sponsorships available	1	1	1	1	1
Speech Opportunity	✓				
Express/VIP registration or seating if appropriate	✓				
Logo recognition in all merchandise	✓	✓			
Logo recognition in all event print marketing collaterals	✓	✓			
Speech acknowledgement	✓	✓			
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 with 100 words bio	✓	✓	✓	✓	✓
Ad space in the program	One page	Half page	100 words	logo	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:

- Marketing and promotion support
- Design
- Prizes
- Giveaways

Contact City of Darwin to find out more and discuss a package tailored to your needs darwin@darwin.nt.gov.au or 8930 0300