NTDW27

NT DEFENCE WEEK 19-23 APRIL



Sponsorship Prospectus

Darwin, Northern Territory

Why partner with NT Defence Week?

The future of Defence is taking shape in the Northern Territory. Be part of the connections driving it forward.

NT Defence Week brings together Defence, government, industry leaders, major contractors, Territory businesses and innovators to build connections and explore opportunities shaping Australia's defence capability.

In 2027, DefenceNT invites organisations to take a leading role through partnerships that combine industry engagement, hospitality and creative brand exposure.

Connect with decision makers, demonstrate your commitment to the North and help deliver experiences that bring the defence community together.

It's an opportunity to be part of the conversations, connections and opportunities shaping the future of Defence in the North.



Reach the right audience
Engage with Defence, government, primes, industry associations and Territory businesses.



Strenghten your presence
Show your commitment to the Territory and Australia's defence capability.



Build industry relationships
Meet potential customers, collaborators and delivery partners.



Showcase your contribution
Support industry development, innovation, investment and collaboration.



Make your brand memorable
Bring your brand to life through hospitality, netwokring and interactive experiences



See the results
Recieve a post event summary of benefits delivered, attendance, available metrics and photos.

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Our signature events

Three opportunities to connect with the defence community.



Friends of the Territory

Tuesday 20 April - Invitation only reception

Senior Defence representatives, government decision makers, defence primes and industry executives meet over canapés and drinks to build relationships and explore opportunities in the North.

150
attendees



Defence on Deck

Thursday 22 April - Sunset networking cruise

A sunset cruise on Darwin Harbour gives Defence, government and industry guests a relaxed setting to meet new contacts and strenghten existing partnerships.

220
attendees

NT Defence Week 2026 in numbers

2400
Total registrations

51%
interstate or international

200+
Organisations represented

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Friends of the Territory

Event Partner	**$15,000**
Networking partner	**$2,000**

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Friends of the Territory

An exclusive, invitation only VIP networking event connecting senior Defence, government and industry leaders.

Join senior Defence representatives, government decision makers, defence primes and industry executives for an evening of canapés, drinks and conversation.

For partners, the reception offers prominent brand recognition and opportunities to build relationships with an influential audience, strengthening connections and exploring Defence and investment opportunities in the North.

Event Partner - $15,000

Exclusive

- Exclusive recognition as the Friends of the Territory Event Partner
- Event promoted as 'Friends of the Territory in partnership with <*organisation*>
- Prominent logo placement across event marketing, registration pages, and invitations
- Opportunity to supply branding for display on lectern
- Opportunity for a representative to deliver a welcome address (3-5 minutes)
- Opportunity to supply a banner for display in a prominent location
- Opportunity to supply branded materials or gifts for attendees
- Up to 10 invitations to the event
- Recognition as Event Partner in DefenceNT's post event wrap up, social media and newsletter

Networking Sponsor - $2,000

- Recognition as a Friends of the Territory Networking Partner
- Up to two invitations to the event
- Verbal acknowledgment alongside other networking partners during the event
- Recognition in a collective sponsor acknowledgment post on DefenceNT's social media

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Defence On Deck

Event Partner	**$12,000**
Hospitality Sponsor	$5,000
Onboard Sponsor	$2,000

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Defence On Deck

A relaxed setting for industry connections and creative, memorable brand exposure.

Set sail for one of the highlights of NT Defence Week!

Defence on Deck brings Defence, government and industry together for a sunset networking cruise on Darwin Harbour.

Guests can strengthen partnerships, make new connections and enjoy a Top End sunset in the Northern Territory - Australia's frontline for national defence.

From the boarding experience to onboard hospitality, partners bring their brand to life and create memorable moments throughout the cruise.

Event Partner - $12,000

Exclusive

- Exclusive recognition as the Defence on Deck Event Partner
- Event promoted as 'Defence on Deck, in partnership with <*organisation*>
- Prominent logo placement across event communication and available onboard signage
- Logo recognition on the DefenceNT website
- Up to 10 complimentary cruise tickets
- Verbal acknowledgment as Event Partner during the cruise
- Opportunity for a representative to deliver a welcome message, subject to program approval
- Opportunity to supply branding for display at the boarding area and in agreed onboard locations
- Opportunity to supply branded materials or gifts for attendees
- Access to approved professional event photography
- Recognition as Event Partner in DefenceNT event related promotion, including post event wrap up, social media and newsletter

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Hospitality Sponsor - $5,000

- Exclusive recognition as the Defence on Deck Hospitality Partner
- Opportunity to name the cruise's welcome drink, in consultation with the operator
- Opportunity to supply a banner for display on board, where permitted
- Logo placement in relevant pre-event communications and on the event registration page
- Four complimentary cruise tickets
- Verbal acknowledgement as Hospitality Partner
- Recognition in a collective sponsor acknowledgement post on DefenceNT's social media and newsletter

Onboard Sponsor - $2,000

- Recognition as a Defence on Deck Onboard Partner
- Two complimentary cruise tickets
- Logo displayed on the event registration page
- Opportunity to supply branded materials or gifts for attendees
- Verbal acknowledgment alongside other Onboard Partners during the event
- Recognition in a collective sponsor acknowledgement post on DefenceNT's social media and newsletter

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In-kind and tailored partnerships

Have something different in mind? Let's explore it.

We welcome contributions that enhance NT Defence Week and showcase local capability, through products, services, equipment, hospitality or experiences.



Capability in action

Displays and demonstrations at events throughout the week.



On the harbour

Vessel or aviation demonstrations alongside Defence on Deck.



Delegate experiences

Services, equipment or hospitality that makes the week memorable.

Recognition and benefits will be agreed based on the value and suitability of your contribution. Demonstrations will be subject to relevant approvals and event arrangements.

DefenceNT will work with you to shape a partnership or tailored package that meets your objectives and adds value to NT Defence Week.

Let's discuss your partnership

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Sponsor-supplied branding, banners, promotional videos, materials and gifts are provided at the sponsor's expense. Content, placement and distribution are subject to DefenceNT and venue or operator approval. Speaking opportunities and award presentations will be coordinated with the event program and relevant organisers. Ticket discounts and complimentary allocations are subject to agreed arrangements and event capacity.

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