



SPONSORSHIP PROSPECTUS

Darwin Pride Festival, Darwin

20 – 23 June 2024

We welcome your sponsorship

Dear Valued Sponsor

On behalf of Top End Pride (NT) Inc. (Top End Pride), we take pleasure in inviting your support for the Darwin Pride Festival, in Darwin, 2024.

The Top End Pride Committee (the Committee) look forward to hosting the Darwin Pride Festival in the Darwin CBD from 20 -23rd June 2024. We aim to provide a fruitful event for all Territorians living in Darwin, the Northern Territory (NT), Interstate and overseas visitors, particularly our LGBTQIA+ community members. Darwin Pride 2023 was financially and logistically the biggest Pride Festival in Darwin in terms of number of inclusive events and attendance across all events. Darwin Pride 2023 attracted over 3000 people to celebrate "Embrace Difference, Somewhere Different". Top End Pride believes that we have an opportunity to embrace our unique people, culture and environment whilst celebrating our diverse community in the NT.

This prospectus outlines the sponsorship available at the events. Please take some time to review the packages and contact us if any further clarification is needed.

We look forward to welcoming you as a valued Sponsor for Darwin Pride 2024.

On behalf of Top End Pride Committee,

Dr Sean Taylor
Chair, Top End Pride

Dr David Toro Tole
Deputy Chair, Top End Pride

Email: secretary@topendpride.com.au

About Top End Pride

In 1985, a group of passionate Darwinites came together to create the very first Darwin Pride Festival – promoting diversity, equality and celebrating LGBTQIA+ communities. These brave individuals shined the spotlight on issues that needed to change and celebrated what already made us shine. Over three decades on, we're continuing what they began.

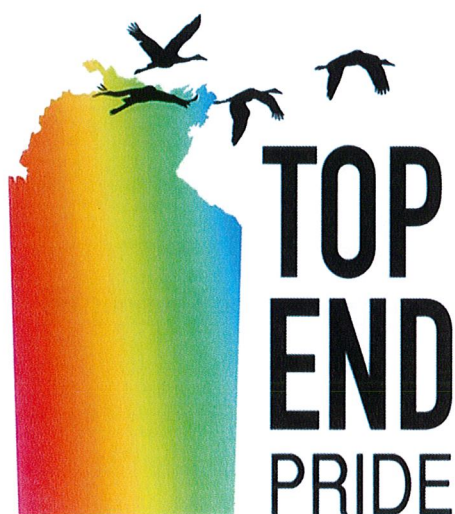
In 2019, Darwin Pride became an incorporated association for the purposes of:

- To program and facilitate events throughout the year which meet the needs of the LGBTQIA+ community liaise with government, community groups and members of the public to understand and meet the needs of the LGBTQIA+ community and the broader community as appropriate.
- Fundraise and utilise available grants to provide the above services.
- Donate to causes and events which we believe supports the ethos, objects and purposes of the Association.
- Top End Pride is run by volunteers who are passionate about equality, and diversity. We meet on a regular basis to plan and coordinate events and to work closely with local Government bodies to ensure we have our voices heard for future generations.
- It is our mission to continue to raise awareness within our community and campaign for freedoms that will allow our people to live their lives on a genuinely equal footing.

Darwin Pride (NT) Inc. rebrand to Top End Pride (NT) Inc.

At the 2020 Annual General Meeting, the members of Darwin Pride (NT) Incorporated discussed and agreed to rename and rebrand the organisation to Top End Pride (NT) Incorporated. The new logo was launched in 2021.

The Committee chose this design for the following reasons:



- The first notable piece of the art-work is the outline of the Northern Territory as it identifies us being from this great land.
- The colours of Pride are diverse and we decided to include such colours which also represent our spectacular sunsets seen here in the Northern Territory.
- As the Brolga can often be seen in the stunning parks of Northern Territory, we decided to have this great crane as a feature of our logo.

About Darwin Pride Darwin 2024

The theme for Darwin Pride Festival 2024 **“Celebrating the Differences that Connect Us”**.

It is anticipated that more than 4000 community members across Darwin, the NT, interstate and overseas will attend Darwin Pride 2024, largely from LGBTQIA+ Community and allies with an increasing number of people attending from interstate. We aim to attract local Territorians and interstate performers from diverse backgrounds to promote LGBTQIA+ Pride across the Territory encouraging diverse communities especially our First Nations sister girls and brother boys to participate, support and attend Pride events across the 4 days of celebration.

The festival will be held between 20th – 23rd June 2024 and will offer a variety of free and ticketed events showcasing local and interstate performers, designed to prove accessibility and inclusivity to all members of our community. We aim to host the below events to name a few but not limited:

- Music Festival
- Family Day
- Forums (LGBTQIA+ issues)
- Sporting events
- Social activities
- Wellness programs
- Pride March
- Cabaret
- Sunset Networking
- Gala Dinner
- Dance Party
- Bottomless Brunch
- Pool Party



About the Venue

Darwin Pride 2024 will be held throughout the Darwin CBD, incorporating local businesses, parks and theatres.

Sponsorship Entitlements

Standard entitlements include:

Acknowledgement in all media and publications including:

- Program App (company logo, contact information and description)
- Top End Pride Festival website (company logo, with hyperlink to sponsor's home page)
- Company Banner (company to provide) at sponsored events
- Tickets to the sponsored event (if relevant)

Category	Platinum	Gold	Silver	Bronze
AU\$	\$60,000	\$40,000	\$20,000	\$10,000
Program App				
Name, logo, contact details	✓	✓	✓	✓
Company profile	300 words	200 words	100 words	50 words
Banner on app	Banner on App (artwork supplied by sponsor)	Logo on banner	Logo on banner	Logo on banner
Website				
Logo with hyperlink on the Top End Pride website to your nominated website	✓	✓	✓	✓
Signage				
Corporate standing banner (maximum 2m high x 1m wide) displayed at venue (provided by sponsor)	✓	✓	✓	✓

Sponsorship Opportunities

Platinum Sponsor AU\$60,000

- Nominated as a Platinum Sponsor with prominent logo on the Program App and Top End Pride Program Website
- Company name, logo and contact details in the Program App
- 300 word company profile in the Program App and Top End Pride Website
- Banner on app (artwork supplied by the sponsor)
- Corporate banner to display your company at the venue (2m high x 1m wide), provided by sponsor

Gold Sponsor AU\$40,000.00

- Nominated as a Gold Sponsor with prominent logo on the Program App and Top End Pride Festival Website
- Company name, logo and contact details in the Program App
- 200 word company profile in the Program App and Top End Pride website
- Company logo displayed on Gold Sponsor banner on the App
- Corporate banner to display your company at the venue (2m high x 1m wide), provided by sponsor

Silver Sponsor AU\$20,000.00

- Acknowledgement as a Silver Sponsor on the Program App and Top End Pride website
- Company name, logo and contact details in the Program App
- 100-word company profile in the Program App and Top End Pride website
- Company logo included in Silver Sponsor banner on the Program App
- Corporate banner to display your company at the venue (2m high x 1m wide), provided by sponsor

Bronze Sponsor AU\$10,000.00

- Acknowledgement as a Bronze Sponsor on the Program App and Top End Pride website
- Company name, logo and contact details in the Program App
- 50 word company profile in the Program App and Top End Pride website
- Company logo included in Silver Sponsor banner on the Program App
- Corporate banner to display your company at the venue (2m high x 1m wide), provided by sponsor

We invite your support

Thank you for taking the time to consider the possibilities Darwin Pride 2024 has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship Form. If we can assist with further information, or discussing other opportunities, please contact a member from the Committee.

We hope that you find value in the opportunities that are available in Darwin and we look forward to welcoming you to Darwin Pride 2024.

Application for Sponsorship - Darwin Pride 2024

Please complete the form below and email to secretary@topendpride.com.au. If you wish to pay by credit card we will send you a secure link for payment. The Committee accepts Visa and MasterCard payments. A credit card surcharge fee of 2.2% surcharge fee payable for any credit card transaction.

Applications are subject to approval from the Committee. We reserve the right to decline your application on the grounds of profession or ethical differences.

We, _____ (Company Name), apply for sponsorship in accordance with the terms and conditions set out in the prospectus.

Signed: _____

Date: _____

Please forward this form by email to: secretary@topendpride.com.au

Company Details

Company: _____

Postal Address: _____

Email: _____

Telephone: _____ Mobile _____

Contact Person: _____

Sponsorship Requirements

Platinum	<input type="checkbox"/>	AU\$
Gold	<input type="checkbox"/>	AU\$
Silver	<input type="checkbox"/>	AU\$
Bronze	<input type="checkbox"/>	AU\$



Woolworths – Proud sponsors of Darwin Pride 2022 and 2023



www.topendpride.com.au

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