

# APPLYING FOR SPONSORSHIP



SKYCITY Darwin is committed to assisting local and regional organisations in their fundraising efforts through sponsorship. SKYCITY Darwin's aim for sponsoring events is to assist local organisations fundraising efforts through donations of prizes, while upholding SKYCITY's core belief of providing 'Fun and Entertainment'.

SKYCITY Darwin is committed to the responsible promotion of liquor and gaming. We will not knowingly engage a sponsorship if it's deemed to negatively impact on persons under the age of 18 years or any person who is excluded under the relevant provisions of the NT Liquor and Gaming Legislation.

## Steps for your Application.

Please send your written application to the SKYCITY Sponsorships Committee **no less than 3 weeks prior to your event**. Proposals received in a shorter time frame may not be considered. All proposals must be sent in writing by email, fax or post and must include contact details of event organiser (name, address, phone, email, fax and relevant websites).

All proposals should include the information following:

- Name of organisation
- Profit or non-profit
- Event name
- Brief description of event
- Number of years event has been running
- Event dates and times
- Event location and whether it is indoor/outdoor
- Target audience and age
- Anticipated number of attendees
- For charities – expected or aim of funds to be reached – after running costs
- Marketing and advertising plans for event
- Timelines and deadlines for event advertising
- Prior involvement from SKYCITY Darwin
- List of other sponsors involved
- Benefits for SKYCITY Darwin if they are to sponsor
- What is being asked of SKYCITY i.e. voucher donation

This criteria is not a questionnaire – it is a guide to help you with your sponsorship application. Completing these criteria does not guarantee sponsorship from SKYCITY Darwin. SKYCITY Darwin will contact you if additional information is required regarding the event.

Should your organisation wish to pursue cash donations, SKYCITY Darwin has a 'Charity Box'. All money raised during this time through patron cash donations is given directly to the nominated Charity. Charity Box recipients must be not for profit and benefit the community as a whole. Charity must advise specific details on what money will be spent on/or where.

All applications are to be sent to:

**Att: Sponsorship Committee**  
**SKYCITY Darwin**  
**GPO Box 9846, DARWIN NT 0801**  
**Fax: 08 8943 8834**  
**Email: [sponsorship@skycitydarwin.com.au](mailto:sponsorship@skycitydarwin.com.au)**