

## **SPONSORSHIP INFORMATION**



# ***DARWIN BOAT & OUTDOOR SHOW***

**DARWIN CONVENTION CENTRE**

**1-2 SEPTEMBER 2012**

Thank you for your interest in sponsoring the Darwin Boat & Outdoor Show. There are many opportunities ranging from major sponsorship of the event itself, to various sponsorships both within the event and the pre-promotions, to minor sponsorships associated with the programs and activities. These sponsorships may be cash or in-kind, or include reciprocal arrangements, and each is approached individually so that not only are they effective for the event and the sponsor, but also so that sponsors may maximize their benefits.

### ***Our Philosophy***

The Darwin Boat & Outdoor Show is owned and managed by the Boating Industry Association of NT Inc.(BIANT), a not for profit industry member organisation that campaigns for, and actively represents the interests of all Territorians for better boating.

The Event has a simple philosophy and that is to increase awareness and opportunities for involvement in safe, responsible outdoor adventure pursuits in the Northern Territory, and in particular, those associated with recreational boating and fishing.

### ***About the Show***

The Darwin Boat & Outdoor Show has been the showcase for the marine industry in NT for around 15 years and host to an array of exciting features and exhibits ranging from boats and marine accessories to camping and outdoor leisure gear. Due to increasing demand, in 2011 the Darwin Boat Show successfully opened its focus on the NT boating lifestyle to a broader approach to promoting the unique top end outdoor adventure lifestyle resulting in a new title and greater growth for the event.

Word has spread, and consequently there have been numerous enquiries from national manufacturers and local retailers of products and services relating to the top end outdoor adventure lifestyle, regarding exhibiting or being involved with the 2012 event. This indicates that the 2012 show will have an even greater representation of activities and products and hence will attract a greater visitor attendance.

Since relocating to the Darwin Convention Centre, the Show was for the fourth year running heralded as one of the most successful boat shows on the national circuit. Bucking the national trend, visitor attendance increased again in 2011, although marginally, with ticket sales up by around 2%, and sales were considered sound across the board with some exhibitors of small carry home items literally selling out.

Anticipated new aspects of outdoor pursuits in 2012 will be trail and dirt bikes and mountain bicycles supported by demo teams in regular displays, and also a sound representation of 4WD vehicles. In line with visitor feedback there will be more camping & adventure accessories, and the anticipation of more fishing gear.

The 2012 slogan: *'make the move.....outdoors!'*

The 'locals' love their boating and their boat show, so the event has consistently attracted an attendance of around 10,000. We anticipate that riding on the success of 2011 and with an even broader outdoor adventure exhibitor line up in 2012 following the trend for families seeking affordable outdoor adventure experiences closer to home, the show will attract around 12,000.

To make the visitor experience extra special, the 2012 Show will be jam packed with special features and activities for all ages, offering a range of exciting opportunities for sponsors to get involved and to maximize their exposure.

Darwin's size and population has fluctuated over the past two years following a significant increase in the previous five years, but with recent announcements around industry the population will again see a significant increase and this ensures that economy will continue to grow.

Darwin offers an enviable outdoor lifestyle and tropical climate and this anticipated influx of new residents over the next few years will create an ever increasing new population that is keen to join this great top end boating and outdoor lifestyle, so sponsors will continue to have many opportunities to promote their branding, messages, products and services to fresh markets annually.

In addition, the Darwin Boat & Outdoor Show promotions are far reaching both within the Territory and nationally, spanning local and regional television, print media, radio, the internet, web-links, and also actively within corporate and local community networks including clubs, associations and charity organisations, so sponsors will enjoy broad exposure and many opportunities for branding and promotion and to build advantageous connections.

With the event timed on the cusp of the tourist season when Darwin's weather is at its best, the location at the world class Darwin Convention Centre on the sheltered harbor waterfront central to the stunning new Darwin Waterfront, presents a perfect venue for the Show offering air-conditioned comfort for visitors, high tech services for exhibitors, extensive outdoor areas overlooking Darwin Harbor, and the capacity for on-water displays to add a further vital dimension to the event, and this offers sponsors various opportunities for exposure and for presentations where appropriate.

The 2012 Show will also incorporate corporate and industry functions, including the Official Opening and main exhibitor function, and these events will be attended by exhibitors, members and Corporate and Government guests, together with representatives from other States' BIAs and major marine and leisure companies and organisations, and offering excellent networking opportunities for sponsors and corporates.

### *About Sponsorship*

To ensure maximum presence and benefits, the BIA NT is keen to secure arrangements with our sponsors for 2012 as soon as possible and to discuss value-add opportunities to best ensure a successful partnership so we seek your timely consideration of this prospectus and we look forward to discussing prospective sponsorship details and opportunities.

The BIA NT is committed to ensure that sponsorship arrangements are not only of great benefit to both parties, but that they also add an extra dimension to the visitor experience which in turn results in a vibrant atmosphere to best present and promote sponsors and their products/services.

We will work with our sponsors to ensure that they receive the correct level of exposure and opportunities to ensure that their messages are delivered effectively. Our promotions commence primarily around exhibitors around March with the release of exhibitor information, and build across the corporate sector to focus on the public forum as time progresses towards the event.

Our dynamic approach to sponsorship presents sponsors with the opportunity to reach a broad-base of the NT community, and also to also reach the boating, fishing and outdoor adventure fraternities nationally. In addition there are opportunities to directly engage with these people at, and in association with the event, and for other value add opportunities to maximize their investment.

### *Sponsorship Could Incorporate The Following Aspects:*

- Presentation of messages on the event website and across web-links – the website incorporates and utilizes a wide social network and is deliberately designed to be simple to access and to use so that it encourages visitation. – This presence can commence from as early as March 2012.
- Sponsor Website link on the event website - plus messages can be forwarded via our extensive links to clubs, associations and community organisations and other appropriate links.

- Opportunity for sponsors to include messages and links etc on pre-event communications sent out to industry members, exhibitors, clubs and associations and other relevant organisations.
- Sponsors Logo, slogan/message, and website displayed on event television advertising.
- Sponsors Logo on all official documentation and in print advertising.
- Naming rights to specific programs, activities or items such as the Stage which is located centrally within the event and incorporates presentations and forums around fishing, boating, 4WD etc. or the cooking stage which is located in a central position outdoors.
- A display site at the event located for maximum effectiveness.
- Opportunity for advertising and/or articles in event features within the print media and official program.
- Opportunity to address the audience at:
  - The Official event function to be staged at the Darwin Trailer Boat Club, Friday 31 August.
  - The Official Opening of the event – 10.30am on Saturday 1 September
  - Forums or DVD presentations etc. on the presentation stage.
- Logo on exhibitor ID name tags which must be worn at all times throughout the event.
- Other promotional opportunities that may be of value or assistance.
- Value add opportunities offered as they arise.

### *Value of Sponsorships:*

We strive to offer sponsors the opportunity to enjoy high exposure and benefits in return for their investment and most importantly, to assist with maximizing the effectiveness of delivery of messages.

We believe that the Darwin Boat & Outdoor Show offers the advantage of a broad but focused audience both in the lead up and attendance at the only dedicated boating and outdoor show in the Top End, and this offers great value to sponsors seeking to engage with our market.

In putting together sponsorship proposals we take into consideration:

- The value of website and media exposure and timing;
- Our contacts and relations;
- The value of participation in promotions and advertising;
- The value of potential direct exposure to a focused audience;
- The value of an on-site display should that option be appropriate;
- The value of kudos and synergy created via the sponsorship
- The exclusiveness of the sponsorship and the value associated with the opportunity for on-going relations

### *Sponsorships with naming rights:*

There are a number of sponsorships with naming rights incorporated within the event, some offer on-going opportunities and others may be specifically created as a one-off – these include the event stages including the outdoor cooking stage, the two entry points, the family discovery trail, various aspects of the activity program . Please contact the event manager to discuss availability, or to introduce your own idea.

## *Our Pledge to our Sponsors:*

The BIAANT works hard to ensure that sponsorship arrangements not only offer excellent value and benefits to our sponsors, but that their contribution to the event is invested to assist the presentation and promotion of the event and of safe, responsible boating and outdoor adventure pursuits, so that we ensure an excellent visitor and exhibitor experience and hence ultimately benefit all in turn.

Our sponsorship opportunities not only offer sound benefits and excellent value, but we strive to ensure that the opportunities associated with sponsorship will succeed in attaining the primary objective of both sponsors and the event.

We look forward to your enquiry around sponsorship associated with the 2012 Darwin Boat & Outdoor Show.

*Contact for sponsorship enquiries:*

**Gill van Hagen,  
Event Manager,  
Darwin Boat & Outdoor Show,**

**Telephone: 0427 508 075.  
Email: [gill@darwinboatshow.com](mailto:gill@darwinboatshow.com)**

**Darwin Office: Unit 2/6 Steele Street, Winnellie. NT  
Postal: PO Box 37756, Winnellie NT**

*Proceeds from the Darwin Boat & Outdoor Show support the work of the Boating Industry Association of NT, a not-for-profit organization that campaigns for, and actively represents the interests of all Territorians for better boating.*

## **GENERAL INFORMATION:**

**OWNERSHIP:** The Darwin Boat Show is owned and managed by the Boating Industry Association of the Northern Territory Incorporated (BIAANT). The event has been established for over 14 years, and has been staged at the Darwin Convention Centre since 2008.

**BIAANT:** The BIAANT is the primary organization representing the recreational boating industry in the Northern Territory and comprised of members of the marine industry in Northern Territory and Associates, and managed by an elected Committee of Management who also oversee management of the event.

**President:** Byron Hazell

**EVENT MANAGEMENT:** The Darwin boat show is managed by Gill van Hagen who has around 15 years of experience managing boat shows nationally including previously the Adelaide Boat Show, the Perth International Boat Show, and regional events in SA and WA, and since 2008 – the Darwin boat show. Gill is a highly respected boat show manager and has established excellent relations across the board with industry members ranging from manufacturers to retailers, media, and the boating community, and with industries and organisations related to the marine industry. The Darwin event is also host to key NT based boating, fishing and outdoor adventure clubs and associations.

Gill manages a small team to present the event assisted by Kay Goon, who is the contract finance officer for the BIAANT, and who is well qualified and experienced in her role.

## **SPONSORS 2012:**

Key regular sponsors listed below for the 2012 event are currently in the process of agreement renewal:

- NT Government – DLP Marine Safety (long term annual sponsor)
- Nautilus Marine Insurance Brokers (year 4 of sponsorship)
- Coopers Brewery (year 2 of sponsorship)

Other regular sponsors include a range of manufacturers that contribute in-kind to the event such as GME, Navico and Darwin Fish Market.

## **Media Partners:**

- Southern Cross Television (Channel 7 Darwin / 7 Two / 7 Mate / regional network)
- NT News
- Suns Local Newspapers – Darwin, Palmerston & Litchfield
- Mix FM / Hot 100 & Top Country Radio
- NT Fish & Boat Monthly publication
- Alex Julius Fishing Media (AJFM)