



Defence Teaming Centre

Connecting • Developing • Advocating

EVENT SPONSORSHIP



20

23

PROSPECTUS

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Defence Teaming Centre

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ABOUT US

Based in Adelaide, South Australia, the Defence Teaming Centre is a not-for-profit membership based industry association that invests 100% of its earnings into maturing the Australian defence industry sector through member services, education, events, networking and advocacy.

We are a small team focused on bringing Defence Primes, SMEs, academia and professional service providers together to collaborate for defence market opportunities through a comprehensive calendar of events and development programs. We provide ongoing guidance and support to enable our members to navigate the evolving Defence landscape to win work in the defence sector.

As a leading industry association (and the largest defence industry association in South Australia), our mission is to grow and scale Australia's defence industry sector. To support this mission, our advocacy and industry development programs promote long term sectoral stability, improved market diversity, reduced supply chain risks, cost reduction in tendering and increased investment in R&D.

Our informed advocacy brings Australia's defence industry and stakeholders together to improve and grow industrial outcomes for Defence and defence industry. Our focus is the development of a policy landscape that supports a sustainable and cost-effective defence industry.



WHY SPONSOR A DTC EVENT?



Our sponsorship packages are competitive and provide you the opportunity to promote your brand to key government and Defence officials and companies working within the defence sector. Additionally, your brand exposure extends well beyond the event and is featured in follow up communications with event attendees.

By sponsoring a DTC event, you are supporting a not-for-profit defence industry association which supports you. Our events provide the necessary funding needed to support our advocacy activities through the year.

In 2022 we engaged with the Federal Government on a number of key issues, including AIC, contracting periods and security clearances. With a number of announcements expected in 2023 following the Defence Strategic Review and the AUKUS announcement we envisage being even busier at the DTC from an advocacy perspective.

BD AFTER FIVE ADELAIDE AND INTERSTATE

EVENT DATES: ENQUIRE FOR DATES



EVENT OVERVIEW

The Defence Teaming Centre's well-attended BD After Five events are an opportunity for the defence industry community to network in a relaxed and casual environment. Sponsoring a BD After Five is an effective way of increasing your brand awareness within the defence sector at an affordable price.

EXCLUSIVE EVENT SUPPORTER COST

\$3,500 per event ex GST. *(Price valid until 30 June 2023.)*

BENEFITS INCLUDE:

- 4 x complimentary tickets
- Logo featured on all promotional material for the event (e-newsletter, DTC website, event advertising and booking page, and social media) with a link to your website
- Opportunity to display a company banner at event
- Social media promotion via LinkedIn
- Opportunity to deliver a brief address to the audience (3-5 mins)
- Verbal acknowledgment of sponsorship in DTC's address at the event
- A list of registered attendees will be provided prior to the event
- Acknowledgement of sponsorship in pre and post event emails with link to your website

ADDITIONAL ADD ON (ADELAIDE ONLY):

- Industry brief (to occur prior to the BD After Five) - \$1,000 ex GST. Turn to page 8 for more details.

DEFENCE LEADERS BREAKFAST

EVENT DATES: ENQUIRE FOR DATES



EVENT OVERVIEW

The Defence Teaming Centre's well-received Defence Leaders Breakfast provides companies working within the Defence sector the opportunity to meet and engage with senior members from Defence, defence primes and the broader defence community. Each event is centered around a current topic or program which is impacting defence industry and features special guest speakers who are experts in the field, including government and senior Defence officials. Attracting between 150-200 people from around Australia the Defence Leaders Breakfast is a prime opportunity for you to boost your brand equity, engage with potential customers and increase awareness of what your company does.

EVENT SUPPORTER

\$4,000 per event ex GST. Maximum of 4 sponsors per event. *(This price is valid until 30 June 2023.)*

BENEFITS INCLUDE;

- 2 x complimentary general tickets
- 1 x complimentary VIP ticket
- Logo featured on all promotional material for the event (e-newsletter, the DTC website, event advertising and booking page, and social media) with a link to your website
- Opportunity to display a company banner at the event on stage
- Social media promotion via LinkedIn (pre and post event)
- Verbal and visual acknowledgment of sponsorship in DTC's address at the event
- A list of registered attendees will be provided prior to the event
- Acknowledgment as a sponsor in the pre and post event emails with link to your website

EXECUTIVE ROUNDTABLE

EVENT DATES: ENQUIRE FOR DATES



EVENT OVERVIEW

The Defence Teaming Centre holds exclusive Executive Roundtable luncheon's throughout the year to engage with key defence industry leaders. The intent of these luncheons is to seek advice and objective feedback on current issues that are, or have the ability, to have a negative impact on industry. With the aim to produce a set of outcomes and initiatives for Defence to consider.

The DTC works closely with the exclusive sponsor of the event to ensure the topic and questions discussed at the luncheon are relevant and will provide important data that will help grow and scale Australia's defence industry. Each roundtable can accommodate a maximum of 15 attendees.

EVENT SUPPORTER

\$5,000 per event ex GST. *(This price is valid until 30 June 2023.)*

BENEFITS INCLUDE;

- 2 x complimentary tickets to attend
- Event can be hosted at your premises, or alternative venue at DTC's discretion
- Logo featured on the invitations and on the events booking page with link to your website
- Social media promotion via LinkedIn post event
- Opportunity to display a company banner
- Opportunity to deliver a brief address to the guests (5 mins)
- Verbal acknowledgment of sponsorship in DTC's address at the event
- A list of registered attendees will be provided prior to the event
- Acknowledgement of sponsorship in pre and post event emails with a link to your company website
- Report on roundtable discussion provided post event

INFORMATION SESSION - IN-PERSON OR ONLINE

EVENT DATES: ENQUIRE FOR DATES

EVENT OVERVIEW

Each year the Defence Teaming Centre hosts a number of information sessions for DTC members. These sessions provide information and updates on topics relevant to industry. DTC members have the opportunity to collaborate with the DTC and host their own information session, either in-person or online, on a topic that is of value to defence industry.

EVENT SUPPORTER

\$1,500 per event ex GST. *(For DTC members only)*

IN-PERSON BENEFITS INCLUDE;

- 1 to 1.5 hour presentation on a topic approved by DTC
- Use of the Lot Fourteen Lecture Theatre, which can accommodate up to 130 people
- DTC events team to organise all the logistics of the event
- Ability to directly reach over 5,000 people who work in Defence / defence industry
- Logo featured on all promotional material for the event (e-newsletter, DTC website, event advertising and booking page, and social media) with link back to company website
- Opportunity to display a company banner at event
- Social media promotion via LinkedIn
- Verbal acknowledgment of sponsorship in DTC's address at the event
- Logo to feature in PowerPoint as event sponsor and presenter
- A list of registered attendees will be provided prior to the event
- Acknowledgement of sponsorship in pre and post event emails with link to your website

ONLINE BENEFITS INCLUDE;

- 1 to 1.5 hour presentation on a topic approved by DTC
- Online session to be recorded and housed on the DTC website, with link back to your website
- DTC events team to organise all the logistics of the event
- Ability to directly reach over 5,000 people who work in Defence / defence industry
- Logo featured on all promotional material for the event (e-newsletter, DTC website, event advertising and booking page, and social media) with link back to company website
- Social media promotion via LinkedIn
- Verbal acknowledgment of sponsorship in DTC's address at the event
- Logo to feature in PowerPoint as event sponsor and presenter
- A list of registered attendees will be provided prior to the event
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FOR INQUIRIES, CONTACT US.



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*Defence Teaming Centre is not an agent or part of, nor affiliated with, the Australian Government
or the Department of Defence*