



Defence Teaming Centre

Connecting • Developing • Advocating

*Defence Teaming Centre
Defence Industry Dinner &
Awards Ceremony*

2024 Sponsorship Prospectus

The premier defence industry annual gala for South Australia attracts over 600 guests from more than 200 companies across Australia.

Liz Gadzhanova | Head of Events and Promotions
events@dtc.org.au | (08) 7320 1000 | www.dtc.org.au

TABLE OF CONTENTS

- 3 About us
- 3 Why sponsor?
- 4 Principal Sponsorship
- 4 Speaker Sponsorship
- 5 Award Sponsorship
- 5 Major Sponsorship
- 6 Welcome Reception
- 6 SME Partner
- 7 Sponsorship packages overview



ABOUT US

Based in Adelaide, South Australia, the Defence Teaming Centre is 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.

As a leading industry association we provide guidance and support to enable industry to navigate the evolving Defence landscape to win work in the defence sector. We do this by providing tailored services to mature defence businesses across Air, Land, Sea, Space and Cyber.

Our mission is to grow and scale Australia's defence industry sector. To support this mission, our advocacy and industry development programs cultivate 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 sector.



WHY SPONSOR

The Defence Teaming Centre's annual Defence Industry Dinner & Awards Ceremony is the major networking event celebrating achievements within the defence industry.

Key reasons to get involved:

- Opportunity to align your brand with a premier defence industry event
- Up to ten months brand exposure to Australia's defence industry sector, pre and post event
- Have your commitment to the defence sector seen by 600 plus attendees who represent more than 200 companies working in Australia's defence industry



SPONSORSHIP PACKAGES

PRINCIPAL SPONSOR

(one only) \$20,000 ex GST

Print, online and media promotion:

- Marketing and promotional material to read at DTC Annual Defence Industry Dinner & Award Ceremony 2024, proudly sponsored by "insert name of principal sponsor here"
- Company logo to appear on all dinner promotional collateral, including advertising; invite flyer; e-newsletter; event program and online registration page
- Opportunity to feature company profile/advertorial on DTC's social media (to be supplied)
- Prominent acknowledgment of Principal Sponsorship on DTC website, with link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 1 x table of 10 in priority position, with additional table branding
- 2 x additional seats on a VIP table
- Logo to be featured on the event media walls, on stage and in the main hall
- A representative from your company will have the opportunity to address guests during the evening (5-minutes)
- Opportunity to display product/equipment (subject to approval with venue)
- Opportunity to play a 2-minute promotional video during the evening
- Full page advert in the event program (to be supplied)
- Acknowledgment of sponsorship on the visual screen display and by the event MC during the evening
- Company logo to be featured in event program
- Additional tickets may be purchased at the reduced DTC member rate, and will be placed in a priority position

SPEAKER SPONSOR

(one only) \$18,000 ex GST

Print, online and media promotion:

- Acknowledgment as the Speaker Sponsor of the DTC Defence Industry Dinner and Awards Ceremony
- Company logo to appear on dinner promotional collateral, including: invite flyer; e-newsletter; dinner program and online registration page
- Opportunity to feature 1,200 word advertorial, with 2 images, in September 2024 edition of the Defence Business magazine (to be supplied)
- Prominent acknowledgment of Speaker Sponsorship on DTC website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 1 x table of 10 in priority position, with additional table branding
- 1 x additional seat on a VIP table
- Opportunity to have the keynote speaker sit at your table
- Logo to be featured on the event media walls, on stage and in the main hall
- Opportunity to play a 2-minute promotional video during the evening
- Opportunity to introduce the keynote speaker (2-minutes)
- Acknowledgment of sponsorship on the visual screen display and by the event MC during the evening
- Company logo to be featured in event program
- Additional tickets may be purchased at the reduced DTC member rate, and will be placed in a priority position

SPONSORSHIP PACKAGES

Only 2 Remaining

AWARD SPONSORS

(three only) \$14,000 ex GST

Print, online and media promotion:

- Company logo to appear on dinner promotional collateral, including: invite flyer; e-newsletter; dinner program and online registration page
- Acknowledgement of Award Sponsorship on DTC website, with link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 1 x table of 10 – in priority position, with additional table branding
- Opportunity to play a 90 second promotional video during the evening
- Acknowledgment of sponsorship on visual screen display and by the event MC during the evening
- Company logo to be featured in event program
- Additional tickets may be purchased at the reduced DTC member rate, and will be placed in a priority position

The Award:

- Company logo to feature on the trophy of the sponsored award
- Company logo to feature in the Award Finalist video, to be played at the dinner and uploaded for use after the event on the DTC website
- A representative from your company will have the opportunity to introduce the sponsored award and present the award to the category winner
- Company logo to be watermarked on winners photo(s).

4 Remaining

MAJOR SPONSORS

(five only) \$10,000 ex GST

Print, online and media promotion:

- Company logo to appear on dinner promotional collateral, including: invite flyer; e-newsletter; dinner program and online registration page
- Opportunity to feature company profile/advertorial on DTC's social media (to be supplied)
- Prominent acknowledgement of Major Sponsorship on DTC website, with link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 1x table of 10 in priority position, with additional table branding
- Opportunity to play a 1-minute promotional video during dinner proceedings (video to be played once, while entrée, main or dessert is served)
- Opportunity to feature a brief company description (no more than 70-words) and logo in the event program
- Acknowledgment on the visual screen display and by event MC during the evening
- Company logo featured in event program
- Additional tickets may be purchased at the reduced DTC member rate, and will be placed in a priority position

SPONSORSHIP PACKAGES

WELCOME RECEPTION SPONSOR

(one only) \$8,000 ex GST

Print, online and media promotion:

- Company logo to appear on dinner promotional collateral, including: invite flyer; e-newsletter; dinner program and online registration page
- Acknowledgement of Welcome Reception Sponsorship on DTC website, with link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 4 x complimentary tickets, to be placed in a priority position
- Acknowledgment on the visual screen display and by event MC during the evening
- Company logo featured in event program
- Additional tickets may be purchased at the reduced DTC member rate, and will be placed in a priority position

At the Welcome Reception:

- The pre-dinner function will occur in a room adjacent to the dinner for 45mins
- Exclusive rights to display your company banner (maximum 3 banners) in the Welcome Reception area of the venue
- Opportunity to display product or equipment in the Welcome Reception area of the venue

only 1 Left!

SME PARTNER

(four only) \$3,800 ex GST

Print, online and media promotion:

- Company logo to appear on dinner promotional collateral, including: invite flyer; e-newsletter; dinner program and online registration page
- Opportunity to feature a quarter page advert in the September 2024 Defence Business magazine (to be supplied)
- Acknowledgement of SME Partner Sponsorship on DTC website, with link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 3 x complimentary tickets, to be placed in a priority position
- Acknowledgment on the visual screen display and by event MC during the evening
- Company logo featured in event program
- Additional tickets may be purchased at the reduced DTC member rate, and will be placed in a priority position

SPONSORSHIP PACKAGE OVERVIEW

	Principal	Speaker	Award	Major	Reception	SME Partner
Seats at VIP table	2	1	-	-	-	-
Branded table of 10	1	1	1	1	-	-
General tickets	-	-	-	-	4	3
Additional tickets purchased at member rate	✓	✓	✓	✓	✓	✓

Print, online & media promotion

Recognition in marketing and promotional material as "Defence Industry Dinner & Awards Ceremony proudly sponsored by (insert company name here)	✓	-	-	-	-	-
*LinkedIn post	✓	-	-	✓	-	-
*Advertorial to appear in Defence Business magazine, September 2024 edition	-	✓	-	-	-	-
Company logo watermarked on sponsored award winner photo(s)	-	-	✓	-	-	-
*Quarter page advert in Defence Business magazine, September 2024 edition	-	-	-	-	-	✓
Company logo to appear on dinner promotional collateral, including invite flyer; e-newsletter; event program and online registration	✓	✓	✓	✓	✓	✓
Acknowledgment of sponsorship on the DTC website, with link to company website	✓	✓	✓	✓	✓	✓

*Content to be supplied by sponsor

SPONSORSHIP PACKAGE OVERVIEW

	Principal	Speaker	Award	Major	Reception	SME Partner
Social media promotion on LinkedIn, with direct link to company LinkedIn page	✓	✓	✓	✓	✓	✓
At the dinner						
Company logo featured on media wall	✓	✓	-	-	-	-
Full page advert in event program	✓	-	-	-	-	-
Opportunity to display product / equipment	✓	-	-	-	-	-
Address audience during event	✓	-	-	-	-	-
Introduce keynote speaker	-	✓	-	-	-	-
Introduce sponsored award category and announce category winner	-	-	✓	-	-	-
Opportunity to seat keynote speaker on your table	-	✓	-	-	-	-
Company logo to be featured on sponsored award trophy and on sponsored award finalists video	-	-	✓	-	-	-
Promotional video to be played during the evening	✓	✓	✓	✓	-	-
Brief company description and logo featured in event program	-	-	-	✓	-	-
Company logo featured in event program	✓	✓	✓	✓	✓	✓

SPONSORSHIP PACKAGE OVERVIEW

	Principal	Speaker	Award	Major	Reception	SME Partner
Acknowledgment of sponsorship on visual screens and by MC throughout the evening	✓	✓	✓	✓	✓	✓
At the Welcome Reception						
Opportunity to display your company banner	-	-	-	-	✓	-
Opportunity to display product or equipment	-	-	-	-	✓	-



Defence Teaming Centre
Connecting • Developing • Advocating

**FOR INQUIRIES,
CONTACT US.**



www.dtc.org.au



events@dtc.org.au



(08) 7320 1000