



DTC DEFENCE INDUSTRY DINNER & AWARDS CEREMONY



SPONSORSHIP
PROSPECTUS



Defence Teaming Centre
Connecting • Developing • Advocating

The premier defence industry annual gala for South Australia attracts over 700 guests from more than 200 companies across Australia.



Defence Teaming Centre
Connecting • Developing • Advocating

Shining a spotlight on Australia's defence industry's achievements.

We invite you to consider Sponsorship for the DTC Defence Industry Dinner and Awards Ceremony 2025, being held on **Friday, 5th of December**.

Each year, the Defence Teaming Centre (DTC) celebrates the outstanding achievements of its members in the Australian Defence industry. The DTC Awards honour organisations that have made significant contributions to the growth and development of Australia's defence sector while maintaining excellence in ethical practices, service, and commitment.

Position your brand at the forefront of Australia's defence industry as a Sponsor. As South Australia's premier defence industry gala, the 2024 event attracted 700 guests from more than 200 companies nationwide.

This prestigious event unites Defence Primes, SMEs, academia, and industry leaders to celebrate innovation and excellence while fostering valuable connections, creating a major networking event.

Key reasons to get involved:

- Align your brand with a premier defence industry event .
- Brand exposure during our event marketing campaign, targeted to Australia's defence industry sector, including pre and post event.
- Have your commitment to the defence sector seen by **700 attendees** who represent more than **200 companies** working in Australia's defence industry.

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.

The DTC team looks forward to working with you to deliver all the benefits of your sponsorship.

You will be supporting this truly meaningful event, that the DTC works hard to deliver. We look forward to celebrating and rewarding the incredible work that our industry and its people bring to defence, as we come together to honour those inspiring innovation, collaboration, transformation, and supporting veterans.



Defence Teaming Centre
Connecting • Developing • Advocating

Shining a spotlight on Australia's defence industry's achievements... and your brand!

Marketing Mix



Brand exposure to 700 Defence Industry Guests at the event



Brand exposure to 8,500+ DTC LinkedIn Followers (Up by x 950 since 2024)



Brand exposure to 200+ Defence Companies at the event



Brand exposure to 2,500 DTC Newsletter Subscribers



Sponsorship packages to suit a range of budgets

Sponsorship Package Snap Shot



Principal Partner | Premiere. Promote. Be the headline **SOLD**
Principal Branding Rights



Keynote Partner | Shape ideas. Introduce influence
Branding rights on all Keynote Speaker marcomms and more.



Award Partner | Recognise excellence. Build legacy.
Branding rights across selected Award Category marcomms and more. *Only 2 Left*



Reception Partner | First impressions, lasting brand **SOLD**
Branding rights on all Welcome Reception marcomms and more.



Major Partner | Major value. Strategic reach.
Branding across digital and printed marcomms, additional publicity, complimentary tickets *Only 2 Left*



SME Partner | Build presence. Grow visibility.
Branding across digital marcomms, additional publicity, complimentary event tickets **SOLD**



Defence Teaming Centre
Connecting • Developing • Advocating

"Align your brand with thought leadership, influence the conversation, and shine at the heart of the evening".

KEYNOTE PARTNER

Shape ideas. Introduce influence.

Keynote Partner | Branding rights on all Keynote Speaker marcomms and more.

As a Keynote sponsor, you will attend the VIP Pre-event Drinks, you'll receive a premium 1,200-word editorial with two images in an edition of Defence Business Magazine, along with a dedicated feature on DTC's LinkedIn showcasing your company profile and website link. Your logo, and your website link, will also be featured on the event landing pages of the DTC website. You'll enjoy a two-minute podium opportunity to introduce your company and the keynote speaker, who can also be seated at your table for the evening. Your brand will be prominently displayed with logo placement on the stage and main hall Media Wall, a 30-second promotional video during the event. Professional photography with the keynote speaker, and a VIP seat at the head table.

Key Features of the Keynote Partnership

- Attend the VIP Pre-event Drinks
- Opportunity to feature 1,200 word editorial, with 2 images, in an edition of the DTC Defence Business Magazine.
- Podium opportunity - Introduce your company (2 min) and the keynote speaker
- Opportunity to have the keynote speaker sit at your table
- Professional photography with the Speaker and your guests.
- Logo featured on the Media Wall (placed on stage, & main hall)
- Opportunity to play a 30 sec promotional video during the evening
- 1 x Ticket at the VIP table
- LinkedIn feature: company profile/advertorial on DTC's social media with website link
- Professional Photography
- Sponsor Icon for company use

Digital Promotion

Social Media

- Company Profile/Advertorial Post DTC LinkedIn page 8,500 followers (up 950 since 2025)
- Your company LinkedIn page tagged in regular event promotion posts via the DTC LinkedIn page

e-Newsletters

- Logo featured in the DTC Awards Event e-Newsletter (2.5k+ Subscribers)
- 1 x 75 word company blurb, and link to website (2.5k+ Subscribers)

Website and Landing Pages

- Logo & Link to your website featured on the DTC Awards landing webpage
- Logo featured on the DTC Awards nomination webpage

- Your logo featured on DTC Award Event Ticketing Site (Humanitix)

Dinner Specific Benefits

- Podium opportunity - Introduce keynote speaker
- Opportunity to have the keynote speaker sit at your table
- Professional photography with the Speaker and your guests.
- Logo featured on the Media Wall (placed on stage, & main hall)
- 1 x Ticket at the VIP table
- Table of Ten Included, placed in a priority position
- Branded Table Sign
- Discounted Ticket/s at member rates
- Acknowledgment by the Master of Ceremonies

Dinner / Event Program Guide

- Logo featured in the Event Program

Screen time at the event

- 30 second video/ad (played once)
- Logo featured on the Sponsor Category Slide (Slides roll throughout the event)

Post Event Promotion

- LinkedIn page tagged in the DTC LinkedIn Award Winner Announcement
- Logo Featured on the DTC Awards Wrap-Up page 2025
- Company tagged in the DTC Awards 'Thank You' LinkedIn Post
- Your logo featured in the post-event wrap up EDM e-Newsletter

Price \$18,500 exc GST
1 package available



Keynote Speaker 2025
Dr Dan Pronk



"Your brand. Their moment. A shared legacy".

AWARD PARTNER

Recognise excellence. Build legacy.

Award Partner | Branding rights across selected Award Category marcomms and more.

As an exclusive Award Award Category Sponsor, your company will have the prestigious opportunity to present/introduce the award category. Your logo, and your website link, will also be featured on the event landing pages of the DTC website. You'll be professionally photographed with the award recipient(s). Your company logo will be prominently featured on the award trophy itself and watermarked on all official winner photos related to your sponsored category, ensuring lasting brand visibility.

Key Features of the Award Sponsorship

- 1 x Exclusive Award Category Sponsor
- Present the Award Category
- Professional Photography with the Award Winner/s
- Logo featured on the Award Trophy
- Company logo watermarked on sponsored award winner photo(s)
- Sponsor Icon for company use

Digital Promotion

Social Media

- Your company Logo included, and LinkedIn page tagged in the DTC LinkedIn your Award Category Finalists announcement
- Your company LinkedIn page tagged in the DTC LinkedIn Award Winner Announcement
- Your company LinkedIn page tagged in regular event promotion posts via the DTC LinkedIn page 8,500 followers (up 950 since 2024) Followers)

e-Newsletters

- Logo featured in the DTC Awards Event e-Newsletter (2.5k+ Subscribers)
- 1 x 75 word company blurb, and link to website (2.5k+ Subscribers)

Websites and Landing Pages

- Logo & Link to your website featured on the DTC Awards landing webpage

- Logo featured on the DTC Awards nomination webpage 2025
- Logo Featured on the DTC Awards Wrap-Up webpage 2025
- Your logo featured on DTC Award Event Ticketing Site (Humanitix)

Dinner-specific benefits:

- Table of Ten Included, placed in a priority position
- Branded Table Sign
- Discounted Ticket/s at member rates
- Acknowledgment by the Master of Ceremonies

Dinner / Event Program Guide

- Logo featured in the Event Program

Screen time at the event

- Logo featured on the Award Finalist's Video
- Logo featured on the Sponsor Category Slide (Slides roll throughout the event)

Post Event Promotion

- Your company Logo included, and LinkedIn page tagged in the DTC LinkedIn Award Category Winner announcement
- Logo Featured on the DTC Awards Wrap-Up webpage 2025
- Company tagged in the DTC Awards 'Thank You' LinkedIn Post
- Logo featured in the post-event wrap up EDM e-Newsletter

SOLD **Innovation Award Sponsorship** | The Innovation Award recognises members who have designed an innovative product or service which offers a point of difference from their competitors.

Collaboration Award Sponsorship | This Award is awarded to DTC members who have collaborated with other DTC members and/or organisations to address a gap in the capacity or capability of the Defence sector.



SME Transformation and Change Award | This Award recognises a small to medium business that has led meaningful change to strengthen its contribution to the defence sector.

Price \$14,250 exc GST ea

- Innovation Award **SOLD**
- Collaboration Award
- SME Transformation & Change Award

The DTC welcomes back **The University of Adelaide** as our Innovation Award Sponsor. Thank you for your support.

"Major partner.
Major value.
Maximum visibility".

MAJOR PARTNER

Major value. Strategic reach.

Major Partner | Branding across digital and printed marcomms, and additional publicity

As a Major Partner, you will receive a half-page advertisement in the DTC Defence Business Magazine and an option to play a 15-second silent video during the evening. To enhance your digital presence, your logo, and your website link, will be featured on the event landing pages of the DTC website, a 75-word company post with images or video will be featured on DTC's LinkedIn page (8,500+ followers). Additionally, your logo will be included in every DTC Awards Event e-newsletter, reaching over 2,500 subscribers.

Key Features of the of the Major Partnership

- Half Page Ad in the DTC Defence Business Magazine
- 15 second silent video (captions optional) played during the evenings looped presentations
- 1 x 75wrd company post with images or video (supplied by you) featured on the DTC LinkedIn page 8,500 followers (up 950 since 2024)
- Logo featured in the DTC Awards Event e-Newsletter (2.5k+ Subscribers)
- Sponsor Icon for company use

Digital Promotion

Social Media

- 1 x 75wrd company post with images or video (supplied by you) featured on the DTC LinkedIn page 8,500 followers (up 950 since 2024)
- Your company LinkedIn page tagged in the DTC LinkedIn Finalists Announcement
- Your company LinkedIn page tagged in regular event promotion posts via the DTC LinkedIn page

e-Newsletters

- Logo featured in the DTC Awards Event e-Newsletter (2.5k+ Subscribers)

Websites and Landing Pages

- Logo & Link to your website featured on the DTC Awards landing webpage
- Logo featured on the DTC Awards nomination webpage 2025
- Logo Featured on the DTC Awards Wrap-Up page 2025
- Logo featured on DTC Award Event Ticketing Site (Humanitix)

Dinner-specific benefits:

- Table of Ten Included, placed in a priority position
- Branded Table Sign
- Discounted Ticket/s at member rates
- Acknowledgment by the Master of Ceremonies (MC)

Dinner / Event Program Guide

- Logo featured in the Event Program
- 75 wrd company blurb featured in the Event Program

Screen time at the event

- 15 second silent video (captions optional) played during the evening
- Logo featured on the Sponsor Category Slide

Post Event Promotion

- Your company LinkedIn page tagged in the DTC LinkedIn Award Winner announcement
- Your company logo featured on the DTC Awards Wrap-Up Webpage 2025
- Your logo featured in the post-event wrap up EDM e-Newsletter

Price \$10,150 exc GST
5 packages available

Only 2 packages remaining.

The DTC are delighted to welcome back **Adelaide Film Works** as our in-kind Major Sponsor. Thank your for your support.

"Step into the spotlight
build your brand and
make meaningful
connections".

SME PARTNER

Build presence. Grow visibility.

SME Partner | Branding across digital marcomms, additional publicity, complimentary event tickets

Exclusive to SMEs, the SME Partnership offers valuable exposure to key stakeholders within the defence community through DTC's marketing channels and brand presence at the event. Your company logo will appear in all Awards Event e-newsletters, with a special opportunity to include a 75-word company blurb, and your logo will be featured on the event landing pages of the DTC website. At the event, your logo will appear on screen, ensuring strong visual presence. As an SME Partner, you will also receive a quarter-page advertisement in the DTC Defence Business Magazine, a sponsor icon for your own promotional use, three complimentary tickets, and access to additional discounted tickets at member rates.

Key Features of the SME Partnership

- Quarter Page Ad in the DTC Defence Business Magazine
- Sponsor Icon for company use
- 3 x Complimentary Tickets
- Discounted Ticket/s at member rates

Digital Promotion

Social Media

- Your company LinkedIn page tagged in regular event promotion posts via the DTC LinkedIn page 8,500 followers (up 950 since 2024)
- Your company LinkedIn page tagged in the DTC LinkedIn Finalists Announcement

e-Newsletters

- Logo featured in the DTC Awards Event e-Newsletter (2.5k+ Subscribers)
- 1 x 75 wrd company blurb, and link to website (2.5k+ Subscribers)

Websites and Landing Pages

- Logo & Link to your website featured on the DTC Awards landing webpage
- Logo featured on the DTC Awards nomination webpage 2025
- Logo Featured on the DTC Awards Wrap-Up page 2025
- Logo featured on DTC Award Event Ticketing Site (Humanitix)

Dinner-specific benefits:

- Complimentary tickets x 3
- Discounted Ticket/s at member rates
- Acknowledgment by the Master of Ceremonies (MC)

Dinner / Event Program Guide

- Logo featured in the Event Program

Screen time at the event

- Logo featured on the Sponsor Category Slide (Slides roll throughout the event)

Post Event Promotion

- Your company LinkedIn page tagged in the DTC LinkedIn Award Winner Announcement
- Company tagged in the DTC Awards Wrap-Up page 2025
- Company tagged in the DTC Awards 'Thank You' LinkedIn Post
- Logo in the post-event wrap up EDM e-Newsletter



SPONSORSHIP COMMITMENT FORM

DTC DEFENCE INDUSTRY DINNER & AWARDS CEREMONY 2025

Selected Sponsorship package	
Company name	
Your Full Name	
Your Contact Email	
Your Position Title	
Accounts dept email address	

The following payment terms apply:

- 1. Cancellation Policy:** Sponsorships are non-refundable. In the event of cancellation by the sponsor, no payments will be reimbursed.
- 2. Branding & Promotional Rights:** Sponsors will receive the branding and promotional benefits outlined in their selected package.
- 3. Force Majeure:** If the event is postponed or cancelled due to circumstances beyond DTC's control (e.g., government restrictions, natural disasters), sponsorship commitments will be deferred to the rescheduled event or an alternative arrangement will be discussed.



events@dtc.org.au



(08) 7320 1000



www.dtc.org.au

By returning this commitment form, you acknowledge the terms and conditions outlined in the Sponsorship Prospectus.



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