



SPONSORSHIP PROSPECTUS

5-6 OCTOBER 2024
DARWIN SHOWGROUNDS





EVENT SUMMARY



Get ready for the ultimate weekend of food, fun and music at the Territory Bar-BQ Festival on October 5 and 6, 2024!

Hosted by One Mile Brewing Company, this sizzling celebration will feature the first-ever sanctioned Australian Barbecue Alliance (ABA) event in the Northern Territory with pitmasters battling it out for the title of BBQ Champion.

Attendees will indulge in a variety of food and beverage stalls, including craft beers and spirits from One Mile Brewery, as they groove along to non-stop live music performances by local and interstate DJs and bands. The family-friendly event will also feature a dedicated Kids Zone for the little ones!

The event will also feature Darwin's largest Oktoberfest, where Foskey Pavilion will be transformed into a grand Oktoberfest hall. Come dressed in your best outfits.

Spiderbait, the iconic Aussie rock band, will headline on Saturday, supported by an incredible lineup of additional acts!



As the first-ever sanctioned Australian Barbecue Alliance (ABA) event in the Northern Territory, the weekend is guaranteed to be a **smokin' good time**.

One Mile Brewery is committed to building a reputation behind fresh, easy drinking, locally made products designed for the Darwin climate and brimming with flavour



ABOUT ONE MILE BREWERY AND DISTILLERY



One Mile Brewery and Distillery is the pioneer of craft brewing in the Northern Territory, successfully 'turning water into beer' since 2012.

"we are passionate about locally crafted beverages, BBQ and music.."

Known for their commitment to quality and community engagement, One Mile has hosted countless successful events at their brewery in Winnellie and have sponsored many more in and around Darwin.

Local owners Stuart Brown and Bardy Bayram are big time fans of locally crafted beverages, BBQ and music and can't wait to share the Territory Bar-BQ Festival with the community.



WHEN AND WHERE

Location:

Darwin Showgrounds

Dates:

Saturday 5 and Sunday 6 October 2024

Times:

10am to 11pm (Saturday)
and 11am to 6pm (Sunday)



WHO ARE WE EXPECTING TO ATTEND?

- 10,000 attendees expected to attend over the weekend
- Majority of attendees would be locals from Darwin and surrounds, with some interstate and overseas visitors expected as true BBQ enthusiasts
- This will be a licensed family friendly event, so we expect a broad audience to attend – couples, large groups of friends and families



BENEFITS OF SPONSORSHIP

- Increases brand awareness
- Generates leads for your business
- Establishes goodwill with the community as a supporter of Territory events
- Delivers cost effective advertising and promotion with broad reach

IN-KIND (NON-CASH) SPONSORSHIP

We welcome in-kind sponsorship support in the form of travel vouchers, flights, accommodation, and other items required for the festival and associated activities.

Recognition will be provided to the value of non-cash sponsorship and outlined in a custom agreement. If you are interested in being a non-cash sponsor, please contact the Festival team to discuss a customised package.














































































SPONSORSHIP SUPPORT

Sponsors will be provided with a dedicated contact within our team to ensure their objectives are being met.

A post-event report will detail outcomes from the event, including attendance numbers, analytics from our social pages and other measures.

SPONSORSHIP LEVELS

	NAMING RIGHTS				EVENT SPONSORS		
	PitMaster (Strategic Partnerships) \$50,000	Stage Sponsor \$30,000	Workshops and Oktoberfest \$10,000	Kids Zone Sponsor \$5,000	Low and Slow \$7,500	Grill Legend \$5,000	Firestarter \$2,500
Full naming rights to the festival, the event to be branded as "The Territory Bar-BQ Festival brought to you by (your business)"							
Stage branded as "The (your business) Stage"							
Kids Zone branded as "The (your business) Kids Zone"							
Logo placement on stage branding							
Access to Sponsors Area with exclusive bar for four adults							
Opportunity to present awards at the event							
Your business name mentioned in all press releases and media coverage							
Acknowledgement by MC throughout the event							
Your business name mentioned in radio advertising							
Media opportunities - interviews with radio/tv as available							
Opportunity to promote your business in one EDM to registered attendees pre-event, and one post-event							
Logo placement on all marketing materials including pro-motional posters, digital and print advertising and social media							
Logo placement on key signage throughout the festival grounds							
Your business name mentioned on all online listings created to advertise the event							
Logo placement on all EDMs sent to registered attendees							
Logo placement on the Territory Bar-BQ Festival website with a link to your website							
Promotion of your business on Territory Bar-BQ Festival social media pages & event pages							



TERRITORY BAR*BBQ FESTIVAL



BARDY One Mile Brewing Company | 0429 782 870 | admin@onemilebrewery.com.au
KELLY Kellaborate | 0402 420 734 | kelly@kellaborate.com.au

SPONSORSHIP BOOKING FORM



Business Name

ABN

Contact Person

Contact name

Contact position

Phone number

Mobile

Email address

Invoice Contact

Contact name

Contact position

Phone number

Email address

Postal address

PO / Reference number

SPONSORSHIP LEVEL

PitMaster (Strategic Partnerships)

Stage Sponsor

Workshops and Oktoberfest Sponsor

Kids Zone Sponsor

Low and Slow Sponsor

Grill Legend Sponsor

Firestarter Sponsor

In-Kind support, value/description:

Any other information:

I have attached a copy of my high resolution logo for marketing purposes

Signed:

Date:

