



2024 NT WRITERS FESTIVAL SPONSORSHIP PACKAGE

30 MAY – 2 JUNE 2024

ABOUT US



The NT Writers Festival is more than a literary event — it's a conversation between hopes, histories, communities and the environment.

Started in 1999, the NT Writers Festival alternates each year between Garrmalang/ Darwin and Mparntwe/Alice Springs, giving visiting audiences and artists a true taste of the Northern Territory. Staged in unique outdoor settings, the NT Writers Festival is where big city conversations — with best-selling authors — happen with small town compassion and intimacy.

"YOU FLY HOME WONDERING WHAT ON EARTH YOU WERE JUST PART OF AND YOU LOOK OUT THE WINDOW WHIMSICALLY AND THE SAME WORD COMES TO YOU THAT YOU WERE WHISPERING THROUGHOUT THE WHOLE WILD NT WRITERS FESTIVAL DAYDREAM.

MAGIC. PURE BLOODY MAGIC."

- BEST-SELLING AUTHOR TRENT DALTON



WHAT MAKES US UNIQUE



But... what is a writers festival? Great question. There are a number of writers festivals across Australia. The NT Writers Festival is a four-day program of events, all of which are open to the general public. Our events are primarily structured around a main festival hub held in an iconic outdoor location (Olive Pink Botanic Garden in Mparntwe and George Brown Darwin Botanic Garden in Garrmalang), with satellite events at nearby locations. Some of our events are ticketed, others are free to attend.



Each NT Writers Festival is a celebration of writers and readers. We host a beautiful mishmash of live performances, workshops, author conversations, and family-friendly kids programming. Events like our storytelling walking tours offer audiences unforgettable immersive experiences. Our online programs connect us with readers across Australia. Each year we program outstanding local NT talent, alongside new and relevant Australian and South-East Asian voices.



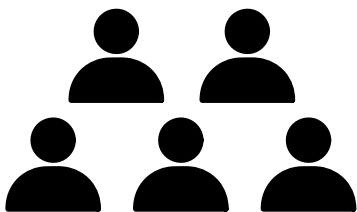
Unlike larger events, the NT Writers Festival has the flexibility to focus on creating unique encounters. Attending our festival, you might see a bestselling author on a conversation panel with a local, emerging journalist — or you might hear *Baa Baa Black Sheep* sung in Australian Kriol, a language spoken by only 30,000 worldwide. It's this surprising collision between cultures and languages, all while sitting in the tropics or in the desert, which makes the NT Writers Festival *magic*.





Voices from Australia and Asia

While we program writers from around the globe, we *focus* on remote and regional Australian voices and South East Asian voices, reflecting our unique geographic position.



2500+ Attendees a Year

Our 2023 Festival saw 2,750 people attend the event on beautiful Arrernte Country. Interstate attendance is growing, with 25% of attendees from interstate in 2022.

Run by 3.2 FTE Staff

The NT Writers Festival is programmed through community consultation, including a Festival Advisory Committee with First Nations representation. It is produced by a small-but-agile team of dedicated arts workers. We're responsive and work to make sure the festival is *respectful of the past and relevant to today*.



Aboriginal and Torres Strait Islanders

At least 30% of our festival artists are Aboriginal or Torres Strait Islanders, with some festivals featuring over 50% of artists who identify as First Nations. Storytellers from remote communities are platformed and often perform in language.



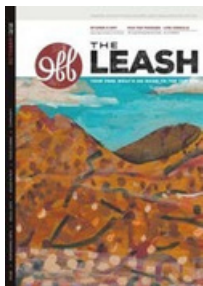
LGBTQI-Friendly

Authors and artists from LGBTQI communities are integral to our festival and woven into the fabric of our events.



120,000+ NT-WIDE REACH ACROSS RADIO

Sponsoring the NT Writers Festival could expose your brand, business, or organization to NT-wide radio audiences through our partnerships with ABC Radio Darwin, ABC Radio Alice Springs, as well as local commercial and community radio stations



30,000+ REACH THROUGH PRINT MEDIA AND MARKETING

Sponsoring the NT Writers Festival could expose your brand, business, or organization to upwards of 30,000 through our annual print media and marketing materials, including our festival program, poster, and our placement in NT print media



6000+ REACH ACROSS DIGITAL AND SOCIAL MEDIA PLATFORMS

Sponsoring NTWF could expose your brand, business, or organization to our 6000+ followers across our social media platforms, including our website and ticketing platform. For major sponsors whose logos feature on digital ad campaigns, this figure jumps up to the **hundreds of thousands** as we advertise with major national arts organisations, such as Arts Hub or Australian Book Review.



2700+ REACH AT THE FESTIVAL SITE

Sponsoring NTWF could expose your brand, business, or organisation to nearly 3000 festival attendees. This is the most versatile and personal form of exposure we can offer, including verbal acknowledgement, signage placement, product placement — or the option for sponsors to give speeches at the festival opening or at specific events.



Our festival hires around 70-80 artists a year, in addition to front of house staff and technicians.

We program around 40 events over our four-day festival. On average about 25-30% of those events are free-to-attend.

Government grants and ticket sales only generate 60% of the total revenue we need to produce the NT Writers Festival. Cash sponsorships are integral to our work for NT audiences and storytellers.



AT ANY AMOUNT OR LEVEL
CASH SPONSORSHIP
IS AN IMPACTFUL AND ESSENTIAL WAY
TO PARTNER WITH THE NT WRITERS FESTIVAL



Cash sponsorship has a significant and immediate impact on our ability to program and support underrepresented artists. The costs of travelling artists from remote communities or interstate to the NT are very high, and our audiences have fewer opportunities to learn and be inspired by nationally significant writers. It is vital to give NT storytellers a national platform and to keep the NT connected.



IN-KIND SPONSORSHIP

In-kind sponsorships are a huge component of how the NT Writers Festival gets produced each year. The forms of in-kind sponsorship we look for include discounts or free use of the following:



VENUES – INDOORS OR OUTDOORS

Free or discounted use of space for our festival events is essential. Whether it's a bar, an outdoor event space, a museum, and everything in-between, we will recognize the venue sponsorships in line with the cash value of the discount. Sharing your venue with our festival is a great way to increase awareness and traffic to your space.



PRODUCTION EQUIPMENT

We look for sponsorship on items like marquees, chairs, microphones, other A/V equipment, lighting, staging, or anything else you can imagine a festival needing.

Arts workers from other organisations often attend our festival, so sponsoring our production equipment needs is a great way to increase your customer base within the arts sector.

Local councils, the NT Government, and federal funders are also made aware of our sponsors — so sponsoring our festival is a great way to increase awareness of your brand with our other major supporters.



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ADVERTISING AND MARKETING

Free or discounted advertising space in the lead up to the festival is pivotal, whether it's a banner on your website, signage in an airport, or airtime on your podcast, we recognize all marketing sponsors throughout the festival, providing mutually beneficial exposure for your brand or business.



PRINTING, SIGNAGE AND DISTRIBUTION

Discounted printing of our festival programs, posters and large signage elements, as well as distribution of our festival programs and posters, has a huge positive impact on our festival, while also generating significant business for your company.



BAR AND CATERING

Our festival always includes a pop-up bar and food options for festival attendees. Discounts and sponsorship on food, bar stock, or bar equipment will be recognised in our high-traffic festival hub. Have a food truck? Want to run our pop-up bar? We're interested in partnering with food and hospitality businesses.



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ACCOMMODATION

Our festival annually puts up about 20-25 intrastate, interstate, and international artists for the duration of the festival. Free or discounted overnight accommodation for our festival artists creates an opportunity for us to promote your hotel or accommodation to the 600 people who typically travel in from out-of-town to attend our festival.



FLIGHTS AND TRAVEL COSTS

Airlines, ferries and buses help us to come together. We work together with transport companies to leverage the business opportunities within the growing arts tourism sector. Partnerships with taxi or hire car companies assist our audiences and artists to get around once on the ground.



VOLUNTEER APPRECIATION

Our festival is produced with the support of incredible volunteers. NT Writers Festival volunteers work with diverse communities and in hot, outdoor conditions. We look for sponsorship for our volunteers in the form of gifts, gift cards, vouchers and catering from bookstores and other businesses.



Whether you are a cash or in-kind sponsor, you are important. We value forming mutually-beneficial partnerships.

NT Writers Festival will work with you to make sure that you see the benefits of your sponsorship.

Whether that means you want to:

- Give a speech at our Festival Opening or Program Launch
- Have us exclusively sell your products at our bar
- Place your logo on our wide-reaching print and online marketing materials
- Have your company's banners up at our festival site
- Screen an ad at the festival
- Have us run a writing competition which relates to your brand
- Or anything else you can think of!

We love creative partnerships, and we will always work to make sure you see benefits for working with us — let us know if you have an interesting idea for how our programming can benefit your brand.

We offer in-kind sponsors recognition in-line with the cash value of the item — for example we would treat a \$1000 printing discount just like a \$1000 in cash sponsorship.





SPONSOR RECOGNITION

We are happy to customize a sponsorship agreement to your needs. Sponsors can be recognised for cash or in-kind support ** in many ways, including:

	\$20,000+	\$15,000+	\$10,000+	\$5000+	\$1,500+	\$500+
GIVE A SPEECH AT FESTIVAL OPENING CEREMONY AND/OR PROGRAM LAUNCH	✓	✓				
PROMINENT VERBAL RECOGNITION AT FESTIVAL OPENING/PROGRAM LAUNCH	✓	✓	✓	✓		
DISPLAY YOUR BANNERS OR SIGNAGE AT FESTIVAL SITE *	✓	✓	✓	✓		
YOUR LOGO ON OUR FESTIVAL POSTER	✓	✓	✓			
YOUR LOGO ON OUR FESTIVAL WEBSITE, OUR MAIN TICKETING GATEWAY	✓	✓	✓	✓	✓	✓
OPTION TO SCREEN AD DURING BREAKS IN FESTIVAL PROGRAM	✓	✓				
HALF PAGE AD IN OUR FESTIVAL PROGRAM	✓					
LOGO AND VERBAL RECOGNITION ATTACHED TO SPECIFIC FESTIVAL EVENT	✓	✓	✓	✓	✓	✓
YOUR LOGO ON THE "THANKYOU" PAGE OF FESTIVAL PROGRAM	✓	✓	✓	✓	✓	✓
FREE TICKETS TO FESTIVAL EVENTS – INCREASES IN LINE WITH AMOUNT	✓	✓	✓	✓	✓	
FREE MEMBERSHIP TO NT WRITERS CENTRE FOR ONE YEAR	✓					

* Recognition is for cash or in-kind

** During the day/evening of specified sponsored events. Sponsors over \$25,000 can display banners for the entire duration of the festival



Document photo credits: Tim Nicol Photography, Paz Tassone, William Carroll, Nicholas Goldhurst and Anna Cadden.

THANK YOU FOR YOUR INTEREST IN PARTNERING WITH US.
THE NT WRITERS FESTIVAL IS RUN BY THE NT WRITERS' CENTRE, A CHARITY
AND A NON-PROFIT ORGANISATION.

TO BECOME A SPONSOR OF THE 2024 NT WRITERS FESTIVAL, PLEASE
CONTACT FESTIVAL@NTWRITERS.COM.AU

NTWRITERS.COM.AU