



Defence Teaming Centre

Connecting • Developing • Advocating



Be part of growing and scaling Australia's defence industry.

Defence Teaming Centre's
2024 Event Sponsorship Prospectus

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TABLE OF CONTENTS

1- About Us

1- Why sponsor a DTC event?

2- BD After Five

3- Defence Leaders Breakfast

4- Executive Roundtable

5- Information Session



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 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 platform for our members to connect with the wider defence sector community and supports our advocacy activities through the year.

In 2023 we hosted over 1,840 people at 30 + events around Australia, with 65% of DTC members who completed our annual member survey saying they saw an increase in business/collaboration opportunities by attending our events, or found employees to fill their Defence workforce shortage.

BD AFTER FIVE - ADELAIDE AND INTERSTATE

(one sponsor only per event) \$3,500 ex GST (price valid until 30 June 2024)

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.

This event is also a great way of providing industry with updates and technical information about Australia's defence sector - with each event featuring a guest speaker who will provide relevant information regarding hot topics at the time of the BD After Five.

The DTC hosts four BD After Five's in Adelaide (two in the CBD and two regional) and two BD After Five's interstate each year. Each BD After Five runs for 2 hours.

Sponsoring a BD After Five is an effective way of increasing your brand awareness within the defence sector at an affordable price.



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 and introduce speaker (2-3mins)
- Opportunity to play a 2-minute promotional video during the evening
- 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
- Event can be hosted at your premises or alternative venue at the DTC's discretion

DEFENCE LEADERS BREAKFAST - ADELAIDE ONLY

(four sponsors per event) \$4,500 ex GST (price valid until 30 June 2024)



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.

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 - ADELAIDE ONLY

(one sponsor only per event) \$5,000 ex GST (price valid until 30 June 2024)



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.

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

(one sponsor only per event) \$1,500 ex GST (price valid until 30 June 2024)



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.

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 hold up to 200 people
- DTC events team to organise all the logistics of the event
- Ability to directly reach over 5,000 people who work in the defence sector
- 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
- DTC events team to organise all the logistics of the event
- Ability to directly reach over 5,000 people who work in the defence sector
- 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
- Acknowledgement of sponsorship in pre and post event emails with link to your website



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**FOR INQUIRIES,
CONTACT US.**



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