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**BROLGA
AWARDS**
2024 NORTHERN TERRITORY
TOURISM AWARDS



About the Brolga Northern Territory Tourism Awards

The Brolga Northern Territory Tourism Awards recognise and celebrate the achievements of tourism and hospitality businesses and individuals that strive for excellence in every area of their operation. The awards program is open to tourism operators, industry suppliers and outstanding individuals. Winning a Brolga Award is the industry's highest accolade and the award recipients represent the best product and services in the Northern Territory tourism and hospitality industry.

There are 26 national business categories and 2 individual categories available to enter, which reflects the broad range of operators in the industry. Winners of the business categories at the Brolga Awards will represent the Northern Territory at the 2024 Australian Tourism Awards (ATA) to be held in Adelaide in March 2025.

The Brolga Awards have evolved into a prestigious and prominent event within the Northern Territory tourism industry calendar, attracting up to 400 people to the gala awards dinner.

Location

Alice Springs Convention Centre, Alice Springs

Date

Saturday 9 November 2024





Event impact



The Brolga Awards recognises and celebrates the outstanding achievements of the tourism and hospitality industry across the Northern Territory.

The Brolga Awards demonstrates Tourism NT's commitment to facilitating the sustainable growth of the tourism and hospitality industry in the Northern Territory by recognising and celebrating the outstanding achievements of tourism and hospitality businesses and employees across the Northern Territory.

The Brolga Awards gala dinner aims to showcase excellence across the tourism and hospitality industry as well as a broad range of Northern Territory talent, entertainers, local produce, beverages and suppliers highlighting the diversity and uniqueness of the Top End.

The Brolga Awards provides a pathway to national recognition at the ATA.

The winners of the business categories are automatically entered into the ATA as finalists in their respective business categories. Brolga Award winners have enjoyed success at the ATA over a number of years.



Audience



Nominations for the Brolga Awards are received from tourism and hospitality businesses, events and festival organisers and regional tourism organisations.

The Brolga Awards aims to engage with Territory individuals, suppliers and key stakeholders with the gala dinner providing an opportunity to recognise and celebrate the Territory's tourism and hospitality industry.

The night offers an opportunity to network with NT Government and local government representatives, Tourism NT Board members, regional tourism organisations, airline partners and industry colleagues.



Award categories



There are 26 business categories available for sponsorship. In addition, awards representing individuals will be presented.

Business categories

- Major Tourist Attractions
- Tourist Attractions
- Major Festivals and Events
- Festivals and Events
- Ecotourism
- Cultural Tourism
- Aboriginal and Torres Strait Islander Tourism Experience
- Tourism Retail, Hire and Services
- Visitor Information Services
- Business Event Venues
- Major Tour and Transport Operators
- Tour and Transport Operators
- Adventure Tourism
- Tourism Marketing and Campaigns
- Tourism Restaurants and Catering Services
- Tourism Wineries, Distilleries and Breweries
- Caravan and Holiday Parks
- Hosted Accommodation
- Unique Accommodation
- Self contained Accommodation
- 3 – 3.5 Star Accommodation
- 4 – 4.5 Star Deluxe Accommodation
- 5 Star Luxury Accommodation
- New Tourism Business
- Excellence in Food Tourism
- Excellence in Accessible Tourism

Winners of the business categories represent the Northern Territory at the ATA as finalists in their respective category.

More information about each category and criteria can be found [online](#).

2023 highlights



56

submissions



430

attendees at the
gala awards dinner
held at Darwin
Convention Centre



5

Australian
Tourism Awards

2023 ATA winners



Gold

Darwin Convention Centre
Business Event Venues

Katherine Outback Experience
Tourist Attractions



Bronze

Darwin Festival
Major Festivals and Events

Katherine Outback Experience
Excellence in Accessible Tourism

**NT Bird Specialists Birding and
Photographic Safaris**
Tour and Transport Operators



Opportunities to invest



Companies with a passion for supporting the local Territory tourism industry and a desire to recognise the outstanding achievements from across the industry are invited to be a part of the Brolga Awards as a sponsor, with a range of sponsorship packages available.

A list of benefits for each partnership level is detailed on the following pages. Tourism NT would be delighted to tailor individual bespoke packages to suit your business requirements.

To ensure maximum exposure for your organisation, sponsorship packages are limited in numbers.

Packages include:

- Gold \$8,000 (ex GST)
- Silver \$5,000 (ex GST)
- Bronze \$2,000 (ex GST)

Sponsor benefits



Sponsors are valuable partners who contribute to recognising the exceptional work being done by businesses and individuals in the Territory tourism industry.

As a sponsor your company will have the opportunity to be associated with this significant celebration of the Territory’s tourism industry while enabling you to engage with a range of stakeholders across all regions of the Territory. Your involvement will highlight your organisation’s commitment to rewarding business excellence and demonstrate your understanding of tourism’s contribution to the Territory economy.

Benefits include:

- Exposure of your company and product to the tourism industry.
- An opportunity to promote your brand, product and service.
- An opportunity to align your business with the best in the tourism industry.
- Networking opportunities with industry.

Marketing



A marketing campaign will run Territory-wide from July 2024 to March 2025.

The campaign is designed to draw attention to the Brolga Awards, encourage nominations, attract attendance to the gala awards dinner and celebrate Brolga Award winners. In line with the sponsorship benefits associated with each package, promotion of the event will include advertising across:

- social media
- newspaper
- television
- radio
- email marketing

Key dates



Nominations open	22 April 2024
Nominations close	14 August 2024
Submissions due	4 September 2024
Judging	September 2024
Gala awards dinner	9 November 2024
Australian Tourism Awards gala dinner in Adelaide, SA	21 March 2025

Sponsorship opportunities



Gold sponsor



Investment: \$8,000 (ex GST)
2 available

Sponsorship benefits

- 4 complimentary tickets to the gala awards dinner with prime seating
- Discount of 50% on up to 6 additional gala awards dinner tickets
- Invitation for 2 to attend the Tourism NT Chair's networking function on Friday 8 November 2024
- Acknowledgement as a category sponsor of 1 award category
- Opportunity to present the award for your sponsored category
- Short speaking opportunity or provision of 30 second company promotional video (subject to Tourism NT approval) to be shown before presenting your sponsored award
- Verbal acknowledgement by the master of ceremonies during the gala awards dinner
- Company logo included on the ticket booking site
- Company logo, 100 word bio and link included on Brolga Awards website
- Company logo included in official gala awards dinner program
- Brolga Awards branded tile for promotion on your company social media platforms to promote your support of the Brolga Awards
- Acknowledgement in social media promotion
- Post event report and debrief with the Brolga Awards team.



Silver sponsor



Investment: \$5,000 (ex GST)
4 available

Sponsorship benefits

- 2 complimentary tickets to the gala awards dinner
- Discount of 50% on up to 2 additional gala awards dinner tickets
- Acknowledgement as a category sponsor of 1 award category
- Opportunity to present the award for your sponsored category
- Verbal acknowledgement by the master of ceremonies during the gala awards dinner
- Company logo and link included on Brolga Awards website
- Company logo included in official gala awards dinner program
- Brolga Awards branded tile for promotion on your company social media platforms to promote your support of the Brolga Awards
- Social media acknowledgement by level of sponsorship
- Post event report and debrief with the Brolga Awards team.



Bronze sponsor



Investment: \$2,000 (ex GST)

Sponsorship benefits

- 2 complimentary tickets to the gala awards dinner
- Acknowledgement as a category sponsor of 1 award category
- Company logo and link included on Brolga Awards website
- Company logo included in official gala awards dinner program
- Brolga Awards branded tile for promotion on your company social media platforms to promote your support of the Brolga Awards
- Social media acknowledgement by level of sponsorship
- Post event report and debrief with the Brolga Awards team
- Verbal acknowledgement by the master of ceremonies during the gala awards dinner.

Additional opportunities



In addition to outlined sponsorship opportunities for the Brolga Awards, companies can sponsor particular components of the event, either through financial or in-kind contributions. The level of investment or in-kind support will determine the level of sponsorship and subsequent benefits offered.

Opportunities include, but are not limited to:

- NT produced food or beverage supply*
- Accommodation
- Master of ceremonies
- Entertainment
- Printed program
- Event activations
- Audio visual / event production supply

**Subject to venue guidelines.*



Sponsor benefits overview



Inclusions	Gold sponsor \$8,000*	Silver sponsor \$5,000*	Bronze sponsor \$2,000*
Complimentary tickets to awards	4	2	2
Discount of 50% on additional gala awards tickets	Up to 6 tickets	Up to 2 tickets	
Invitation to attend Tourism NT Chair's networking function	Up to 2 tickets		
Prime seating at awards	✓		
Short speaking opportunity or provision of 30 second company promotional video (subject to Tourism NT approval) to be shown before presenting the award	✓		
Company logo and 100 word bio + link included on website	✓		
Brolga Awards branded tile for promotion on your company social media platforms to promote your support of the Brolga Awards	✓	✓	✓
Acknowledgment as a category sponsor of 1 award category	✓	✓	✓
Opportunity to present award for your sponsored category	✓	✓	
Acknowledgment by MC at awards event	✓	✓	✓
Company logo and link included on website	✓	✓	✓
Company logo included in official awards event program	✓	✓	✓
Acknowledgment in social media promotion	✓	✓	✓
Post event report	✓	✓	✓

*Prices quoted are in Australian Dollars and are subject to 10% Goods and Services Tax (GST).

Contact details



To secure your sponsorship opportunity for the 2024 Brolga Northern Territory Tourism Awards, discuss a bespoke package or for more information contact:

Sponsorships Manager
Department of Industry, Tourism and Trade

P: 08 8999 7820

E: sponsorships.ditt@nt.gov.au

W: www.brolgaawards.com.au

Conditions of sponsorship



The benefits detailed in this proposal will apply upon execution of a sponsorship agreement. For cash sponsorships, Tourism NT will raise an invoice to the agreed amount and forward for payment. Upon receipt of payment, benefits will be applied.

The benefits detailed in this proposal apply to cash sponsorship only. Adjustments may apply to in-kind sponsorship and will be negotiated on an individual basis.

A dollar value will need to be applied to in-kind sponsorships for GST purposes.

Tourism NT does not generate profit as host of the gala awards dinner and ticket prices will be set and sold on a cost recovery basis.

Disclaimer



Subject to any terms by law which cannot be excluded, in no event shall the Northern Territory Government be liable for any losses or damages, including incidental or consequential damages, resulting from use of the published material. While care has been taken to ensure that the information contained is true and correct at the time of publication, changes in circumstances after the time of publication may impact on the accuracy of this information. The Northern Territory Government gives no warranty or assurance, and makes no representation as to the accuracy of any information or advice contained, or that it is suitable for your intended use.

