

Deadly CUP

Rugby League Carnival

SUNDAY 3 July
TRL Stadium, Darwin NT
NAIDOC WEEK 2022

SPONSORSHIP AND EXHIBITION
OPPORTUNITIES 2022

Brought to you by



in partnership with



and



Indigenous Allied Health Australia



Artwork

The Deadly artwork used in this publication was produced by Jason Lee, a renowned Larrakia artist. Jason created the eagle for the Deadly Vision Centre and it represents our aspirations for Community...to have Deadly vision.

Disclaimer

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Warning

Indigenous people should be aware that this publication may contain images and names of people who are deceased.

ABOUT DEADLY ENTERPRISES

Deadly Enterprises is an Indigenous Enterprise striving to improve the health and well-being of Indigenous Australians. Our aim is to close the gap in eye health outcomes for Indigenous people by providing access to culturally safe eye health and vision care services.

In November 2020 we established the Deadly Vision Centre in Darwin, where our *Deadly* model of eye care delivers culturally safe eye health and vision care services. We combine the clinical expertise of Optometrists and Ophthalmologists, with the cultural expertise, knowledge and unique skill set of Registered Aboriginal Health Practitioners.

The Deadly Vision Centre is critical to addressing the vision loss and blindness experienced by Indigenous people in our community allowing us to focus on the main causes – Uncorrected Refractive Error (the need for glasses), Cataract and Diabetic Retinopathy. If found early, these eye conditions are preventable or treatable however, as many as 1 in 3 Indigenous Adults have never had an eye examination.

In the Greater Darwin Region alone, we need to double the number of eye checks per year for our Indigenous population and more than 1,000 people could have their vision loss addressed simply by providing a pair of glasses. To tackle the vision loss and blindness caused by Cataract we need to triple the number of Cataract Surgeries performed on Indigenous people each year. Through the Deadly Vision Centre, we aim to deliver these services and provide access to the treatment needed to meet this shortfall in eye care.

Our *Deadly* Community Health Promotion Events, like the Deadly Cup Carnival, are a key strategy to raise awareness of the importance of regular eye checks to prevent vision loss. Our events are an opportunity to collaborate with like-minded organisations to maximise our collective reach and improve the health and well-being of our community.

ABOUT THE DEADLY CUP RUGBY LEAGUE CARNIVAL

The Deadly Cup Rugby League Carnival (Deadly Cup Carnival) has quickly become the biggest NAIDOC Week celebration in the Northern Territory.

The free Community Health Promotion event successfully engages over 3,000 community members in celebrating Indigenous Peoples and their culture and serves as a vehicle to link our *Deadly* players and spectators with Health and Community Services allowing health checks, health and well-being programs and pathways to care within our community to be promoted.

Our Official Deadly Cup Carnival Partners, NRL NT and Indigenous Allied Health Australia (IAHA), play a pivotal role in contributing to organising the event and the generosity of our sponsors help make it all possible.

In 2022, nine modified NRL Games will be played featuring Indigenous All Stars teams and NT All Stars teams from Under 14s through to Senior Men and Senior Women. Registered NRL NT Players from across the NT are selected to represent their culture and our communities and presents an opportunity for their skills and overall 'Deadly-ness' to be showcased on the day.

The Deadly Cup Carnival enables the wider community to celebrate NAIDOC Week and uses Rugby League to bring people together to build greater awareness, appreciation and respect for Indigenous Peoples and their cultures.



YOUR INVITATION

You are invited to join the 2022 Deadly Cup Rugby League Carnival, a Community Health Promotion event to be held on Sunday 3 July during NAIDOC week.

The NAIDOC Week theme for 2022 is *Get Up! Stand Up! Show Up!* and encourages all of us to champion institutional, structural, collaborative, and cooperative change in order to achieve a more inclusive, equitable and just future for Indigenous Australians.

As part of this year's Deadly Cup Carnival, we aim to harness the spirit of NAIDOC Week and incorporate additional activities to help instil a deeper understanding and appreciation of Indigenous culture and the richness that this brings to our communities. We will do this by:

- 🏏 Delivering cultural education and activities on the day for spectators to participate in
- 🏏 Supporting the *Deadly* Coaches, Game Day Referees and Volunteers to participate in Cultural Awareness Training strengthening their capacity to contribute positively to our community
- 🏏 Incorporating Indigenous culture and cultural performances into the event's opening ceremony
- 🏏 Introducing healthy cooking demonstrations using local ingredients and traditional cooking methods
- 🏏 Holding an interactive *Deadly* Health Expo to promote services in our community and connect community to programs and providers

This is an opportunity for your organisation to engage with community and promote your services to an estimated audience of 3,000 people and actively participate in NAIDOC week, celebrating the oldest continuing culture on the planet. With over 25 exhibitors expected on the day, this is an ideal networking opportunity for likeminded organisations to come together and collectively advance our community's health and well-being.

In the lead up to the event, the Deadly Cup Carnival, its partners, and sponsors will be promoted on various advertising platforms including Twitter, Facebook, radio, TV commercials, website and Instagram.

Game Day Program - Draft

Time	Event	Location	Host
0930	Gates Open		
1000	Official Opening	Field 1	Deadly Enterprises
1015	Welcome to Country	Field 1	Larrakia Elders
1030	Under 14 Boys kick off	Field 1	NRL NT
1030	Under 14 Girls kick off	Field 2	NRL NT
1145	Under 16 Boys kick off	Field 1	NRL NT
1145	Under 16 Girls kick off	Field 2	NRL NT
1300	Under 18 Boys kick off	Field 2	NRL NT
1300	Under 18 Girls kick off	Field 1	NRL NT
1300	<i>Deadly</i> Corporate Function	Function Area	Sponsor TBC
1415	Invitational Teams	Field 1	NRL NT
1530	Senior Women's Kick off	Field 1	NRL NT
1655	Senior Men's kick off	Field 1	NRL NT
1900	Gates Closed		<i>*Game draw subject to change</i>

“...IAHA was honoured to be able to support this great initiative and we were so pleased to see such a good turnout...”

SPONSORSHIP OPPORTUNITIES

Sponsorship of the Deadly Cup Rugby League Carnival offers a strategic opportunity to promote your organisation and its services, whilst contributing to the celebration of NAIDOC Week and advancing the health and wellbeing of Indigenous Australians.

A selection of sponsorship packages are available at varying levels providing *Deadly* marketing solutions for organisations or programs of any size.

Deadly Cup Sponsorship packages

2022		Logo on Jerseys	Full page profile Game Day Program	Main Field Big Screen	Promo Space	Corporate Event Ticket x2	Media Promotion (FB, Web)
Deadly	\$10,000 x 4	Y	Y	Y	Y	Y	Y
Ochre	\$5,000 x 8		Y	Y	Y		Y
Bark	\$2,000			Y	Y		Y
Wattle	\$1,000				Y		Y
Health Promotion	\$500				Y		

NOTE:

- All costs are GST exclusive
- All content for the sponsorship promotion are to be supplied by the sponsor
- All timeframes must be met in order to achieve package entitlements
- All artwork / logos are to be supplied by the sponsor in appropriate formats

****Applications for the Deadly Sponsorship packages close 15 April 2022****

To find out more about sponsoring the Deadly Cup Carnival contact: shaun@deadly.health or to secure your sponsorship package now, complete the attached application form.

“The NRL NT is proud to partner with Deadly Enterprises to deliver such a fantastic carnival celebrating Indigenous people, their culture and the Rugby League talent in our community”



Organisation			
Contact Person			
Position			
Phone		Mobile	
Email			
Address			
Suburb		Post Code	

Select your sponsorship package. (All prices exclusive of GST).

Deadly \$10,000* (x4 only)

- Organisation logo printed on team jerseys
- Full page organisation profile in Game Day Program
- Organisation logo and /or promo video displayed on big screen
- Organisation logo printed in Game Day Program
- Pre Game Day advertising
- Designated Health Promotion space
- Corporate Event Ticket x2

Bark \$2,000

- Pre Game Day advertising
- Organisation logo displayed on big screen
- Designated Health Promotion space

In-kind Contribution (quantified and approved amount) \$ _____

Yes, I will have a display /trade table on the day

Ochre \$5,000 (x8 only)

- Full page organisation profile in Game Day Program
- Organisation logo displayed on big screen
- Pre Game Day advertising
- Designated Health Promotion space

Wattle \$1,000

- Pre Game Day advertising
- Designated Health Promotion space

Health Promotion Display /Trade Table \$500

- Designated Health Promotion space

***Applications for Deadly Sponsorship Packages (\$10,000) close 15 April 2022.**

All other sponsorships close 10 June 2022.

Payment Method

An invoice will be issued by Deadly Enterprises on receipt of completed application form.

I confirm that I have read and understood the terms and conditions of my selected Sponsor options as laid out in this Sponsorship application.

Signature: _____

Name: _____

*Send completed application and high resolution organisation logo to: bindy@deadly.health

Terms & Conditions

The Contract

1. The term 'Organiser' refers to Deadly Enterprises organising the *Deadly Cup Carnival 2022*.
2. The terms 'Sponsor' include any person, firm, Company or corporation and its employees identified in the Sponsorship application or other written request for sponsorship space.
3. A "Contract" is formed between the Organiser and Sponsor when the Organiser accepts the signed Sponsorship application.
4. The Organiser reserves the right to refuse application or prohibit any Sponsor from participation without assigning a reason for such refusal or prohibition.
5. The Organiser may cancel the contract at their discretion if full payment is not received by 1 June (Deadly); or 1 July for (remaining).
6. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the health promotion space.
7. The Organiser may refuse without limitation to permit activity within the health promotion space or may require cessation of particular activities at their discretion.
8. The Organiser reserves the right to specify heights of walls and coverings for display areas.
9. The Organiser may determine the hours during which the Sponsors will have access to the venue for setting up and dismantling.
10. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
11. The Organiser will accept no liability for loss or damage of equipment displayed or used by the Sponsor.
12. The Organiser reserves the right to change any part of the prospectus.

Obligations and rights of Sponsor

13. The Sponsor must ensure that all accounts are finalised and paid by 1 June (Deadly); or 1 July (remaining).
14. The Sponsor must use allocated space only for the display and promotion of goods and /or services within the scope of the carnival.
15. The Sponsor must comply with all directions /requests issued by the Organiser including those outlined in the Sponsorship information pack.

16. The Sponsor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries.
17. The Sponsor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return.
18. It is the responsibility of the Sponsor to ensure that the space hired for their health promotion complies with their Company policy or codes of conduct.
19. The Sponsor is responsible for setting up and packing down their own displays within the allocated timeframes.
20. The Sponsor is responsible for adhering to the Australian Governments COVID19 guidelines and will promote these guidelines to the community.

Insurance & Liability

21. All Sponsors must have Public Liability Insurance for the period of the exhibition. Evidence of this must be sent to the Organiser by 1 July 2022.
22. Sponsors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
23. The Organiser, the venue, cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

Payment & Cancellation

24. Payment must be made by 1 June (Deadly); or 1 July (remaining).
25. If payment has not been made by dates specified in clause 24, the Organiser reserves the right to cancel the contract.
26. Sponsor cancellation must be advised in writing to the Organiser.
27. The Sponsor accepts that a cancellation will result in:
 - The organiser retaining 50% of the total contracted cost if cancellation occurs within the period 19 June – 25 June.
 - The organiser retaining 100% of the total contracted cost if cancellation occurs within the period 26 June – 3 July.