



Sunday 6 July | NAIDOC Week
TRL Stadium, Marrara

Sponsorship Prospectus

Brought to you by:





About the Deadly Cup Rugby League Carnival

The Deadly Cup Rugby League Carnival (The Deadly Cup) is a free community health promotion event and is one of the largest NAIDOC Week celebrations in the Northern Territory. The event successfully brings together over 3,000 community members and provides an opportunity for everyone to celebrate Aboriginal and Torres Strait Islander people and culture. It serves as a vehicle to link our Deadly Players and Spectators with health and community services, promoting health checks, health and wellbeing programs and pathways to care within our community.

The Deadly Cup is brought to you by the Deadly Vision Centre in partnership with NRL NT, Indigenous Allied Health Australia (IAHA) and Danila Dilba Health Service (DDHS). The Deadly Vision Centre is a Social Enterprise delivering eye care services to our Community and values the important role sports plays in promoting health and wellbeing. It is an opportunity to keep active and bring the community together.

Eight modified NRL games will be played throughout the day featuring Indigenous All Stars and NT All Stars from Under 14s through to Senior Men and Senior Women.

280 registered NRL NT players from across the NT will be selected to represent their culture and their communities, giving them a chance to showcase their skills and bring their 'deadly-ness' to the field.

The ongoing success of this event is only possible with like-minded Partners, Sponsors, Supporters and Volunteers stepping up and contributing to our community.

About Our Logo

The design of the Deadly Cup logo incorporates a coolamon, a vessel our ancestors traditionally used to carry water, food and even fire. Women would also use it to cradle and carry babies and so for many groups, the coolamon is linked to the entire life cycle – from nurturing the young...to nourishing the family. The smoke rising up from the coolamon symbolises the strength we draw from our ancestors, our elders and of course our Community. Like the smoke, we must rise up for change, for a better tomorrow for our kids and future generations and to ensure a fair and just society for all.

Thank you Moogie Down Productions for bringing our vision to life with the design of the logo.

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

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Promoting Health and Wellbeing

The Deadly Cup is a smoke, vape, drug and alcohol-free event, which aligns with our strong health and wellbeing focus. The Deadly Health Expo takes centre stage each year creating an atmosphere for sponsors and exhibitors to promote health and wellbeing by engaging attendees in conversations about their health, showcasing the services and programs they deliver in our Community, and promoting the education and training opportunities available for our young people. The Deadly Health Expo has consistently been rated as 'Deadly' in our community feedback surveys with the findings also showing that over 80% of all respondents visited the Deadly Health Expo on the day.

"Our team gave great feedback about the event, and it helped us to promote our service to hundreds of people."

– Sponsor quote

"It's genius that you've combined sport, health promotion and culture into one event that is so well attended by the community. Congratulations and we loved supporting this in our small way."

– Sponsor quote

"Great to be involved and support you in any way we can and a great opportunity for the youths to get involved in this prestigious event"

– Sponsor quote

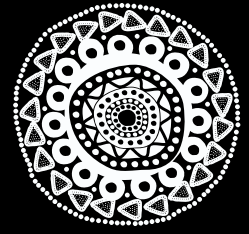
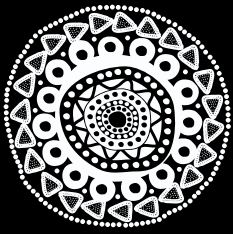


Building Pride, Respect and Appreciation

Activities delivered as part of the Deadly Cup are designed to build pride, respect, and appreciation throughout our Community. The Deadly Cultural Activities Area enables spectators, players, sponsors, and our deadly volunteers to learn about Aboriginal and Torres Strait Islander cultures by participating in activities led by both Larrakia and Torres Strait Islander Cultural Educators.

This unique community health promotion event is organised and promoted in a way that successfully engages spectators beyond the NRL community. The sport of rugby league is used as the platform to amplify the celebration of NAIDOC week, showcase culture, educate our Community about health and the services and programs available to help them stay healthy and deadly.





The Deadly Vision Centre and Our Work

The Deadly Vision Centre (DVC) is a Social Enterprise doing all sorts of deadly things to improve the health and wellbeing of Indigenous Australians. Our goal is to eliminate vision loss and blindness in our Communities by providing the eye care that is needed, in a way that our mob feel safe, supported, and even celebrated.

The inaugural Deadly Cup Rugby League Carnival held in 2020 played a major role in helping us to establish the eye care service based in The Narrows, where we have successfully combined the clinical expertise of Optometrists and Ophthalmologists, with the cultural expertise, knowledge and unique skill set of Aboriginal Health Practitioners. We call this our Deadly model of eye care, and it not only serves our Community – but it also mobilises the generosity and good will of our Sponsors and Supporters to help give good vision to Indigenous people of the Greater Darwin Region.

The DVC operates as a for-purpose Social Enterprise meaning that any profits from the sale of our Deadly Eyewear or even the Deadly Cup merchandise go back into delivering eye care to Indigenous people in our Community. The services we provide are free and they are critical to addressing the main causes of vision loss – 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.

Our Deadly Community Health Promotion Events, like the Deadly Cup, are a key strategy to raise awareness of the importance of regular eye checks to prevent vision loss and help raise support for our work at the DVC. Our events are also an opportunity to collaborate with like-minded organisations to maximise our collective reach and improve the health and wellbeing of our Community.

Social enterprises are an innovative breed of businesses that exist to create a fairer and more sustainable world. Social enterprises are businesses that put people and our planet first.





Our Impact to Date

Together, we are making a significant difference in eye health. Our activities listed below are a snapshot of the impact we have made with your support since the inaugural Deadly Cup in November 2020:

- 3,600+ people helped with their vision/eye care needs
- 1300+ pairs of free glasses distributed
- 250 people identified in need of surgery / specialist eye care treatment
- 65 people have had their vision restored through cataract surgery
- 450 children screened through our Deadly Vision in Schools Program
- 125 GPs/Aboriginal Health Practitioners trained in eye care
- 12 Aboriginal Health Practitioners trained to make 'Nek Minute' glasses for mob
- 19 Optometry Students/Medical Students trained in culturally safe eye care
- 25 community health promotion activities delivered
- 35 'Pop-Up' Eye Clinics held across Greater Darwin Region

In 2024, we have successfully scaled up our eye care services providing an increased number of clinic days and in January we introduced visiting Ophthalmology (Eye Doctor) services at DVC helping to fast track access to cataract surgery and treatment for Diabetic Eye Disease.

The Deadly Vision Centre is located at Shop 5, Winnellie Shopping Centre, The Narrows. Contact the Deadly Vision Centre: eyemob@deadly.health or (08) 8941 6687.



THE NEXT GENERATION: STRENGTH, VISION & LEGACY

6-13 JULY 2025

NAIDOC Week 2025

National NAIDOC Week celebrations are held across Australia in the first week of July each year (Sunday to Sunday), to celebrate and recognise the history, culture and achievements of Aboriginal and Torres Strait Islander peoples. NAIDOC Week is an opportunity for all Australians to learn about First Nations cultures and histories and participate in celebrations of the oldest, continuous living cultures on earth.

As we enter 2025, NAIDOC Week marks a powerful milestone: 50 years of honoring and elevating Indigenous voices, culture, and resilience. The 2025 theme, "The Next Generation: Strength, Vision & Legacy," celebrates not only the achievements of the past but the bright future ahead, empowered by the strength of our young leaders, the vision of our Communities, and the legacy of our ancestors.

The NAIDOC journey began as a movement for recognition and rights, sparked by Indigenous communities who saw a future built on justice and equality. Over the decades, it has grown into a powerful national celebration, a testament to the enduring strength of Aboriginal and Torres Strait Islander peoples. As we commemorate this 50-year legacy, we also look forward, honouring the next generation who will carry the torch, shaping the future with courage, insight, and deep respect for our roots. Guided by the wisdom of our Elders and the groundwork laid by our forebears, each NAIDOC Week reinforces our vision for an Australia where Indigenous voices are not only heard but lead the way.

This year, the National NAIDOC Committee takes an important step toward independence, embracing self-determination as a model for the next generation. With every story shared, every act of resilience remembered, and every cultural practice celebrated, we honour a legacy that reaches far into the past and extends into the future. As we celebrate this milestone, we look toward the next 50 years with excitement and confidence, while everyday ensuring that NAIDOC remains a movement grounded in community-led vision and integrity.

From this solid foundation, the next generation will rise—grounded in the strength of our Elders, history, inspired by a shared vision, and committed to building a legacy of unity, respect, and self-determination for all. This NAIDOC Week, we celebrate not just a milestone but a movement that endures, grows, and evolves—driven by the unwavering strength of our Communities, the shared vision of our people, and the enduring legacy we pass on to those who will shape our future. Together, we walk forward, honoring where we've come from and looking boldly to the next generation who will carry NAIDOC and their communities into the future. To learn more about NAIDOC Week, visit <https://www.naidoc.org.au/>

The 2025 Deadly Cup Carnival provides an opportunity for our Community to showcase, support, learn about and engage with Aboriginal and Torres Strait Islander cultures.

Your Invitation

You are invited to contribute and participate in the Deadly Cup 2025, Sunday 6 July, TRL Stadium, Marrara. This is a unique opportunity for your organisation to celebrate NAIDOC Week and support our Community by promoting your programs and services to approximately 3,000 attendees. With an average of 20 exhibitors, this is an ideal networking opportunity for likeminded organisations to come together and collectively advance our Community's health and wellbeing.

On field action

- Eight games of modified rugby league across two fields. Providing Players from across the Territory an opportunity to represent and play with pride
- Deadly Sprints during half time of each game on field one. Giving Spectators an opportunity to be part of the action
- Official Opening. Acknowledging, respecting, honouring and celebrating the First Nations people of our Country. Providing an opportunity for our local Cultural Performers to showcase their stories

Off field action

- Deadly Cultural Activities aimed at instilling a deeper understanding and appreciation of Indigenous culture and the richness that this brings to our Communities. Providing opportunities for Spectators, Players and Sponsors to immerse themselves in age-old traditions
- Deadly cooking demonstrations using local ingredients and traditional cooking methods. Giving attendees the opportunity to learn about and taste an array of culinary delights
- Deadly Health Expo promoting health and wellbeing services and programs in our Community. Connecting and educating our Community with important information

Pre-Game Day

- Cultural Awareness Training delivered to Coaches, game day officials and Deadly Volunteers strengthening their capabilities to contribute positively to our Community
- Deadly Blutchang Competition. Celebrating a continually debated condiment handed down through generations

Partners and Sponsors are promoted in the lead up to and during the event through social media, radio, TV, posters, Deadly Vision Centre website, game day program, game day big screen as well as a space at the Deadly Health Expo.

A networking opportunity for Sponsors and Exhibitors is provided the day before the event providing an opportunity to collaborate and devise strategies to deliver exceptional interactive displays at the Expo. Exhibitors are encouraged to attend for the entire duration of the event due to the continued flow of Spectators through out the day.

A selection of sponsorship packages are available at varying levels, however if you would like to contribute in some other way please do get in touch by emailing shaun@deadly.health

Draft Program

Time	Event	Location	Host
1000	Gates Open		
1030	Official Opening	Field 1	Deadly Vision Centre
1045	Welcome to Country	Field 1	Larrakia Elders
1100	Under 15 Girls kick off	Field 1	NRL NT
	Under 14 Boys kick off	Field 2	NRL NT
1210	Under 17 Girls kick off	Field 1	NRL NT
	Under 16 Boys kick off	Field 2	NRL NT
1300	<i>Deadly Corporate Function</i>	Function Area	Sponsor TBC
1320	Under 18 Boys kick off	Field 1	NRL NT
1430	Senior Women's Kick off	Field 1	NRL NT
1540	Senior Men's kick off	Field 1	NRL NT
1900	Gates Closed		

Game Draw and times subject to change



Sponsorship Packages

2025		Logo on Jerseys	Full page profile Game Day Program	Main Field Big Screen	Promo Space	Corporate Event Ticket x2	Media Promotion (FB, Web)
Deadly (x4)	\$10,000	Y	Y	Y	Y	Y	Y
Ochre (x8)	\$5,000		Y	Y	Y		Y
Bark	\$2,000			Y	Y		Y
Wattle	\$1,000				Y		Y
Health Promotion	\$500				Y		

All costs exclude GST

Timeframes

Deadly Sponsors

- Signed and submitted applications close 17 April 2025
- High resolution logos to be supplied by 17 April 2025
- Game day program page to be supplied by 13 June 2025
- Main field big screen content to be supplied by 13 June 2025

Ochre; Bark and Wattle Sponsors

- Signed and submitted applications close 13 June 2025
- High resolution logos to be supplied by 13 June 2025
- Game day program page to be supplied by 13 June 2025 (Ochre)
- Main field big screen content to be supplied by 13 June 2025 (Ochre & Bark)

Promo Space

Sponsors will be allocated a health promotion space in the Deadly Health Expo area (Deadly: 4mx4m; all other Sponsors: 3mx3m). Sponsors are required to bring their own branded marquee, tables, chairs, extension cords and any other equipment required for their health promotion space.

It is highly recommended Sponsors provide interactive displays to maximise the community engagement opportunity.

All Sponsor promotional content must be supplied by the Sponsor and submitted to: bindy@deadly.health. Please ensure timeframes are met in order to achieve package entitlements.

To find out more about sponsoring the Deadly Cup contact Shaun Tatipata at shaun@deadly.health or secure your sponsorship package now by completing the attached application form.



Sponsorship Application

Organisation	
Contact Person	
Position	
Phone	
Mobile	
Email	
Postal Address	

- Deadly Sponsor \$10,000 (x4 only) ***
- Organisations logo printed on team jerseys
 - Full page organisational profile in game day program
 - Organisations logo and/or promo video played on big screen
 - Organisation logo printed in game day program
 - Pre-game day advertising
 - Designated health promotion space (4m x 4m)
 - Corporate Event ticket x2

- Ochre Sponsor \$5,000 (x8 only)**
- Full page organisational profile in game day program
 - Organisations logo displayed on big screen
 - Pre-game day advertising
 - Designated health promotion space (3m x 3m)

- Bark Sponsor \$2,000**
- Pre-game day advertising
 - Organisations logo displayed on big screen
 - Designated health promotion space (3m x 3m)

- Wattle Sponsor \$1,000**
- Pre-game day advertising
 - Designated health promotion space (3m x 3m)

- Health Exhibition Display / Trade Table \$500**
- Designated health promotion space (3m x 3m)

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

- Yes, I will have a trade display on the day**

Note: all costs exclude GST

*Applications for Deadly Sponsorship Packages (\$10,000) close 17 April 2025.
All other sponsorships close 13 June 2025.

Payment Method

An invoice will be issued by the Deadly Vision Centre on receipt of completed application form. I confirm that I have read and understand 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 and Conditions of Sponsorship

The Contract

1. The term 'Organiser' refers to the Deadly Vision Centre organising the Deadly Cup.
2. The terms 'Sponsor' includes 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 6 June 2025 (Deadly Sponsors); or 27 June 2025 (all other sponsors).
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 event.
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 Sponsorship Prospectus.
13. The Organiser will provide a Sponsor Info Pack to all Sponsors by 23 May 2025 containing additional details to assist Sponsors with participating in the event.

Obligations & Rights of Sponsor

14. The Sponsor must ensure that all accounts are finalised and paid by 6 June (Deadly); or 27 June 2025 (all other sponsors).
15. The Sponsor must use allocated space only for the display and promotion of goods and /or services within the scope of the Deadly Cup.
16. The Sponsor must comply with all directions /requests

issued by the Organiser including those outlined in the Sponsors information pack.

17. The Sponsor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries.
18. 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.
19. 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.
20. The Sponsor is responsible for setting up and packing down their own displays within the allocated timeframes.
21. The Sponsor is responsible for supplying their own shade gazebo; table; chair and any other equipment required for their display.
22. The Sponsor is responsible for adhering to the Australian Governments COVID19 guidelines and will promote these guidelines to the community.

Insurance & Liability

23. All Sponsors must have Public Liability Insurance for the period of the exhibition. Evidence of this must be sent to the Organiser by 6 June 2025.
24. 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.
25. The Organiser, the venue, cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

Payment & Cancellation

26. Payment must be made by 6 June 2025 (Deadly); or 27 June 2025 (all other Sponsors).
27. If payment has not been made by dates specified in clause 26, the Organiser reserves the right to cancel the contract.
28. Sponsor cancellation must be advised in writing to the Organiser.
29. The Sponsor accepts that a cancellation will result in:
 - The organiser retaining 50% of the total contracted cost if cancellation occurs within the period 20 June 2025 – 27 June 2025.
 - The organiser retaining 100% of the total contract cost if cancellation occurs within the period 28 June 2025 – 5 July 2025.