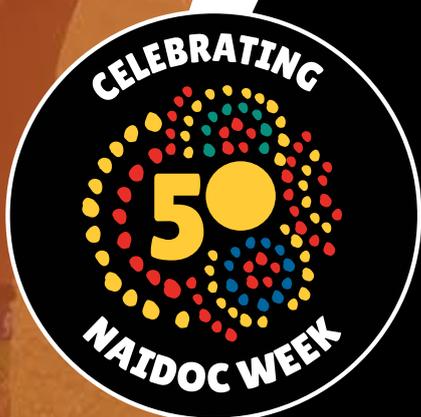




SUNDAY 5 JULY 2026
NAIDOC WEEK

SPONSORSHIP PROSPECTUS

PROUDLY BROUGHT TO YOU BY:



EVENT SNAPSHOT

The Deadly Cup Rugby League Carnival (The Deadly Cup) is a free, community-led health promotion event and one of the largest NAIDOC Week celebrations in the Northern Territory.

Each year, the Deadly Cup brings together more than 3,000 community members to celebrate Aboriginal and Torres Strait Islander people, culture and connection through sport.

Delivered by Deadly Vision Centre and our partners, the Deadly Cup uses Rugby League as a platform to connect community with health and community services, promote wellbeing programs

and strengthen pathways to care in a culturally safe environment.

Across the day, eight modified Rugby League games are played featuring Indigenous All Stars and NT All Stars teams from Under 12s through to Under 20s, creating a powerful opportunity for young people to represent their culture, showcase their skills and bring their Deadly-ness to the field.

OUR IMPACT

The Deadly Cup is more than a sporting carnival. It is a trusted, community-driven event that brings people together, strengthens pride and connection, and supports better health and wellbeing outcomes for Aboriginal and Torres Strait Islander people.

Through strong partnerships with Sponsors, Supporters and Volunteers, the Deadly Cup remains free and

accessible while delivering lasting cultural, social and health impact for community during NAIDOC Week and beyond.





Warning

Aboriginal and Torres Strait Islander people are advised that this publication may contain images and names of people who are deceased.

Disclaimer

© This work is copyright and may not be reproduced, in whole or in part, without the prior written approval of the Deadly Vision Centre.



ABOUT OUR LOGO

The Deadly Cup logo incorporates a coolamon, a traditional vessel used by our ancestors to carry water, food and even fire. Women would also use it to cradle and carry babies. For many groups, the coolamon is a powerful symbol of the entire life cycle - from nurturing the young to nourishing the family.

The smoke rising from the coolamon represents 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 children and future generations, and for a fair and just society for all.

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



Deadly
CUP CARNIVAL
2026

“Very engaging and interactive for kids and adults. There was something for everyone.”

“It was great to see everyone coming together to connect and celebrate NAIDOC Week.”

THE DEADLY CUP EXPERIENCE

Reflections from sponsors, service providers and community members.

“The vibe was great - the best way to kick off NAIDOC Week.”

“The Deadly cup is not only about rugby for me, its about the services and connections for our mobs holistic better health outcomes and celebrating mob with our wider community also!”

PROMOTING HEALTH & WELLBEING

The Deadly Cup is a smoke/vape, drug and alcohol-free event, reinforcing its strong focus on health, wellbeing and positive lifestyle choices.

Central to the day is the Deadly Health Expo, which takes centre stage each year and creates an engaging environment for Sponsors and Exhibitors to connect directly with community.

The Expo provides opportunities to:

- Engage attendees in conversations about their health
- Showcase health, wellbeing and community services
- Promote education, training and employment pathways for young people

Community feedback consistently rates the Deadly Health Expo as “Deadly”, with surveys showing that over 80% of respondents visit the expo stalls on the day - demonstrating strong engagement and impact.

BUILDING PRIDE, RESPECT & APPRECIATION

Activities delivered as part of the Deadly Cup are designed to build pride, respect and appreciation across our Community.

The Deadly Cultural Activities Area invites Spectators, Players, Sponsors and Volunteers to learn about Aboriginal and Torres Strait Islander cultures through hands-on activities led by Aboriginal 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 sporting 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.

ABOUT THE DEADLY VISION CENTRE & OUR WORK

WHO WE ARE

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 celebrated.

The inaugural Deadly Cup Rugby League Carnival held in 2020 played a major role in helping us establish our eye care service based in The Narrows. Here, 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, which not only serves our Community, but also mobilises the generosity and goodwill of our Sponsors and Supporters to help give good vision to Indigenous people across the Greater Darwin Region.



HOW WE CREATE IMPACT

The DVC operates as a for-purpose Social Enterprise, meaning any profits from the sale of our Deadly Eyewear or Deadly Cup merchandise are reinvested into delivering eye care to Indigenous people in our Community.

The services we provide are free and 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, highlighting the importance of accessible, culturally safe eye care.



COMMUNITY HEALTH PROMOTION

Our Deadly Community Health Promotion Events, including the Deadly Cup, are a key strategy to raise awareness about the importance of regular eye checks to prevent vision loss.

These events also help raise support for our work at the DVC and provide opportunities 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 planet first.

OUR IMPACT TO DATE

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

- 5,000+ people helped with their vision and eye care needs
- 1,800+ pairs of free glasses distributed
- 350 people identified in need of surgery or specialist eye care treatment
- 92 people have had their vision restored through cataract surgery
- 1,000+ children screened through our Deadly Vision in Schools Program
- 285 GPs and Aboriginal Health Practitioners trained in eye care
- 25 Aboriginal Health Practitioners trained to make 'Nek Minute' glasses for mob
- 26 Optometry and Medical Students trained in culturally safe eye care
- 40 community health promotion activities delivered
- 55 pop-up eye clinics held across the Greater Darwin region



NAIDOC WEEK 2026

NAIDOC Week is one of the most important moments on Australia's cultural calendar. It celebrates the history, culture and achievements of Aboriginal and Torres Strait Islander peoples, while highlighting the ongoing strength, leadership and pride of our communities.

What began as a grassroots movement has grown into a national celebration that honours culture, identity and community.

FIFTY YEARS OF DEADLY

In 2026, NAIDOC Week marks a significant milestone. Fifty Years of Deadly recognises five decades of voices rising strong and proud, paying tribute to the Elders, community leaders and artists who have shaped and sustained this movement.

It is a time to reflect on the strength of our communities and the rich cultural legacy that continues to guide the next generation.

NAIDOC WEEK IN ACTION

The Deadly Cup embodies the spirit of NAIDOC Week in action. Through sport, young people are supported to develop leadership, teamwork and confidence, while celebrating culture and identity.

Just as NAIDOC champions pride and community connection, the Deadly Cup Carnival provides a platform for young players and our community to come together, showcase their talent, and inspire others to lead and participate.

LOOKING TO THE FUTURE

Fifty Years of Deadly is about growth, opportunity and continuity.

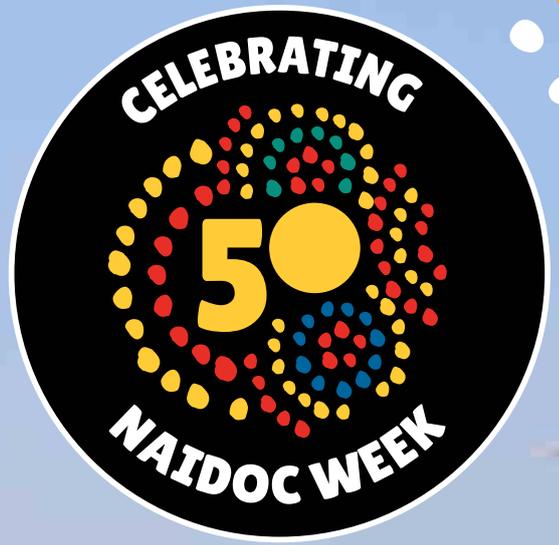
It is about empowering the next generation, reconnecting with culture, and building pathways in leadership, education, health, and sport.

By supporting events like the Deadly Cup, sponsors contribute to a movement that celebrates culture, strengthens communities, and creates real opportunities for young people to thrive.

NAIDOC Week is not only a celebration of the past - it is a statement of pride in the present and a commitment to the future. Together, through community, culture and sport, we continue to build a strong, vibrant and empowered next generation.

To learn more about NAIDOC Week, visit: www.naidoc.org.au







SUPPORT OUR COMMUNITY

We warmly invite you to be part of the Deadly Cup Rugby League Carnival 2026, taking place on Sunday 5 July.

The Deadly Cup is a unique opportunity to celebrate NAIDOC Week, stand alongside Community, and make a meaningful contribution to health, wellbeing and cultural pride.

Each year, the event welcomes approximately 3,000 community members, creating a vibrant and inclusive environment where organisations can share their programs and services, build relationships and create real impact.

With an average of 20 exhibitors, the Deadly Cup offers a relaxed and purposeful networking opportunity for like-minded organisations to connect, collaborate and collectively support stronger outcomes for Community.

PARTNERING WITH THE DEADLY CUP

Partners and Sponsors are promoted in the lead-up to and throughout the event via social media, radio, television, posters, the Deadly Vision Centre website, the game day program, the main field big screen and a dedicated presence within the Deadly Health Expo.

A networking opportunity is also held prior to game day, providing space for collaboration and planning engaging, interactive displays. Exhibitors are encouraged to attend for the full duration of the event to connect with the steady flow of Spectators across the day.

A range of sponsorship packages is available, and we also welcome conversations about tailored ways to be involved.

We would love you to join us and be part of something truly Deadly.

BEFORE 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

ON THE FIELD

- Eight games of modified rugby league across two fields. Providing youth 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 THE FIELD

- 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





DRAFT PROGRAM

TIME	EVENT	FIELD	HOST
10:00AM	GATES OPEN		
11:00AM	OFFICIAL OPENING	FIELD 1	DEADLY VISION CENTRE
11:30AM	WELCOME TO COUNTRY	FIELD 1	LARRAKIA ELDERS
12:30PM	UNDER 12 BOYS KICK OFF	FIELD 1	
	UNDER 13 GIRLS KICK OFF	FIELD 2	
1:50PM	UNDER 14 BOYS KICK OFF	FIELD 1	
	UNDER 15 GIRLS KICK OFF	FIELD 2	
3:10PM	UNDER 16 BOYS KICK OFF	FIELD 1	
	UNDER 17 GIRLS KICK OFF	FIELD 2	
4:30PM	UNDER 18 BOYS KICK OFF	FIELD 2	
	UNDER 20 BOYS KICK OFF	FIELD 1	
5:50PM	OFFICIAL CLOSE	FIELD 1	DEADLY VISION CENTRE
6:00PM	GATES CLOSE		

**Game Draw and times subject to change*

SPONSORSHIP PACKAGES

LOGO ON JERSEYS

FULL PAGE PROFILE GAME DAY PROGRAM

MAIN FIELD BIG SCREEN

MEDIA PROMOTION (SOCIAL MEDIA AND WEB)

PROMO SPACE

TIMEFRAMES

DEADLY SPONSORS

- Signed and submitted applications close 17 April 2026
- High resolution logos to be supplied by 1 May 2026
- Game day program page to be supplied by 12 June 2026
- Main field big screen content to be supplied by 12 June 2026

OCHRE, BARK AND WATTLE SPONSORS

- Signed and submitted applications close 12 June 2026
- High resolution logos to be supplied by 12 June 2026
- Game day program page to be supplied by 12 June 2026 (Ochre)
- Main field big screen content to be supplied by 12 June 2026 (Ochre & Bark)

**DEADLY
(X4)**

**OGHRE
(X8)**

BARK

WATTLE

**HEALTH
PROMOTION**

\$10,000

\$5,000

\$2,000

\$1,000

\$500



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 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			
ADDRESS			
SUBURB		POST CODE	

Select (tick) your sponsorship package: *(All prices exclude GST).*

- | | |
|---|---|
| <input type="checkbox"/> Deadly \$10,000* (x4 only) <ul style="list-style-type: none"> • 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 (4mx4m) | <input type="checkbox"/> Bark \$2,000 <ul style="list-style-type: none"> • Pre Game Day advertising • Organisation logo displayed on big screen • Designated Health Promotion space (3mx3m) |
| <input type="checkbox"/> Ochre \$5,000 (x8 only) <ul style="list-style-type: none"> • Full page organisation profile in Game Day Program • Organisation logo displayed on big screen • Pre Game Day advertising • Designated Health Promotion space (3mx3m) | <input type="checkbox"/> Wattle \$1,000 <ul style="list-style-type: none"> • Pre Game Day advertising • Designated Health Promotion space (3mx3m) |
| | <input type="checkbox"/> Health Promotion Display / Trade Table \$500 <ul style="list-style-type: none"> • Designated Health Promotion space (3mx3m) |
| | <input type="checkbox"/> In-Kind Contribution \$ _____
(quantified and approved amount) |

- Yes, I will have a Health Promotion Display /Trade Table on the day**
- Yes, I have attached a copy of my organisation's Public Liability Insurance**
- Yes, I understand my organisation is required to bring our own equipment for our display**

*Applications for Deadly Sponsorship Packages (\$10,000) close 17 April 2026.
All other sponsorships close 12 June 2026.

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

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 4 June 2026 (Deadly Sponsors); or 25 June 2026 (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 15 May 2026 containing additional details to assist Sponsors with participating in the event
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.

Obligations & Rights of Sponsor

14. The Sponsor must ensure that all accounts are finalised and paid by 4 June 2026 (Deadly); or 25 June 2026 (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.
23. All Sponsors must have Public Liability Insurance for the period of the exhibition. Evidence of this must be sent to the Organiser by 4 June 2026.
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 4 June 2026 (Deadly Sponsors); or 25 June 2026 (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:
 30. The organiser retaining 50% of the total contracted cost if cancellation occurs within the period 18 June 2026 – 25 June 2026.
 31. The organiser retaining 100% of the total contract cost if cancellation occurs within the period 26 June 2026 – 5 July 2026.





Deadly

CUP CARNIVAL

2026

**THE DEADLY CUP CARNIVAL IS PROUDLY
BROUGHT TO YOU BY DEADLY VISION CENTRE
AND OUR PARTNERS.**

**CONTACT:
SHAUN@DEADLY.HEALTH
0488997641**