



## **SPONSORSHIP PROSPECTUS**

IMAGE CREDIT CLIQE



Northern Territory  
**Polocrosse**

**May 2025**





IMAGE CREDIT CLIQE

# ABOUT THE EVENT

The Australian Polocrosse Nationals is the pinnacle of the Australian made sport of Polocrosse and is played biennially in rotation to each Australian state.

In 2026, for the first time in over a decade, the Nationals will be making its way back to Darwin, hosted by the NT Polocrosse Association.

The lush green fields and shady sidelines of Freds Pass Reserve in Darwin's rural area awaits to welcome over 4,000 attendees for a week of high energy polocrosse action, entertainment, market and food stalls.

Polocrosse is an exhilarating equestrian sport that masterfully blends the strategic finesse of lacrosse with the dynamic horsemanship of polo.

Originating in Australia during the 1930s, polocrosse has galloped its way into the hearts of over 6,000 players worldwide, captivating audiences with its fast-paced action and compelling teamwork.

At the core of polocrosse is a strong sense of family, love of horses and community with intergenerational legacy; there is no other sport like it.



# EVENT DETAILS

## 2026 Darwin Australian Polocrosse Nationals

**Date:** 22 – 28 June 2026

**Time:** 8am – late daily

**Venue:** Fred's Pass Reserve, Bees Creek, NT

**Event Type:** National Sporting Event

**Event Host:** Northern Territory Polocrosse Association

**Estimated number of competitors:** 400 (ranging from Sub-Junior to Masters divisions)

**Estimated number of spectators:** 4,200

*Note\* Interstate competitors, est 400, will arrive in Darwin 3 – 5 days prior to event*

## GOALS



### Engage & Inspire

Involve supporters, the local community, stakeholders, and dry season travelers in the spirit of competition and event activities.



### Showcase the NT

Position the Northern Territory as a strong contender for hosting future national tournaments while enhancing brand visibility for sponsors and partners.



### Boost Tourism & Economy

Drive economic benefits through increased tourism, local business engagement, and encouraging extended stays for traveling competitors.



### Create a Legacy

Deliver a safe, memorable, and accessible national event while generating a surplus to support future Australian Polocrosse Nationals.

## ESTIMATED ECONOMIC BENEFIT



**4.2 Million**

is estimated to be the total annual spend. Polocrosse outspends any other leisure pursuit and is a significant contributor to the national economy.



**62 Million**

is the estimated Capital Value of Polocrosse, (considering property, horse number and value, transport, equipment and clothing)



Total Visitor Expenditure from National Tournaments is estimated to be over \$2.1 million





# DRAFT PROGRAM

Date	Program	Entertainment/ Formalities
17 – 20 June 2026	Gates Open for player arrivals	Interstate players arriving Event bump in
21 June 2026	Gates Open for Player Arrivals Practice Day	Meals & bar available Official Team Presentation & Welcome Dinner, Welcome to Country, MC, Keynote, Music
22 June 2026	Opening Ceremony First Games Commence	Official Player Breakfast Market and Food Stalls Bar Available
23 – 26 June 2026	Games all day	Market and Food Stalls Bar Available Evening Entertainment
27 June 2026	Games all day Finals Commence	Market and Food Stalls Bar Available Evening Entertainment
28 June 2026	Finals Conclude Award Presentation	Market and Food Stalls Bar Available Evening Entertainment

**NT Polocrosse Association is proud to offer the following sponsorship opportunities for the 2026 Australian Polocrosse Nationals designed for maximum value and exposure for your business at this prestigious event.**

**Please note packages have tiered promotions through the Australian Polocrosse Nationals Facebook page, and on the Australian Polocrosse Nationals website and throughout the livestreamed broadcast .**

**The information below is a summary of these offerings, for further details or to discuss a bespoke sponsorship package**

**Contact Rosie Peace – Sponsorship Manager  
0410 518 884  
[rosiep@associatedadvertising.com.au](mailto:rosiep@associatedadvertising.com.au)**







# PREMIUM SPONSORSHIP PACKAGES

Sponsorship Level	Investment	Promotion
<b><u>Naming rights</u></b>  <i>Unmatched exposure</i>	\$100,000	Align your brand with excellence and maximize your visibility with our exclusive Naming Rights Sponsorship opportunity.
<b><u>Platinum</u></b>  <i>Elevated your presence</i>	\$50,000	Your brand will enjoy premier visibility and exclusive benefits, ensuring maximum exposure and engagement with our audience.
<b><u>Diamond</u></b>  <i>Enjoy VIP privileges</i>	\$25,000	Your brand will shine bright as a Diamond Sponsor with high-impact branding and premium recognition throughout the event.
<b><u>Gold</u></b>  <i>Maximum engagement</i>	\$15,000	Stand out as a Gold Sponsor and showcase your brand with prime visibility and marketing benefits with strong brand placement in event materials.
<b><u>Silver</u></b>  <i>Cost-effective reach</i>	\$5,500	Position your brand as a key supporter with our Silver Sponsorship. Gain significant recognition through event promotions and branding opportunities.
<b><u>Bronze</u></b>  <i>Boost brand awareness</i>	\$3,500	Entry-level sponsorship providing recognition in event materials making it a great opportunity to support the event while boosting brand awareness.



# PLAYMAKER

## SPONSORSHIP PACKAGES

Sponsorship Level	Investment	Promotion
Official Welcome Event Sponsor	\$15,000	Exclusive opportunity to align your brand with the prestige and excitement of the Welcome Event.
Volunteer Sponsor	\$15,000	Exclusive opportunity to support the hardworking event volunteers and provide prominent brand exposure .
Umpire Sponsor	\$12,000	Essential for the smooth operation of every game this exclusive opportunity provides prominent logo visibility.
Ambulance Sponsor	\$12,000	As critical to the safety and well-being of participants, this sponsorship provides high profile brand exposure for a key event element.
Field Sponsor (2 available)	\$7,500	On-fielding branding, banner signage and commentator announcements ensure your brand reaches an engaged audience.
Player of the Match	\$5,000	For all matches there will be a 'Player of the Match' awarded sponsored by you!
Ticketing Sponsor	\$2,500	Your logo displayed on each official entry ticket, in addition to event promotions.
Local Supporter	\$1,500	Your company will be listed as a valued Local Supporter in event promotions.

***We can customise a package for your business!***



# 2026 SPONSORSHIP MATRIX



Sponsorship Level	Investment	Packages	Spectator passes	VIP Passes	Welcome Dinner Tickets	On ground signage	Program advertising	Unique Inclusions
Naming rights	\$100,000	1	20	20	10	10	Full page - back cover	Highway signage, trophy presentations, logo on merchandise, finals field naming rights, in broadcast advertising.
Platinum	\$50,000	1	10	10	6	6	Full page - inside cover	Trophy presentation, logo on merchandise, field naming rights, in broadcast advertising
Diamond	\$25,000	1	8	8	4	4	Full page	Logo on merchandise, field naming rights, in broadcast advertising
Gold	\$15,000	3	6	4	4	2	Half page	In broadcast advertising
Official Welcome Dinner	\$15,000	1	6	6	6	2	Half page	Speaking opportunity at Dinner, in broadcast advertising
Volunteer Sponsor	\$15,00	1	4	4	2	1	Half page	Logo on back of volunteer shirts, in broadcast promotion
Umpire Sponsor	\$12,000	1	4	4	2	1	Half page	Logo on back of all umpire vests, in broadcast promotion



# 2026 SPONSORSHIP MATRIX



Sponsorship Level	Cost	Packages	Spectator passes	VIP Access	Welcome Dinner tickets	On ground signage	Program advertising	Unique Inclusions
Ambulance Sponsor	\$12,000	1	4	4	2	1	Half page	Vital to the safety and well-being of participants with high profile promotion
Field Sponsor	\$7,500	2	4	4	--	1	Quarter page	'Your Company Field'
Silver	\$5,500	4	4	4	--	--	Quarter page	Valuable sponsorship opportunity with notable exposure and recognition
Player of the Match	\$5,000	1	2	2	--	1	Quarter page	Trophy presentation, high profile broadcast opportunity
Bronze	\$3,500	5	2	2	--	1	Listed	Entry level sponsorship
Ticketing Sponsor	\$2,500	1	2	2	--	--	Listed	Logo printed on official ticket
Local Supporter	\$1,500	Unlimited	2	2	--	--	Listed	Committed grass roots polocrosse sponsorship



# IN KIND SUPPORT



Delivery of the National championships is a complex logistical undertaking. If your business is able to provide in kind support through supply of any of the below, please contact us.

Ablution Facilities and Septic Removal	Provision of portable toilets and waster management services.
Bin and waste removal	Supply and management of waster bins, including regular disposal.
Temporary Fencing	Installation of temporary fencing for the event perimeter and specific areas
Security	On-site security personnel and equipment for crowd control and safety.
Demountable Hire	Provision of temporary structures for ticketing booths, offices etc.
Consumables	Supply of water, soft drinks, food, toilet paper, cleaning products etc
Lighting	Temporary lighting for event areas, including setup and operation.
Grandstand / Seating	Provision of spectator seating / grandstands, including setup & dismantling.
Electrical	Electrical services including tagging and testing, generator sets and wiring
Fuel (Generators)	Supply of fuel for generators, including re-fuelling services during the event.
Medical Services	On site medical personnel and first aid stations.
Communication equipment	Provision of portable UHF radios and other communication tools.
Signage	Design, printing and installation of event signage including directional and informational signs.
Event Tents and Shelters	Provision of tents and shelters for shade and weather protection.
Ice and refrigeration	Supply of ice and refrigerated storage for perishable items.
Transport	Transportation services for equipment, staff and participants

# ADDITIONAL INFORMATION

## Competition Details

The competition will feature categories for Sub-juniors (under 12), Juniors, Intermediates, Men, Women, and Masters, with an estimated 400 participating athletes.

## Venue & Infrastructure

The venue, Fred's Pass Reserve, offers unlimited seating capacity, with designated spectator zones including a VIP Marquee, bleacher seating, bench seating, and attendees will be encouraged to bring their own camping chairs.

Community engagement zones will feature merchandise booths, market stalls, food stalls, and evening entertainment, creating a lively atmosphere for all attendees.

## Target Spectator Audience

The event aims to attract equine and sports enthusiasts, media and press representatives, corporate sponsors, business stakeholders, government and sporting bodies, local community members, and dry season visitors.

## Entertainment (Proposed)

A diverse range of daily entertainment is planned, showcasing local musicians, crocodile racing, DJ performances, local tours including a Mindil Market bus trip to provide a well-rounded Northern Territory experience for attendees.

## Broadcast & Media Coverage

Media coverage will include social media and digital campaigns. Matches will be broadcast with embedded sponsor assets, ie TVCs, Logo pop-ups. Press conferences and interviews will be handled by the NTPA media spokesperson, ensuring broad media engagement. Full event coverage will be provided through photography and videography for content distribution.

## Marketing & Promotions

Traditional advertising will be employed through NT News, Darwin radio stations, ABC Radio, and potential NT-wide promotion targeting the dry season drive market. Community engagement efforts will involve local stakeholders, the business community, and Fred's Pass User Groups.





CONTACT ROSIE PEACE – SPONSORSHIP MANAGER  
0410 518 884  
ROSIEP@ASSOCIATEDADVERTISING.COM.AU



Northern Territory  
**Polocrosse**