

# Partnership Opportunities

october  
**BUSINESS**  
month 2025

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# october BUSINESS month 2025

## Location

5 regions across  
the Northern Territory

## Date

October 2025

## Format

Keynote speaker events  
OBM Partner Events  
Networking opportunities

## About the event

October Business Month (OBM) is a month-long program of inspirational and educational events designed to support, inspire and grow Territory business.

The longstanding program of events, hosted by the Department of Trade, Business and Asian Relations (DTBAR), provides partners with a platform to engage with a significant audience and showcase their business while strengthening relationships with the Territory business community.

This year's program will include high-profile keynote speaker events, OBM Partner Events and networking opportunities. Events will be held across the regions throughout the month of October with a focus on motivating business owners and employees to connect, learn and be inspired – and **play to their strengths!**

## Event impact

Demonstrating the NT Government's commitment to business development, OBM provides Territory businesses with access to advice and insights on leading edge business practices that can be applied to improve and enhance their business and build business capability to implement improvements.

In order to achieve OBM's objectives, the program offers a range of events that provide business and industry with opportunities to play to their strengths by:

- ◆ **Connecting** with other businesses to support professional development
- ◆ **Learning** new things and developing new skills
- ◆ **Being inspired** by keynote speakers and Territory Success Stories

## Key themes

Aligned with the Northern Territory's Economic Strategy, this year's key theme is to:

### PLAY TO OUR STRENGTHS

OBM events will be delivered to bring this theme to life, in the context of small business, with a focus on one or more of the following support themes:

- ◆ **Digitalisation** - using AI and implementing technology
- ◆ **Workforce** - workforce attraction and talent retention
- ◆ **Resilience** - business resilience, adaptability and changing consumer behaviour



Digitalisation



Resilience



Workforce

## Audience

Attendees of OBM are likely to be your customers, busy Territorians who are working in or running their own business while juggling other commitments. They are looking to use their time efficiently to up skill and learn something new that can help them in both business and their own professional development.

In 2024 attendance showed that:

- 67% were female
- 30% were aged 31 to 40 years
- 71% of attendees work in the private sector/non-Government
- 90% of attendees learned something new during OBM
- 94% found OBM presentations to be engaging and relevant
- 74% believe OBM created a platform for Territory businesses to connect, learn and be inspired

## Marketing

An engaging marketing campaign designed to draw attention to OBM and bring more participants to events will be delivered with a focus on attracting people toward the website, social media, and other platforms where they can browse the program and register for individual events.

Promotion of OBM will include advertising across:

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

# Highlights from OBM 2024



**4900**  
registrations across  
the program



**64**  
organisations delivered  
173 partner events



**182**  
events were held  
across the 6 regions



**90%**  
of attendees said they  
learned something new  
during OBM



**87%**  
of attendees were  
satisfied with event  
partner presenters  
and speakers



# Is your company focused on connecting with businesses in the Northern Territory?

If you answered **yes** then partnering with October Business Month as a sponsor is for **you!**

## Opportunities to invest

A choice of sponsorship packages are available, with a range of benefits to suit your business. Companies with a passion for connection with Territory businesses and an aim to increase their presence across NT business and industry are invited to be a part of OBM.

To ensure your organisation receives maximum exposure, packages are limited in numbers and offer a broad range of opportunities throughout the entire OBM program. Packages include:

- Platinum \$20,000 (ex GST)
- Gold \$10,000 (ex GST)
- Silver \$5,000 (ex GST)
- Bronze \$3,000 (ex GST)

Bespoke packages can also be tailored to suit your specific needs and may incorporate new ideas specific to your organisations goals and objectives to enhance and add value to the OBM program.

## Sponsorship benefits

As a sponsor of OBM, you will have the unique opportunity to showcase your organisation to the Territory's business community while engaging with a range of industries and sectors across all regions of the Territory.

Your business will benefit from opportunities to expand your network, develop strong relationships, and promote your organisation. OBM sponsors are valuable partners and contribute greatly to the success of the program, benefits include:

- Maximum exposure at a high profile NT business event.
- Opportunity to deliver a clear message that your organisation has a genuine commitment to Territory business.
- Promotion of your organisation to an identified audience.
- Ability to gain new and strengthen existing business and key stakeholder relationships.
- An opportunity to build partnerships with Territory businesses and identified key stakeholders.

# Platinum sponsorship

**\$20,000 (ex GST)**

3 available

*"OBM was excellent, the line up of events was amazing. I wish I could have attended more."*

## Platinum Sponsorship benefits

- Exclusive naming rights and inclusion of your organisation's name in the title of one (1) keynote speaker event
- Opportunity to deliver a short welcome address at your naming rights keynote event
- Ten (10) complimentary tickets to be used at any of the OBM keynote events
- Opportunity to supply a 30 second company promotional video to be played at your naming rights keynote event (subject to DTBAR approval)
- Opportunity to bring and display your corporate pull up banner at your naming rights keynote event
- Verbal acknowledgement of platinum sponsorship by master of ceremonies at all keynote events
- Prominent logo representation as a platinum sponsor, displayed at keynote events, on:
  - event media wall
  - sponsor pull up banner
  - sponsor slide in PowerPoint presentation
- Recognition as a platinum sponsor in media regarding the event (as appropriate)
- Logo representation on the OBM keynote speaker event booking platform
- Prominent logo inclusion and acknowledgement as platinum sponsor in print advertising such as:
  - NT News OBM business feature
  - TQ Magazine
- Prominent logo inclusion on digital advertising
- Logo, 100 word description and link to company page on **OBM website**
- Social media acknowledgement as sponsor by level of sponsorship
- OBM branded tile for promotion on your company social media platforms to promote your support of OBM
- Opportunity to provide approved promotional items for your naming rights keynote event such as pens, note pads, keep cups etc.
- Post event report and debrief with the OBM team

## Gold sponsorship

**\$10,000 (ex GST)**

3 available

### Gold Sponsorship benefits

- Six (6) complimentary tickets to be used at any of the OBM keynote events
- Prominent logo representation as gold sponsor, displayed at keynote events, on:
  - event media wall
  - sponsor pull up banner
  - sponsor slide in PowerPoint presentation
- Logo inclusion on selected digital and print advertising
- Logo, 100 word description and link to company page on **OBM website**
- Social media acknowledgement as sponsor by level of sponsorship
- OBM branded tile for promotion on your company social media platforms to promote your support of OBM
- Post event report and debrief with the OBM team

*"I was amazed at the variety of events offered for no or little cost. It provided great opportunities to better my education here in Alice when I would usually have to travel interstate to access further training."*

## Silver sponsorship

**\$5,000 (ex GST)**  
5 available

### Silver Sponsorship benefits

- Four (4) complimentary tickets to be used at any of the OBM keynote events
- Logo representation as silver sponsor, displayed at keynote events, on:
  - sponsor pull up banner
  - sponsor slide in PowerPoint presentation
- Logo, 100 word description and link to company page on **OBM website**
- Social media acknowledgement as sponsor by level of sponsorship
- OBM branded tile for promotion on your company social media platforms to promote your support of OBM
- Post event report and debrief with the OBM team

### Bronze Sponsorship benefits

- Two (2) complimentary tickets to be used at any of the OBM keynote events
- Logo representation as bronze sponsor, displayed at keynote events, on:
  - sponsor pull up banner
  - sponsor slide in PowerPoint presentation
- Logo, 100 word description and link to company page on **OBM website**
- Social media acknowledgement as sponsor by level of sponsorship
- OBM branded tile for promotion on your company social media platforms to promote your support of OBM
- Post event report and debrief with the OBM team

## Bronze sponsorship

**\$3,000 (ex GST)**  
10 available



## Additional opportunities

In addition to becoming a sponsor of OBM, organisations have the opportunity to sponsor specific components of the event, either through financial or in-kind contributions.

The additional opportunities are outlined as follows and the level of investment or in-kind will determine the level of sponsorship attributed and subsequent benefits offered.

Opportunities include, but are not limited to:

- Travel
- Venue
- Accommodation
- Catering
- Master of ceremonies
- Keynote speaker
- Audio visual
- Event theming
- Coffee cart

Contact the OBM team to find out more and discuss a bespoke package tailored to suit your needs.

*"OBM enabled my team to attend professional development events together and build on our networks."*



PARTNERSHIP BENEFITS	PLATINUM \$20,000 *	GOLD \$10,000 *	SILVER \$5,000 *	BRONZE \$3,000 *
<b>Naming rights event</b>				
Exclusive naming rights and inclusion of your organisation's name in the title of one (1) keynote speaker event	Y			
Opportunity to deliver a short welcome address at your naming rights keynote event	Y			
Company promotional video (up to 30sec, subject to DTBAR approval) played at your naming rights keynote event	Y			
Opportunity to bring and display your corporate pull-up banner	Y			
Opportunity to provide approved promotional item for your naming rights keynote event	Y			
<b>Keynote events</b>				
Verbal acknowledgement by the MC at keynote events	Y			
Logo on media wall	Y	Y		
Logo on sponsor pull-up banner	Y	Y	Y	Y
Logo in sponsor slide of PowerPoint presentation	Y	Y	Y	Y
Complimentary tickets to OBM keynote events	10 tickets	6 tickets	4 tickets	2 tickets
<b>Marketing and promotion</b>				
Logo representation on the OBM keynote speaker event booking platform	Y			
Recognition in media regarding the event (as appropriate)	Y			
Logo inclusion on digital and print advertising	Y	selected		
Logo, 100 word description and link to company page on <b>OBM website</b>	Y	Y	Y	Y
Social media acknowledgement as sponsor by level of sponsorship	Y	Y	Y	Y
OBM branded tile for promotion on your company social media platforms	Y	Y	Y	Y
<b>Additional benefits</b>				
Post event report and debrief	Y	Y	Y	Y

\* The benefits detailed for each level of sponsorship are for cash sponsorship only. Adjustments will apply to in-kind proposals and appropriate benefits will be negotiated on an individual basis.

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## Contact Details

To secure your sponsorship opportunity for OBM 2025, discuss a bespoke package or for more information contact:

### Larissa Roberts

Sponsorships Manager

Department of Trade, Business and Asian Relations

Phone: 08 8999 7820

Email: [partnerships.DTBAR@nt.gov.au](mailto:partnerships.DTBAR@nt.gov.au)

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PARTNERSHIP OPPORTUNITIES

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