

# Media partnership opportunities

october  
**BUSINESS**  
month

october  
**BUSINESS**  
month 2026



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## Location

5 regions across  
the Northern Territory

## Date

October 2026

## 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 long-standing 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 **Embracing Change**, motivating business owners and employees to continue to **Adapt, Shift** and **Evolve**.

## 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 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 for embracing change 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:

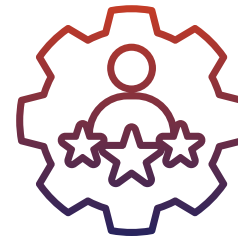
### EMBRACING CHANGE

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:

- ◆ **Adapting** – to rapid technology advancements
- ◆ **Shifting** – market demands
- ◆ **Evolving** – workplace dynamics



**Adapt**



**Shift**



**Evolve**

# Highlights from OBM 2025

## Audience

OBM attendees 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 upskill and learn something new that can help them in both business and their own professional development.

In 2025 attendance showed that:

- 97.9% of attendees would attend OBM again
- 95% of attendees found OBM presentations engaging and relevant
- 92.6% of attendees said they learned something new during OBM
- 76% of attendees were satisfied or very satisfied with their OBM experience
- 92.6% of attendees learned something new during OBM

## Marketing

A targeted and engaging marketing campaign designed to raise awareness of OBM events will be delivered, with a focus on attracting people to the website, where they can browse the online calendar of events and register for individual events.

Promotion of OBM will include advertising across:

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

*“Really relevant discussions and great take-aways.”*



**4,500**  
registrations  
across the program



**188**  
events were held  
across the 5 regions



**9**  
Territory Success Stories  
showcased at keynote  
events



**95%**  
of attendees found OBM  
presentations engaging  
and relevant

# 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 connecting with Territory businesses and who are aiming to increase their presence across the NT are invited to be 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:

- Tier 1 \$20,000+ (ex GST)
- Tier 2 \$15,000 (ex GST)
- Tier 3 \$5,000 (ex GST)

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

## In-kind media sponsorship benefits

As an in-kind media sponsor of OBM, you will have the unique opportunity to showcase your organisation's services to the local business community while supporting the events presence and brand awareness across the Territory.

Your in-kind media contribution elevates the promotion and reach of OBM, making a significant contribution to brand awareness and increased audience attendance across the entire program, reinforcing your support of Territory business and industry.

OBM sponsors are valuable partners and benefits include:

- Maximum exposure at high-profile NT business events.
- Opportunity to deliver a clear message that your organisation has a genuine commitment to Territory business.
- Promotion of your organisation to a targeted 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.

# Tier 1 media sponsorship

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

3 available

## Tier 1 sponsorship benefits

- Ten complimentary tickets to be used at any of the OBM keynote events
- Logo representation as media sponsor, displayed at keynote events, on:
  - event media wall
  - sponsor pull up banner
  - sponsor slide in PowerPoint presentation.
- Prominent 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.

## ***What was your biggest takeaway from OBM?***

*“Collaboration is at the heart of success”*

*“The business landscape is evolving with a hefty focus on Technology”*

*“You’ve already failed if you don’t give it a go”*

## Tier 2 media sponsorship

**\$15,000 (ex GST)**

3 available

### Tier 2 sponsorship benefits

- Six complimentary tickets to be used at any of the OBM keynote events
- Logo representation as media sponsor, displayed at keynote events, on:
  - 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.

### Tier 3 sponsorship benefits

- Four complimentary tickets to be used at any of the OBM keynote events
- Logo representation as media 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.

## Tier 3 media sponsorship

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

5 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 is a great initiative, looking forward to next year.”*

<b>MEDIA PARTNERSHIP BENEFITS</b>	<b>MEDIA TIER 1 \$20,000 plus *</b>	<b>MEDIA TIER 2 \$15,000 *</b>	<b>MEDIA TIER 3 \$5,000 *</b>
<b>Keynote events</b>			
Logo on media wall	Y		
Logo on sponsor pull up banner	Y	Y	Y
Logo in sponsor slide of PowerPoint presentation	Y	Y	Y
Complimentary tickets to OBM keynote events	10 tickets	6 tickets	4 tickets
<b>Marketing and promotion</b>			
Logo inclusion on selected digital and print advertising	Y	selected	
Logo, 100 word description and link to company page on <b>OBM website</b>	Y	Y	Y
Social media acknowledgement as sponsor by level of sponsorship	Y	Y	Y
OBM branded tile for promotion on your company social media platforms	Y	Y	Y
<b>Additional benefits</b>			
Post event report and debrief	Y	Y	Y

\*The benefits detailed for each level of sponsorship apply to in-kind sponsorship.

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## Contact details

To secure your sponsorship opportunity for OBM 2026, discuss a bespoke package or for more information contact:

### Larissa Roberts

Manager Events

Department of Trade, Business and Asian Relations

Phone: 08 8999 7820

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

Website: [obm.nt.gov.au](http://obm.nt.gov.au)



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