



SPONSOR PROSPECTUS

Start your engines and get onboard





The Event

This Australia Day, up to 1000 utes will converge at Hidden Valley raceway for the iconic Variety NT Australia Day Ute Run.

Every year drivers take the opportunity to “dress up” their utes with classic Aussie animals, paraphernalia, the Australian flag or the nation’s colours of green and gold, to raise funds for Variety NT.

In an impressive procession, the convoy of vehicles leave Hidden Valley and travel through Darwin’s Northern Suburbs, Palmerston and the rural area before finishing at Noonamah Tavern for an epic after party.

Thousands of supporters gather along the route to watch the utes in all their decorated glory—from car enthusiasts and families, to people who just want to show their support for Variety NT and kick off Australia Day in this uniquely Territory showcase!

This high profile, much loved Territory event provides HUGE brand exposure and a captive audience for corporate messaging.

Most importantly, it provides an opportunity for businesses and individuals to support children in need and change the lives of Territorians.



In 2022, Variety NT helped **4338 Territory
kids and provided **\$275,641** supporting
Territory families**



variety
the children's charity

Your support, changes lives.

Grants for Grins. Meet our gorgeous princess Apryl who we supported with the purchase of 2 suction machines (2 required in the event that one fails), and one Pulse Oximeter plus a Nellcor Bedside SPO2 Patient Monitor (PM 100N) with reusable probe. At 2 months of age Apryl was diagnosed with a severe and chronic medical condition – Pfeiffer Syndrome (Type 2), with craniofacial abnormalities. She has a tracheostomy tube to enable breathing. Apryl needs significant ongoing 24 hour care.



Variety NT provided a grant to enable RDA to purchase 3 new horses to enable more children access to riding and animal therapy. These horses have undergone specific training for RDA program and have proven to be a huge hit with our clients, staff and volunteers.

Variety NT partnered with Disability Sports Australia/NT and Total Recreation to deliver Activate Inclusion Sports Days in the NT. The first Variety Activate Inclusion Sports Day was held this year - 123 kids got to experience 7 different sports including Basketball, Golf, GoalBall, Netball, Soccer and Wheelchair NRL



**GET YOUR
ENGINES
STARTED!**

SPONSORSHIP PACKAGES

GOLD PACKAGE - \$4,000

Be one of the first 5 cars off grid, exposure second to none!

Logo on print collateral including advertising

Two stand alone SOCIAL MEDIA posts on the Variety NT page

Promotion by the MC throughout the day

Pop Up Stand at the start and/or at the after party

Complimentary merchandise

Radio Announcements by Media Partner Hot 100

Custom opportunities - to be developed

SILVER PACKAGE - \$3,000

TOP 20 cars off grid. Logo on print collateral including advertising. A stand alone Facebook post on Variety NT page. Complimentary merchandise. Custom opportunities - to be developed. Promotion by the MC throughout the day

BRONZE PACKAGE - \$1,000

Top 100 cars off the grid. Logo on print collateral
A stand alone Facebook post on Variety NT page
Promotion by the MC throughout the day



variety
the children's charity

All packages are ex GST



Contact Loz

Or call the Variety NT office on 8981 2544



VARIETY NT

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RECOGNISED CHARITY

A brand health study conducted by Colmar Brunton found:

61% of people in the NT recognised the brand

42% believed the charity was trustworthy

49% of Australians had heard of Variety the Children's Charity

40% knew that we were Australian

35% associated us with 'a fair go'

**We have a great reputation and work with our
sponsors to ensure strong, positive and effective
recognition of your support.**



HOW WE HELP

TOGETHER WE
CAN ACHIEVE
MEASURABLE
OUTCOMES
FOR TERRITORY
KIDS IN NEED

We help kids who are sick,
disadvantaged and have special
needs.



By delivering support in
5 key ways

- Grants
- Services
- Programs
- Scholarships
- Family Events

According to a 2018 study conducted by Variety Australia, as a result of receiving a Variety Grant parents and Carers report significant improvements to overall well being of kids in their care.



INCREASED
SELF
ESTEEM



INCREASED
CONNECTION
TO COMMUNITY



DECREASE
STRAIN ON
FAMILIES



INCREASED
QUALITY OF
LIFE

