

Sponsorship guidelines

Thank you for your interest in the Northern Territory PHN (NT PHN) sponsorship program.

To give fair opportunity to all organisations that apply for sponsorship in the NT, we will have 4 application rounds per year. These will be aligned to each quarter of the financial year.

Each round will award sponsorship amounts of **\$3,000 to \$10,000**. Round allocations may vary.

Round 1) **3 July**

Application period: **3 July – 17 July 2023**

Decision to be given: **31 July 2023**

Round 2) **1 October**

Application period: **1 October – 14 October 2023**

Decision to be given: **30 October 2023**

Round 3) **5 February**

Application period: **5 February – 18 February 2024**

Decision to be given: **4 March 2024**

Round 4) **7 May**

Application period: **7 May - 19 May 2024**

Decision to be given: **3 June 2024**

Application process:

Each applicant will be asked to complete the online NT PHN sponsorship application form; this application form will not be made available until the rounds are open. The application form asks applicants to demonstrate their project/organisation meets the criteria. It is important to read through the following information to ensure your application meets the criteria; applications that do not, will not be considered.

It is also important your application for funding is classed as 'sponsorship', and not 'other funding proposals' or 'workforce grants'. To check, please visit the following pages:

- [Workforce grants](#)
- [Other funding proposals](#)



Before completing your sponsorship application, please ensure the following criteria is met:

A registered business or incorporated organisation, club or not-for-profit.

Please provide proof of registration in the form of an ABN number.

Has a positive impact on the health and/or wellbeing of Territorians

It is important that your local event or activity demonstrates a positive impact on the health and wellbeing of our local community. This can be demonstrated in numerous ways such as events that encourage Territorians to prioritise their physical and/or mental health.

Examples of events or initiatives we sponsor:

- Community events that encourage health and wellness activities.
- Conferences (aimed at our target groups) that benefit the health and wellbeing of our local community.
- Events that inspire Territorians to prioritise health and wellness.
- Events or initiatives that encourage/educate our local health workforce to support the health and wellness of Territorians.

Please note, our sponsorship funding will not be allocated to long or short-term health programs. These requests should be made to our commissioning team through [other funding proposals](#). These types of proposals can include, but are not limited to, hiring staff to support health programs, commencing a new health outreach program, and programs that are a response to local health needs.

Our sponsorships will only support one-off activities or events.

Examples of activities we do not sponsor:

- Health outreach programs.
- Individuals who are attending conferences or wishing to fund study.
- The hiring of staff for any program.
- Any long-term initiatives that require continued funding.
- Any event or initiative that does not take place in the NT. Our sponsorships must directly benefit the local community and be able to demonstrate this.

Is targeted towards at least one of the 3 following groups:

NT service provider community

The 'NT service provider community' refers to health service organisations operating in the Northern Territory, including clinics, health centres, community health organisations, and Aboriginal Community Health Organisations. This demographic encompasses individuals who work and lead these organisations.

NT health workforce

The 'NT workforce' refers to individuals who are employed in various sectors of the workforce within the Northern Territory. This demographic encompasses a wide range of professionals, including healthcare workers, educators, and many others.

Aboriginal and Torres Strait Islander community

The 'Aboriginal and Torres Strait Islander community' refers to individuals and communities who identify as Aboriginal and Torres Strait Islander. This demographic represents a diverse range of cultures, languages, and traditions across Australia.

It is important to approach sponsorship in a culturally sensitive and respectful manner, acknowledging and valuing the rich cultural heritage and traditions of Aboriginal and Torres Strait Islander peoples. By doing so, NT PHN can work towards achieving health equity and improving the overall health and wellbeing of Territorians.

Has opportunities for NT PHN to display our visual identifier and connect with the local community

Our sponsorship activities are our opportunity to not only support your organisation's activity, but to also show our local NT community that we support them and their wellness. With this in mind, it is very important that NT PHN have the opportunity to display our visual identifier, be included in all marketing materials and have as broad a reach as possible. Ways you will be asked to demonstrate this is by informing us of how many social media followers you have, as well as providing a space for you to list all the ways our collaboration will be promoted.

Applications that promote strong brand awareness within our set target audience will be prioritised.

If the criteria above is met, the following requirements will then be considered:

- Potential effectiveness of the sponsorship including return on investment.
- Any potential risk exposure to NT PHN arising from the sponsorship activity including potential reputational risk.
- Consideration of any adverse performance/compliance history relating to the applicant, if applicable.
- Social, economic and environmental impacts of the project/initiative community and stakeholder engagement opportunity and impact.

Applications must be submitted within the application dates for the panel to accept their proposals. Late applications will be considered by special request. Equally, a special request can also be made for a quicker decision, should an event or project need it (for example, if the date of the event was imminent).

NT PHN does not sponsor any event or activity that:

- involves or is associated with political parties or affiliates
- engages in the sale or promotion of tobacco, alcohol, firearms, or gambling, or any products or services conflicting with the organisation’s objectives or values
- discriminates unlawfully.

Evaluation of applications

- A matrix will contain all details of sponsorship applications.
- This matrix will ask the panel to assign a rating of ‘met’ ‘partly met’ and ‘not met’ to the application criteria.
- The applications with the highest ratings will be considered for further evaluation by our internal sponsorship panel.
- All applications must then be reviewed and approved by the CEO and the Senior Executive Team.
- All outcomes will be communicated on the advised date, unless a special request is made.

Measure the success of sponsorship efforts

Evaluation against selection criteria will be conducted to measure the success of sponsorship efforts.

A report for all 2023–2024 sponsorships will be created at the end of the sponsorship year and applicants will be asked to submit an evaluation at the end of their sponsorship event or activity.