

Sponsorship guidelines

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

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

Each round awards sponsorship amounts of between **\$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 is asked to complete the online NT PHN sponsorship application form; this application form will not be made available until each round opens. The application form asks applicants to demonstrate that 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 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. Proposals should align with the key priorities of Northern Territory PHN and its programs and services. We encourage initiatives that use evidenced-based interventions to support improved health outcomes.

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 health service provider community

The 'NT health 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 health 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 may be considered by special request. Equally, consideration may be given to requests for an earlier decision to align with event or project timeframes.

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, gambling, or any products or services conflicting with the organisation’s objectives or values
- discriminates unlawfully.

Evaluation of applications

Applications are carefully evaluated against the selection criteria by a panel made up of members from each branch of Northern Territory PHN. The panel's final recommendations for funding distribution are reviewed and approved by the Executive Manager Corporate Services.

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.