



NT Training Awards 2025

Media Partnership Opportunities

 trainingawards.nt.gov.au

 @EducationNT



**THE
TERRITORY**



ABOUT THE NT TRAINING AWARDS

The NT Training Awards (NTTA) is the Department of Education and Training's annual premier event across the Vocational Education and Training (VET) sector.

Our purpose is to recognise achievements of Territory individuals, businesses and training providers across this important industry.

Now in its 70th year, the NTTA celebrates excellence in VET providing official recognition of achievements in gaining the highest standards of knowledge, skills, personal achievement and contribution to high standards of training.

The NTTA provides partners with notable scale, and a large platform to engage a significant audience. We are passionate in working with like-minded organisations that share a love for the VET sector.

NTTA nominees are shortlisted and finalists are provided professional development opportunities at the Ambassadors Weekend. The weekend brings together individual and business finalists and, through tailored workshops, provides finalists with opportunities to learn new skills and build on their confidence and capabilities before their judging interviews.

Winners of the NTTA are announced at the gala dinner and eligible winners go on to represent the Northern Territory (NT) at the national Australian Training Awards.



EVENT IMPACT

The NTTA supports the NT Government's commitment to develop a strong local workforce, enabling Territory businesses to adapt, grow and support the long-term economic development of the NT.

The NTTA aims to:

- Promote the achievements of vocational education and training students, apprentices, trainees, and their employers, trainers and training providers in the VET sector in the Territory.
- Communicate the significant contribution that apprentices, trainees, students, their employers and registered training organisations make to the economic prosperity of the Territory.
- Promote the collaboration between government, training advisory councils, industry, employers, schools and registered training organisations in the NT.

The NTTA also provides a pathway to national recognition of the Territory's VET sector, with eligible winners representing the Territory at the Australian Training Awards.

AUDIENCE

The NTTA recognises outstanding achievement in the VET sector right across the Northern Territory. Nominations are open to individuals including students, apprentices, trainees, teachers/trainers and vocational students, as well as businesses such as training organisations, employers, universities, RTOs, local businesses and industry advisory councils.

The NTTA aims to engage with Territory individuals starting their careers through vocational education and training opportunities, local businesses (large and small) that are providing on-the-job opportunities for Territorians to learn and develop their knowledge and skills and to the education and training institutions and educators supporting Territorians through their training.



AWARD CATEGORIES

Individual Categories

- Austin Asche Apprentice of the Year
- Aboriginal and Torres Strait Islander Student of the Year
- School-based Apprentice or Trainee of the Year
- Trainee of the Year
- VET for Secondary Students - Student of the Year
- VET Teacher / Trainer of the Year
- Vocational Student of the Year

Business Categories

- Industry Collaboration of the Year
- Small Employer of the Year
- Large Employer of the Year
- Small Training Provider of the Year
- Large Training Provider of the Year



KEY DATES

Nominations open	19 March – 7 May
Finalists announced	20 June
Ambassadors Weekend	19 & 20 July
Judging interviews	21 July
Finalist and Sponsors Function	21 July
Tickets on sale	20 June – 29 August
Gala awards dinner	13 September



IN-KIND MEDIA SPONSOR BENEFITS

Sponsors are valuable partners who contribute to the success of the NTTA program.

As an in-kind media sponsor of the NTTA you will have the unique opportunity to showcase your organisation's commitment to the VET sector and local business community whilst being provided with the opportunity to engage with a range of stakeholders across all regions of the Territory, benefiting from:

- Maximum exposure to the Territory's VET sector
- Demonstrating a genuine commitment to developing local workforce and economic development in the Northern Territory
- Promotion of your organisation to an identified audience
- The ability to gain new and strengthen existing business and key stakeholder relationships

Sponsors have the opportunity to promote their organisation, network with individuals and businesses in the VET sector and demonstrate their support in the development of a strong local workforce and advance the economic development of the Northern Territory.

MARKETING

A comprehensive marketing campaign will run Territory-wide from March to September providing extensive opportunities to acknowledge the support of sponsors.

The campaign will be designed to draw attention to NTTA, encourage nominations and attract attendance to the gala awards dinner. In line with the sponsorship benefits associated with each package, promotion of NTTA is intended across the following advertising:

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



OPPORTUNITIES TO INVEST

A choice of sponsorship packages is available, with a range of benefits to suit your business.

Companies with a vested interest in developing a strong local workforce, supporting the economic development of the Territory and a desire to recognise the outstanding achievements in the VET sector are invited to be a part of the NTTA as a sponsor.

To ensure your organisation receives maximum exposure, some packages are limited in numbers. Packages include:

- Platinum \$24,000 (ex GST)
- Category \$12,000 (ex GST)
- Ambassadors Weekend \$6,000 (ex GST)
- Entertainment \$4,000 (ex GST)
- Travel Sponsor \$4,000 (ex GST)
- Event Supporter \$2,000 (ex GST) *new for 2025*

Packages can also be tailored to suit your specific needs, incorporating new ideas specific to your organisation to enhance and add value to the NTTA program.



TIER 1

1 available

In-kind contribution: \$25,000+ (ex GST)

Sponsorship benefits

- Naming rights to one (1) award category
- Opportunity to be on the judging panel for your nominated award category
- Opportunity to participate in the Ambassadors Weekend
- Opportunity to provide approved promotional items to finalists at the Ambassadors Weekend
- Six (6) tickets to the Finalists and Sponsors function
- Six (6) complimentary gala awards dinner tickets
- Discount of 50% on up to four (4) additional gala awards dinner tickets
- Opportunity to present finalists of your award categories with their finalist certificate at the Finalist and Sponsors Function
- Opportunity to present the runner-up of your award category with their certificate at the gala awards dinner
- Opportunity to announce the winner of your award category and present them with their certificate and trophy at the gala awards dinner
- Verbal acknowledgement of your sponsorship by the master of ceremonies at the gala awards dinner
- Logo included in gala awards dinner screen content
- Full page advertisement in the printed gala awards dinner program
- Significant branding opportunities at NTTA activities and events including the gala awards dinner, Ambassadors Weekend, and Finalists and Sponsors function
- Logo representation as a media sponsor on NTTA advertising and marketing material, including television commercials, press advertising, social media and digital marketing
- Acknowledgement as a media sponsor with your logo on the NTTA website



TIER 2

1 available

In-kind contribution: \$15,000 (ex GST)

Sponsorship benefits

- Naming rights to one (1) award category
- Opportunity to be on the judging panel for your nominated award category
- Opportunity to participate in the Ambassadors Weekend through panel discussions
- Opportunity to provide approved promotional items to finalists at the Ambassadors Weekend
- Four (4) complimentary tickets to the Finalists and Sponsors function
- Four (4) complimentary gala awards dinner tickets
- Discount of 50% on up to two (2) additional gala awards dinner tickets
- Opportunity to present finalists of your award categories with their finalist certificate at the Finalist and Sponsors Function
- Opportunity to present the runner-up of your award category with their certificate at the gala awards dinner
- Opportunity to announce the winner of your award category and present them with their certificate and trophy at the gala awards dinner
- Verbal acknowledgement of your sponsorship by the master of ceremonies at the gala awards dinner
- Logo included in gala awards dinner screen content
- Logo in the printed gala awards dinner program
- Logo representation as media sponsor in selected NTTA advertising and marketing material, including television commercials, press advertising, social media and digital marketing
- Acknowledgement as a media sponsor with your logo on the NTTA website



TIER 3

3 available

In-kind contribution: \$5,000 (ex GST)

Sponsorship benefits

- Two (2) complimentary tickets to the Finalists and Sponsors function
- Two (2) complimentary tickets to the gala awards dinner
- Verbal acknowledgement of your sponsorship by the master of ceremonies at the gala awards dinner
- Logo in selected NTTA advertising and marketing material, including television commercials, press advertising, social media and digital marketing
- Acknowledgment as a media sponsor with your logo on the NTTA website
- Post event report and debrief with the NTTA team

ADDITIONAL OPPORTUNITIES

Bespoke

In addition to outlined sponsorship opportunities for the NTTA, companies can sponsor a particular component of the event, either through financial or in-kind contributions.

Additional opportunities are suggested as follows and the level of investment or in-kind support will determine the level of sponsorship attributed and subsequent benefits offered.

Opportunities include, but are not limited to:

- Gala dinner centrepieces
- Venue hire and catering
- Audio-visual
- Accommodation provider
- Master of ceremonies
- Printed program
- Event theming



SPONSOR BENEFITS OVERVIEW	Tier 1 \$25,000*	Tier 2 \$15,000*	Tier 3 \$5,000*
AMBASSADORS WEEKEND			
Participate on the judging panel for sponsored categories	★	★	-
Opportunity to participate in the Ambassadors Weekend	★	★	-
Opportunity to provide promotional products to finalists at the Ambassadors Weekend	★	★	★
Acknowledgement in the printed Ambassadors Weekend program	★	★	★
Opportunity to present finalists with their certificate	★	★	-
Tickets to the Finalists and Sponsors function	6	4	2
GALA AWARDS DINNER			
Category naming rights	1 award	1 award	-
Complimentary tickets to the gala awards dinner	6	4	2
Discounted gala awards dinner tickets	4	6	-
Opportunity to present the runners-up with their certificate and winners with their certificate and award	★	★	-
MARKETING AND PROMOTION			
Your logo or organisation name included on NTTA advertising and marketing material	Prominent	Selected	
Significant branding opportunities at NTTA events	★	-	-
Verbal acknowledgement at the gala awards dinner	★	★	★
Acknowledgement in the printed gala awards dinner program	Full page and category	Logo and category	Logo
Logo included in gala awards dinner screen content	★	★	Limited
Acknowledgement as a sponsor on the NTTA website	★	★	★

* Prices quoted are in Australian Dollars and are subject to 10% Goods and Services Tax (GST).



SPONSOR CHECKLIST DUE DATES	Tier 1	Tier 2	Tier 3
Agreement executed	TBA		
Award category confirmed - Choice of category dependant on availability	x1	x1	-
Provide your company logo - full suite of logos as high resolution ai or jpeg file including white logo options	Within week of signing		
Provide your company social media handle/s	Within week of signing		
Nominate a member of your organisation to participate as a judge for your sponsored categories (subject to approval by DET)	28 March	-	
Confirm whether or not your company wishes to participate in the Ambassadors Weekend (subject to approval by DET)	30 May		
Confirm whether your company will provide promotional items (50 pieces) to finalists at the Ambassadors Weekend (subject to approval by DET)	30 May		
Full page advertisement in the printed gala awards dinner program.	1 June	-	-
Register your allocated number of company representatives to attend the Finalist and Sponsors Function	1 July		
Deliver approved promotional items for Ambassadors Weekend to Skills NT offices - Level 2, Development House, 76 The Esplanade	7 July		
Register your allocated number of company representatives to attend the gala awards dinner	29 August		
Confirm your allocated number of half-price tickets and company representatives to attend the gala awards dinner	29 August	-	
Confirm who will present the award for your sponsored categories	1 September	-	





NT Training Awards 2025

CONTACT US

To secure your sponsorship opportunity for the 2025 NT Training Awards, discuss a bespoke package, or for more information, contact:

Nicky Bacon – Project Coordinator, Skills NT

Department of Education and Training

P: 8999 7171 M: 0422 911 893

E: nicky.bacon@nt.gov.au

E: trainingawards@nt.gov.au

W: www.trainingawards.nt.gov.au

DISCLAIMER

Subject to any terms by law which cannot be excluded, in no event shall the Northern Territory Government be liable for any losses or damages, including incidental or consequential damages, resulting from use of the published material. While care has been taken to ensure that the information contained is true and correct at the time of publication, changes in circumstances after the time of publication may impact on the accuracy of this information. Northern Territory Government gives no warranty or assurance, and makes no representation as to the accuracy of any information or advice contained, or that it is suitable for your intended use.