

**Free
entry**

**Free Morning Tea | Information Stalls
Interactive Displays | Giveaways & Prizes**

ALICE SPRINGS

SENIORS EXPO

**WEDNESDAY 12 AUGUST 2026,
10AM – 2PM**

**Alice Springs
Convention Centre,
93 Barrett Drive,
Alice Springs**





Put your brand at the very centre of expo

About COTA NT

COTA NT (also known as Council on the Ageing NT) is the peak body for senior Territorians. It has been working to promote and protect the well-being, rights and interests of those aged over 50 in the Northern Territory since 1969.

COTA speaks out on behalf of older people, to give them a voice on matters that affect them including aged care, health, ageism, inclusion, safety, life transitions and human rights.

About Seniors Expo

COTA NT held its first Expo in 2015 and this year is the 9th year of Expo/ Seniors Days in Alice Springs.

Held once again in the spacious, air-conditioned Convention Centre, Expo offers older Australians and the wider community a unique opportunity to find out more about the services, products and lifestyle options available to them in the Northern Territory.

Expo has a unique festival-style atmosphere, created and enjoyed by hundreds of people. Last year's Expo attracted 44 exhibitors and featured free entry, free morning tea, free BBQ (sausage sizzle), live music and displays of Qi Gong and seniors' exercise classes.

Your opportunity

Through the support of the Northern Territory Government's Minor Community Benefit Grant, COTA NT is able to bring this event to the community with free entry and free morning tea in a spacious, safe and comfortable space.

With your support, we can do even more.

Your support of this event can be either in-kind or financial.

Showcase your brand where community connects

- You will align your brand with an organisation trusted by Territory seniors
- Your support will be recognised through logo placement in event marketing and the program, the COTA NT website and in reports.
- Your investment can begin from \$750+gst.
- Choose the level and style of sponsorship that suits you.

n.b. You do not have to be an attendee or exhibitor of Expo to provide sponsorship.

Perfect places to showcase your brand

	Gold	Silver	Bronze	Friends
	\$4500	\$2500	\$1500	\$750
<i>Availability</i>	1	4	10	20
Naming rights to Morning Tea <i>Catering is by Alice Springs Convention Centre.</i> <i>Note: Additional branding opportunities is at Sponsor's cost (banner placement, branded merchandise)</i>	✓	X	X	X
Logo on front cover of program	✓	X	X	X
Logo on all event marketing material*	✓	✓	X	X
Banner placement at welcome/point of entry and acknowledge of support in Welcome address	✓	✓	X	X
Premium, complimentary exhibitor placement (high foot traffic)	✓	✓	X	X
Acknowledgement of sponsorship in COTA's event reporting in Seniors Voice and annual report	✓	✓	✓	X
Logo on inside front cover of program	✓	✓	✓	✓
Acknowledgement of sponsorship on COTA NT website event page and event listing	✓	✓	✓	✓
Acknowledgement of sponsorship on COTA NT's social media (Facebook and Instagram)	✓	✓	✓	✓

Quick facts & figures

- Expo event programs are produced in print (500 copies) and in digital formats publishing to websites.
- Seniors Voice is published in print and digital formats. It is sent to 20 000 verified email recipients (mostly based in the Northern Territory), viewed online by 10 000 website visitors p.a. and every print issue is available at over 100 locations.
- COTA has over 5 000+ Facebook followers across program and place-marketing pages.
- See the photos from past Expos, www.cotant.org.au/photos.

* Produced after 28 July 2026

**the numbers of email recipients and website visitors is based on FY2024-25 statistics and is subject to variation



Strength test at Alice Springs Expo 2025



Book now

To secure your sponsorship opportunity for this year's Expo, or to discuss options contact:

Stephanie Kendall

email communications@cotant.org.au

call **0409 878 578** (leave a message or email if unattended)

Alternatively call **Head Office 08 8941 1004**.

Deadlines

- Sponsorship agreement by 20 July
- All artwork required by **28 July 2026**.

Sponsorship Terms

By submitting a sponsorship application and/or payment, the Sponsor agrees to these Terms and Conditions and enters into an agreement with the event organiser.

Sponsorship Confirmation

Sponsorship opportunities are confirmed only upon:

- Agreement in writing (by email) with COTA NT.

The organiser reserves the right to refuse or decline sponsorship applications at its discretion.

Payment Terms

Full payment is required within the timeframe stated on the invoice.

Sponsorship Benefits

The organiser agrees to provide the sponsorship inclusions outlined in the selected sponsorship package.

Benefits may include, but are not limited to:

- Logo placement
- Exhibition space
- Social media promotion
- Printed material inclusion

Benefits are subject to production deadlines and availability.

Artwork and Promotional Material

Sponsors must supply all logos in the required format and by the nominated deadline.

The organiser is not responsible for:

- Poor print quality resulting from low-resolution artwork
- Errors in supplied content
- Missed inclusions due to late submission

Use of Name and Logo

The Sponsor grants the organiser permission to use the Sponsor's name, logo and approved branding for promotional purposes relating to the event. The organiser will not alter logos without approval, except for resizing or formatting purposes.

Exhibition Spaces

Where exhibition space is included:

- Space allocation is

determined by the organiser.

- Sponsors must comply with venue rules, workplace health and safety requirements and event instructions.
- Sponsors are responsible for the conduct of their staff, contractors and representatives.

The organiser reserves the right to remove any display, material or activity considered unsafe, offensive or inappropriate.

Cancellation by Sponsor

Cancellations are non-refundable.

Cancellation or Changes by Organiser

The organiser reserves the right to:

- Change the event program, venue, format or dates if required;
- Cancel or postpone the event due to circumstances beyond reasonable control.

If the event is cancelled, the organiser may:

- Refund sponsorship fees in full or part; or
- Transfer sponsorship benefits to a rescheduled event.

The organiser will not be liable for additional costs incurred by sponsors.

Force Majeure

Neither party will be liable for failure to perform obligations where such failure results from events beyond reasonable control, including but not limited to:

- Natural disasters
- Health emergencies
- Government restrictions
- Venue closures
- Extreme weather
- Insurance and Liability

The organiser accepts no responsibility for loss, theft or damage to sponsor property.

Photography and Media

Sponsors acknowledge that photographs and video may be taken during the event and used for future promotional purposes by the organiser.