

DiGiT.

LEARN

MAKE

PLAY

presented by

 THE ARRAY []

The NT's homegrown festival of games, creativity and innovation.

08 November
SATURDAY

AANT Centre
formerly 'The Darwin Entertainment Centre



www.thearray.gg/DiGiT



EVENT OVERVIEW

About DiGiT

DiGiT (Darwin Interactive Games & Innovative Technologies) is the Northern Territory's flagship creative tech festival – a bold, high-energy celebration of the future of play, creativity, and technology.

Under the pillars LEARN. MAKE. PLAY., DiGiT transforms the AANT Centre for one day only with interactive exhibitions, esports, digital art, performances, and hands-on learning.

10AM – 05PM

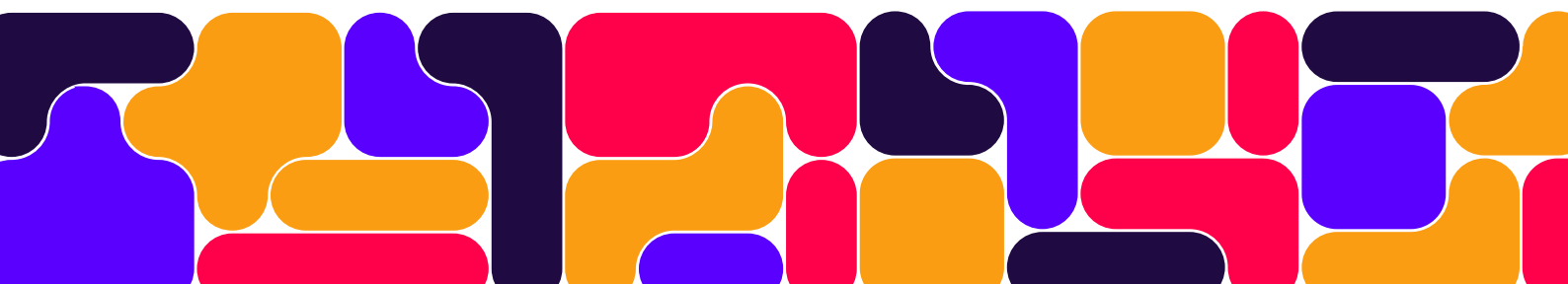
One Day

All - Inclusive

Territory - Made

Key Themes for 2025

- Future Skills & Careers in Tech
- Games, Esports & Youth Engagement
- Creative Technology & Digital Art
- Industry, Innovation & Digital Entrepreneurship



Why Sponsor ?

- ✓ **High Visibility**
1,500+ attendees across families, students, educators, and industry.
- ✓ **Expanded Reach**
Coverage in local and national media plus livestreams, social campaigns, and influencer content.
- ✓ **Direct Connections**
Engage face-to-face with Territory tech users, educators, students, and creators.
- ✓ **Talent Pipeline**
Build relationships with the next generation of digital makers and creative thinkers.
- ✓ **Champion Local Innovation**
Position your organisation at the frontier of NT's digital and creative industries.
- ✓ **National Exposure**
Gain visibility with interstate guests and industry voices converging in Darwin.
- ✓ **Community Impact**
Back inclusive pathways that inspire creativity, education, and opportunity in the NT.
- ✓ **Future-Focused Brand Alignment**
Be seen in a bold, high-energy space that celebrates what's next.



What Makes **DiGiT.** Different?

Territory First: The newest event of its kind
created and run in the NT

Creative Meets Tech: Showcasing
video games, esports, AI, VR, XR, and digital art

Inclusive & Accessible: Prioritising diversity &
participation across ages and backgrounds

Playful & Professional: Equal parts fun festival
and serious industry platform





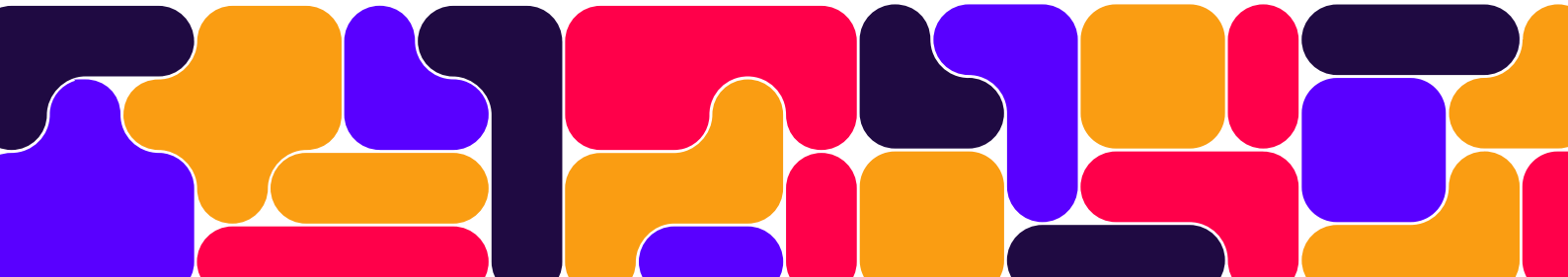
Our Audience

- Youth & Families: Students, young gamers, emerging creatives.
- Educators: Teachers, schools, universities, and training providers.
- Professionals: Tech, media, marketing, and creative industries.
- Communities: First Nations, CALD, remote and regional Territorians.
- Industry: Game studios, tech companies, and arts organisations.

Audience Snapshot

(2022 & 2023 INDICATIVE FROM LEGACY EVENTS)

- 1,500+ attendees across gaming, education, tech, and arts sectors
- 60% aged 16–35 | 40% students/early career creatives
- 70% identify as regional NT-based
- Strong school, TAFE, university & parent engagement
- Equal split male/female attendees, with growing LGBTQIA+ and neurodiverse communities represented



SPONSORSHIP BENEFITS

The following outline of sponsorship levels is intended as a guide and can be tailored to meet your specific marketing needs.

Gold Sponsor – from \$7,000

- All Silver + Bronze benefits.
- Premium exhibitor positioning.
- Naming rights for a feature (e.g. esports finals, cosplay parade, main stage).
- Opportunity to present prizes and address the audience.
- On-screen and on-stage advertising opportunities.

Silver Sponsor – from \$3,000

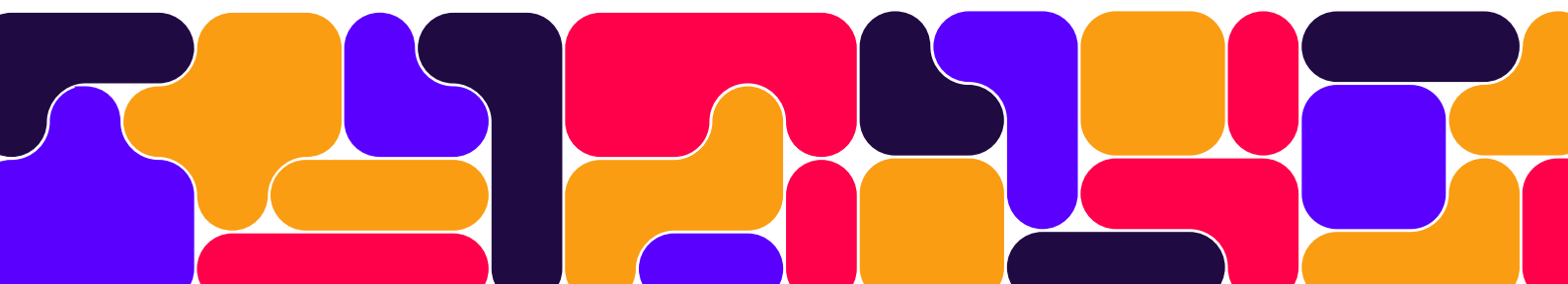
- All Bronze benefits.
- Negotiated exhibitor positioning.
- Company banners/decals displayed during the event.
- Opportunity to provide merchandise or promotional giveaways.

Bronze Sponsor – from \$1,000

- Early access to secure exhibitor space before public EOI.
- Brand mentions from MCs during the event.

All Sponsors Receive

- Logo and links across marketing, website, and social media.
- Complimentary tickets to the event.
- Certificate of appreciation.



SPECIAL PACKAGES

The following outline of sponsorship levels is intended as a guide and can be tailored to meet your specific marketing needs.

Naming Rights Partner

- Exclusive naming rights to DiGiT 2025 (Your Company DiGiT), with prominent logo placement across all event materials, external partner websites, and key media areas. Includes banner visibility in high-traffic spaces and first right of refusal for a further two years.
- Investment: by negotiation

Special Activation Opportunities

- LEARN Zone Sponsor – education and workshops
- MAKE Zone Sponsor – digital art and innovation
- PLAY Zone Sponsor – esports and gaming showcase
- Cosplay Competition Partner – prize support, judging, and pop culture visibility
- Digital Lounge Sponsor – chill-out, recharge and accessibility space
- Youth Access Sponsor – fund tickets for underserved young people

Stall & Showcase Options

- Premium Vendor Booth / Space – 3x3m booth with power, signage, and inclusion in event map and website (available to Bronze sponsors and above, add \$750)
- Game Trailer / Showcase Screen – featured in foyer screen loop (free for Array members, or \$300)
- AR/VR or Digital Installation – curated digital exhibit with branding and signage (by negotiation)

Custom Add-Ons & Activations (Tailored to suit your business needs)

- Session Sponsorship – Brand a keynote or workshop
- Coffee Cart – Signage and optional merch or giveaways
- Digital Swag / Prizes – Branded giveaway packs or prize pool support

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Bespoke and In-Kind Opportunities

DiGiT values collaboration, and we know not every contribution comes in cash.

We offer a limited number of tailored partnerships for organisations looking to contribute skills, services, or equipment.

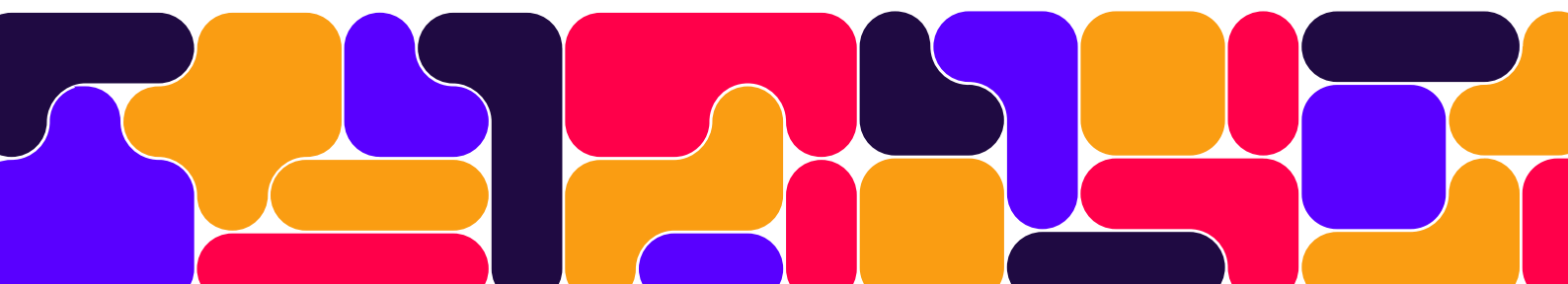
In-kind or custom contributions might include:

- AV support / livestream equipment
- Event theming or signage
- Tech hardware or VR gear
- Content capture / videography
- Merchandise or printing
- Volunteer T-shirts or guest bags
- Accommodation / travel support for guests

In-kind contributions will be acknowledged at a level that reflects the value and visibility of your support.

Sponsorship of The Array []

DiGiT is powered by The Array, Darwin's creative tech hub. Sponsorship covers festival costs, with any funding above this supporting The Array's broader mission, including digital skills programs, esports, and creative tech initiatives. Contact us to explore year-round partnership opportunities.



CONTACT

Let's Build Together

DiGiT is more than a day – it's a launchpad for Territory-grown digital talent and creative careers.

Partner with us to:

- Grow the NT's digital economy
- Inspire young people and communities
- Be recognised as a champion for innovation and inclusion



CONTACT

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