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1956 2016



CARLTON
MID

Brewery Fresh

DARWIN CUP CARNIVAL

2 JULY - 1 AUGUST 2016

PHOTOGRAPH BY GEORGE FRAGOPOULOS



DARWINTURFCLUB.ORG.AU

THE DARWIN TURF CLUB

THE PRIZED ARENA OF RENOWNED THOROUGHBRED RACING,
GENUINE HOSPITALITY AND PREMIERE EVENTS IN THE TOP END.



Nestled in the lush, tropical surrounds of Fannie Bay, the Darwin Turf Club is famed for the running of the Carlton Mid Darwin Cup, the crescendo of an 8 day dry season carnival.

In its Diamond Jubilee, 2016 will see the 60th running of the Darwin Cup with the Turf Club honouring the event's history throughout the year, bringing the nostalgia of the Cup to the forefront of celebrations.

Over 20,000 people revel in the tradition, pageantry, and style that decorate Carnival time, and with over \$1.95 million in prize money on offer and a total of fifty seven races over the eight days, the quality of the horseracing at the Darwin Turf Club is simply excellent.

Outside of Carnival, the trackside action continues, delivering great Australian racing week in week out, 39 times a year with all races broadcast live on SKY Racing.



THE TRACK

With a total race course circumference of 1,780 metres and a home straight length of 340 metres, the track is unique to others in Australia, made from sand mixed with treated oil substance, as opposed to the traditional turf overlay.

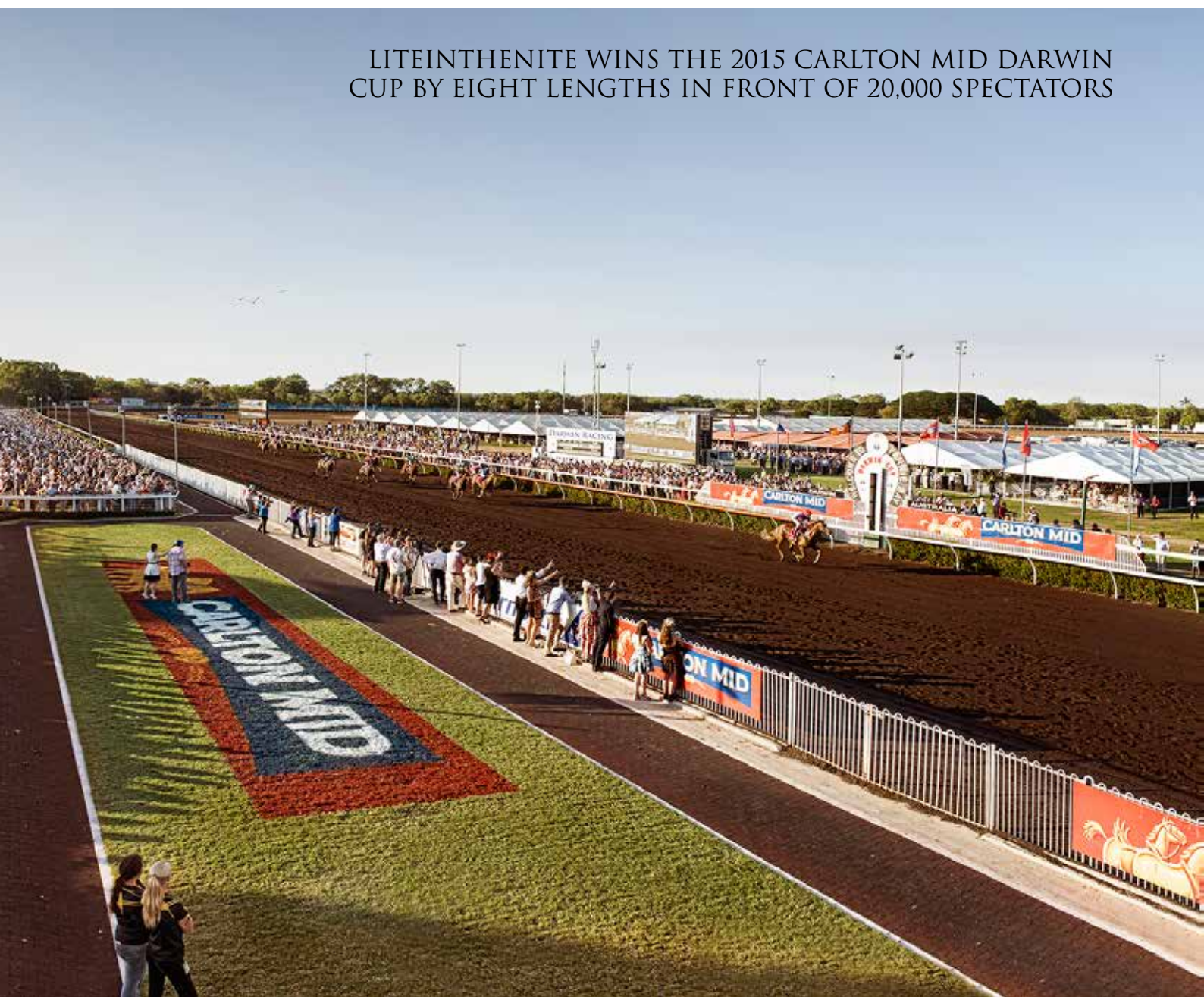
FUNCTIONS

Our Club is one of the most innovative, adaptable and flexible function venues of its kind in the Northern Territory. We believe we offer our clients a range of exquisitely appointed rooms with stunning function areas, both inside and out, along with the finest cuisine, friendly professional staff, and guaranteed privacy. We are open 7 days a week (excluding Christmas Day) to accommodate a variety of functions.

LOCATION

The Darwin Turf Club is located in Fannie Bay approximately 5km from the CBD, the Darwin Convention Centre and Darwin Waterfront Precinct with the Darwin International Airport under a 10 minute taxi ride away. We offer convenient free parking and ample room for coaches to drop off or park.

LITEINTHENITE WINS THE 2015 CARLTON MID DARWIN CUP BY EIGHT LENGTHS IN FRONT OF 20,000 SPECTATORS



SPONSORSHIP PACKAGE 1 - CARNIVAL TIME

INVESTMENT \$10,000 PLUS GST

- Race naming rights for a race during the 2016 Carlton Mid Darwin Cup Carnival (Day 1-7)
- 1 metre x 4 metre permanent trackside signage
- Corporate hospitality for 10 people in the Legends of the Straight Marquee on Cup Day (Monday 1st August) which includes:
 - o Reserved table of 10
 - o Deluxe buffet
 - o Beverage package from 11am to 6pm
 - o Selection of free pour spirits
 - o Race books
 - o Gate and centerfield access
- A winning line banner will be displayed featuring branding / logo during the running of the sponsored race (Banner to be supplied by the DTC)
- Opportunity to display other banners and flags on the day of the sponsored race (Signage to be supplied by sponsor)
- Logo recognition on the 2016 Darwin Cup Carnival magazine
- Recognition of sponsorship in the official race book on day of the sponsored race (Full Page advertisement to be supplied by sponsor: Size 210mm H x 148mm W. Format - PDF)
- The Darwin Turf Club will ensure that the sponsored race is so named after the sponsor in all press releases, interviews, public announcements and advertising on radio, television and newspapers
- Opportunity to provide a 15 or 30 sec TVC that will be played on the super screens at the Darwin Turf Club
- International and National television coverage with Sky Racing on day of sponsored race
- The Darwin Turf Club will house a direct link to the sponsor on its website as part of its sponsor's page
- Radio coverage and exposure of all races on Day 8 through 4TAB, QLD, SA, NT
- 10 x 2016 Carnival Passes (valid for days 1 to 8)
- 20 general admission tickets for sponsored race day
- 2 x Carnival Launch Cocktail Party invitations
- 4 x non feature race names outside of carnival



SPONSORSHIP PACKAGE 2 - CARLTON MID DARWIN CUP DAY

INVESTMENT - \$57,000 PLUS GST

- Race naming rights for a prestigious race on Carlton Mid Cup Day, Day 8 of the 2015 Carlton Mid Darwin Cup Carnival
- Permanent finishing line mounting yard signage 1 metre x 9 metre (see image in signage)
- 5 metre x 10 metre permanent signage on the outside rail of the Darwin Turf Club race track for the duration of the agreement (see image in signage)
- Reserved Corporate Centerfield Marquee on Darwin Cup Day which includes:
 - o Private marquee for 30pax
 - o Gate and members lawn access passes
 - o Catering – Deluxe Buffet including a selection of fresh seafood
 - o Beverage Package 11am – 6pm
 - o 30 x racebooks
 - o 30 x memento stubby coolers
 - o White table cloths and chair covers with a choice of colours for sashes
 - o TV monitors with Sky Channel coverage
 - o Fans to ensure comfort throughout the day
 - o Exclusive car parking in centerfield off Playford Street
- Presentation of the trophy to the winning connections of your sponsored race. (Trophy supplied by Darwin Turf Club)
- Opportunity to display a winning line banner featuring your branding / logo during the running of the sponsored race (Banner provided by Darwin Turf Club, any changes or amendments to the initial banner is at the cost of the sponsor)
- Recognition of sponsorship in the official race book on Day 8 – Carlton Mid Darwin Cup. Full page colour advertisement (artwork to be supplied: size 210mm H x 148mm W PDF)
- The Darwin Turf Club will work to their best endeavours to ensure that the sponsored race is named after the sponsor in all press releases, interviews, public announcements and advertisements on television, radio and newspaper
- SKY Racing Channel coverage of Day 8, providing national & international branding exposure
- Radio coverage and exposure of the sponsored race on Day 8, through 4TAB, QLD, SA, NT
- The Darwin Turf Club will house a direct link to the your website as part of its sponsors' page on the DTC website
- Sponsored race name displayed prior to and during the running of the race on the Darwin Turf Club's electronic semaphore board
- 30x Carlton Mid Darwin Cup Carnival Passes (valid days 1 – 8)
- 30x General Admission tickets for Day 8 (Carlton Mid Cup Day)
- Opportunity to provide a 15 or 30 sec TVC that will be played on the super screens at the Darwin Turf Club on Day on all 8 days of the Carnival
- Logo recognition as the race sponsor in the Carlton Mid Darwin Cup Carnival Magazine (print deadline March 13th 2016)
- 4x Naming rights to non-feature race days throughout 2016
- 2x Racing Minister's Cocktail Reception invitations
- 4x Tickets to the Carnival Launch Cocktail Party
- 1x table at the Qantas Darwin Turf Club Gala Ball
- Sponsorship of an award at the Horse of the Year Awards (held in September 2016) including x2 tickets to the event

SPONSORSHIP PACKAGE 4 - NT DERBY DAY & THE TRIPLE CROWN BONUS INVESTMENT - \$80,000 PLUS GST

RACE DAY SPONSORSHIP OF NT DERBY DAY

- Race day naming rights for Day 4 of the Darwin Cup Carnival NT Derby Day
- Race naming rights for the feature race 'NT Derby', 3 Year Old Set Weights - 2000m of \$135,000 plus \$2,250 trophies
- Presentation of the trophy to the winning connections of the feature race on Day 4 (\$2250 worth of trophies supplied by the Darwin Turf Club)
- Winning line banner featuring sponsor's logo during the running of the sponsored race (Banner provided by Darwin Turf Club, any changes or amendments to the initial banner are at the cost of the sponsor)
- Opportunity to supply jockey silks to be worn during NT Derby by the clerk of the course or by promotional model on the dais. (Supply of jockey silks and registration is at the sponsor cost)
- Presentation of sponsor branded horse rug to the winning connections of the NT Derby. (Horse rug to be supplied by Darwin Turf Club)
- Brand exposure through racebook advertising on Day 4: Logo exposure on the front cover of the race book and full colour page back cover advert plus 4 x full page mono advertisements
- SKY Racing television coverage of Day 4 nationally
- Radio coverage and exposure of all races on Day 4 through 4TAB, QLD, SA, NT
- Darwin Turf Club will ensure that the sponsored races are so named after sponsor in all press releases, interviews, public announcements and advertising on Television, Radio and Newspaper and in the official Carnival Magazine
- Opportunity to provide a 30 second TVC that will be displayed on the super screens during NT Derby Day
- Opportunity for sponsor to display additional signage around the Darwin Turf Club on Day 4. (Signage to be supplied by sponsor) CONT.



DERBY DAY AT THE DARWIN TURF CLUB

TRIPLE CROWN BONUS

Surrounded by the thrill and excitement that the Northern Territory's ultimate racing prize produces, the Triple Crown Bonus has become available for sponsorship. This unique opportunity provides brand alignment with the exhilaration and exposure that comes hand in hand with the exclusive reward for the galloper, trainer and jockey that are victorious in the Guineas (Day 1), NT Derby (Day 4) and the Darwin Cup.

- Naming rights to the Triple Crown Bonus
- Sponsor to provide the Triple Crown Bonus, a \$100,000 incentive in the form of bonus payment for any horse which wins each and all of the specified races below:
 - 1st Leg - Darwin Guineas
 - 2nd Leg - NT Derby
 - 3rd Leg - Darwin Cup
- Darwin Turf Club ensures the sponsored Triple Crown Bonus is given extensive media coverage in the lead up to and over Carnival
- Triple Crown Trophies will be prominently displayed in the Darwin Turf Club Grandstand
- Triple Crown Trophies will also be displayed on the dais for each leg of the Triple Crown
- 1 x full page race book advert for the triple crown in Day 1, Day 4 & Day 8 of Carnival
- Opportunity for a sponsor's representative to make a speech and showcase the trophy for the 1st leg at the Darwin Guineas, plus the NT Derby and Darwin Cup if 2nd & 3rd leg is won
- Prominent trackside Triple Crown signage to be erected and displayed for Day 1 – Day 8 of Carnival. Position to be determined by Darwin Turf Club (DTC to supply)
- Darwin Turf Club will provide a Triple Crown feature page on the website, with direct link back to sponsor
- Media release regarding the new naming rights sponsorship of the Triple Crown bonus to be released upon signing of the sponsorship contract to local and national media

NT DERBY DAY & THE TRIPLE CROWN BONUS INVESTMENT - \$80,000 PLUS GST



TRACKSIDE SIGNAGE - EXAMPLES

EXPOSURE TO OVER 60,000 SPECTATORS PER ANNUM AND A 2 MILLION WEEKLY WORLDWIDE REACH ON SKY NETWORKS

MOUNTING YARD 1M X 8M - \$6,400 ONLY AVAILABLE AS AN ADDITION IN \$20,000 + PACKAGES



OUTSIDE TRACK BILLBOARD 5M X 10M - \$11,000 PLUS GST PER ANNUM



UNIQUE SIGNAGE OPPORTUNITIES

HOME STRAIGHT PREMIUM SIGNAGE - 1M X 8M - \$8,900 PLUS GST PER ANNUM
(OPTIMUM SPECTATOR AND TV COVERAGE)



PERMANENT
KIOSK ROOF
BRANDING
(PAINTED OR DECAL)

Viewing from Trackside,
Grandstand, Members Bar and
Executive Marquee

\$3,200 PLUS GST



Please note – As per the agreement, signage is to be designed, sign written, erected and maintained by sponsor at no expense to Darwin Turf Club. Existing signage can be re-skinned. Size and positioning of signage may be adjusted by Darwin Turf Club at any time in consultation with both parties. Signage will only be offered to exclusive supporters and race sponsors of the Darwin Turf Club. At any time the sponsorship is terminated, the Darwin Turf Club reserves the right to then on sell the sign. All signage will remain the property of the Darwin Turf Club.

UNIQUE SIGNAGE OPPORTUNITIES CONT.

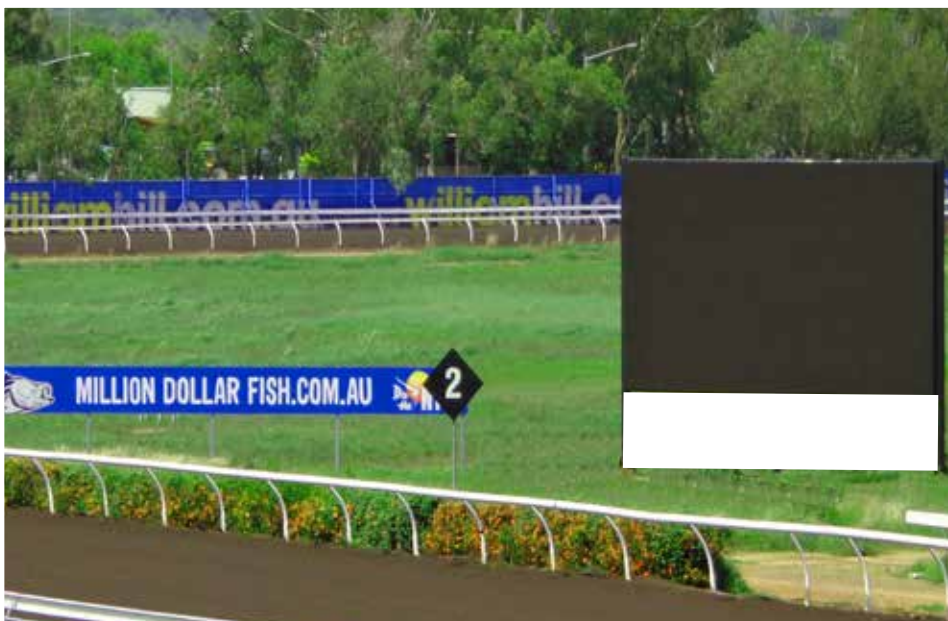
SPONSORSHIP OF THE THREE HOME STRAIGHT SUPER SCREENS

Including naming rights to screens - e.g Coates Hire Super Screens. Individual screen sponsorship negotiable.

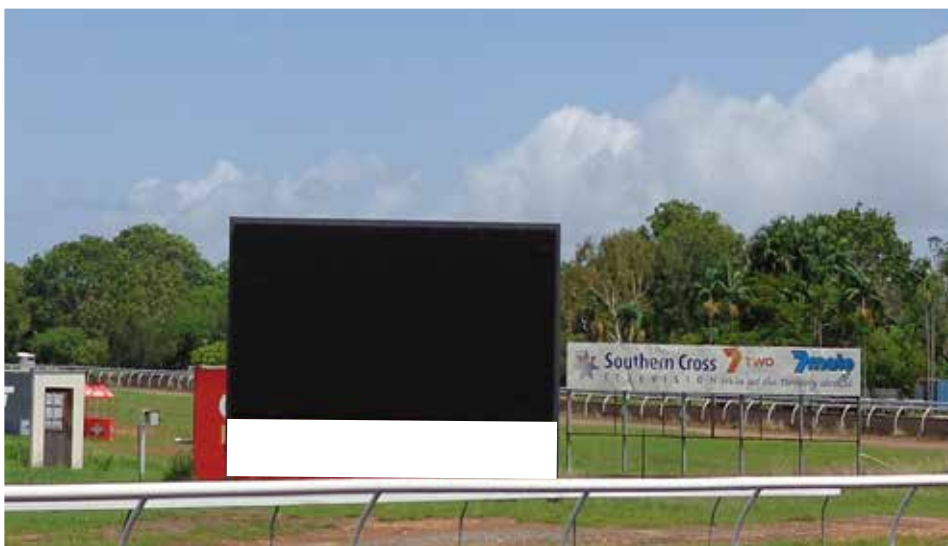
\$12,000 PLUS GST PER ANNUM



8m x 1m
Finish Line Approach
Super Screen



6m x 1m
Home Straight
Super Screen



6m x 1m
Post Finish Line
Super Screen

QANTAS TURF CLUB GALA BALL

Overlooking the azure Arafura Sea, the picturesque Little Mindil comes alive when the largest outdoor Gala Ball in the southern hemisphere takes centre stage with its glitz and glamour on the Saturday before the Carlton Mid Darwin Cup Day.

An unmissable event, the Qantas Darwin Turf Club Gala Ball has seen Jimmy Barnes, Guy Sebastian, Delta Goodrem and Vegas sensations Human Nature thrill the 2000 plus crowd over the years.



QANTAS DARWIN TURF CLUB BALL
FAVOURITES, HUMAN NATURE



THE TERRITORY FLAG CEREMONIOUSLY SWOOPS
INTO CENTERFIELD ON DARWIN CUP DAY

OUTSIDE CARNIVAL

RACE DAY NAMING RIGHTS

Opportunities are available to sponsor an entire race day. You can use each individual race naming rights for your own brands or products, or even reward your clients, passing the benefits to suppliers or customers.

AVAILABLE RACE DAYS:

FEATURE: NEW YEAR'S EVE 2016- COX PLATE 2016

3 SATURDAY RACE DAYS AVAILABLE IN MAY

BENEFITS:

- Race day naming rights for the nominated meeting
- Race naming rights to all races on the race program
- Presentation of the trophy to the winning connections by a company representative Trophies are supplied by DTC and applicable on selected races only
- Media exposure, print, web, television and radio nationally
- Race book cover and advertising opportunities
- National Sky Racing television coverage of each race - SKY Channel broadcasts to over 5000 licenced venues nationwide, live to FOXTEL and their SKY Racing app reaching an estimated 2million weekly
- Opportunity for extensive corporate identification & branding On course caller announcements
- On-course promotional and product sampling privileges
- Corporate hospitality area ranging from 6 people to +500 people in air-conditioned venues
- Invitations to DTC or industry events
- Reserved car parking spaces
- Opportunity to communicate to database and access to DTC members (16,000+ database)
- Link on the Darwin Turf Club Website

RACE DAY SPONSORSHIP STARTS FROM \$7,000 PLUS GST

PLEASE ENQUIRE FOR NOT-FOR-PROFIT AND CHARITY RATES

INDIVIDUAL RACE SPONSORSHIP

Race names can be titled after your business name, clients, products or an upcoming event.

BENEFITS

- Naming rights to a selected race at any race meeting of your choice, subject to availability
- Presentation of the trophy to the winning connections by a company representative. Trophies are supplied by DTC and applicable on selected races only
- Media exposure, print, web, television and radio nationally
- National SKY Racing television coverage of your sponsored race
- 1 x Full Page advert in the official race book
- Opportunity for corporate identification & branding
- Opportunity for on-course promotional and product sampling privileges
- Corporate hospitality area for 6 -30 people in air-conditioned venues
- Invitations to DTC and industry events
- 2 x reserved car parking spaces
- Opportunity to communicate to database and access to DTC members (16,000+ database)
- Link on the Darwin Turf Club Website.

INDIVIDUAL RACE SPONSORSHIP STARTS FROM \$1,430 PLUS GST

PLEASE ENQUIRE FOR NOT FOR PROFIT AND CHARITY RATES

2016 RACING CALENDAR

SATURDAY 2ND JANUARY – NEW YEARS RACING

TUESDAY 26TH JANUARY – NT NEWS AUSTRALIA DAY RACE DAY

SATURDAY 12TH MARCH – SHENANNIGANS ST PATRICKS RACE DAY

MONDAY 25TH APRIL – RSL ANZAC DAY RACE DAY

SATURDAY 11TH JUNE - BERNBOROUGH CLUB RACE DAY

SATURDAY 18TH JUNE - QBE RACE DAY

SATURDAY 25TH JUNE- ROANT RACE DAY

SATURDAY 2ND JULY - HOT 100 DARWIN GUINEAS RACE DAY

SATURDAY 9TH JULY - ASIAN UNITED FOOD SERVICE
CHIEF MINISTER'S CUP DAY

WEDNESDAY 13TH JULY- BRIDGE TOYOTA LADIES DAY

SATURDAY 15TH JULY - NT DERBY DAY

SATURDAY 23RD JULY - SKY RACING METRIC MILE DAY

WEDNESDAY 27TH JULY- DARWIN CORPORATE PARK RACE DAY

SATURDAY 30TH JULY - BET365 PALMERSTON SPRINT DAY

MONDAY 1ST AUGUST - CARLTON MID DARWIN CUP DAY

SATURDAY 8TH OCTOBER – CANCER COUNCIL NT
CAULFIELD CUP RACE DAY

SATURDAY 22ND OCTOBER- COX PLATE RACE DAY

TUESDAY 1ST NOVEMBER - LEXUS MELBOURNE CUP DAY

OTHER EVENTS DURING CARNIVAL

BREAKFAST WITH THE STARS –THURSDAY 28TH JULY

DARWIN CUP BARRIER DRAW – FRIDAY 29TH JULY

QANTAS DARWIN TURF CLUB GALA BALL – SATURDAY 30TH JULY

DARWIN CUP CALCUTTA - SUNDAY 31ST JULY





SPONSORSHIP

Sponsorship of the Darwin Turf Club will align your brand with the highest profile sporting and social events in the Northern Territory. The level of exposure achieved through our media partners, sponsors, stakeholders and spectators is unrivalled. We offer unparalleled communication to a relevant and targeted market both locally and nationally.

Sponsorship with the Darwin Turf Club will also give you the ultimate opportunity for corporate entertainment in the Top End, whilst revelling in the sport of kings.

CONTACT

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