

Following the announcement of the 2019 Darwin Cup Carnival Ambassador, the Darwin Turf Club would like to invite your business to capitalise on the exposure of the largest social and sporting event in the Northern Territory.

The opportunity exists to have your item(s) showcased by Brooke Prince, the 2019 Darwin Cup Carnival Ambassador where your item(s) will be promoted on a national scale with TV, radio, publications and so on.

For those who don't know Brooke Prince, please check out our announcement video here:

https://www.youtube.com/watch?v=kpi0-ce0hAY&list=PLq7h34HbVJ880Pf5kKVu_Sor9Z6NGNu-W

The requirements to be involved in the 2019 Ambassador program are as follows:

- Item(s) will be on consignment only (there is an exception for shoes only)
- Item(s) must be available for pick up 48 hours prior to the day the ambassador will wear it
- Item(s) must be approved by March 11th 2019 for the Darwin Turf Club to approve

What your business gets in return:

- Exposure on a National platform
- Your store listed on a directory in the 2019 Darwin Cup Carnival Magazine and online at darwinturfclub.org.au
- 'Shop the look' boosted on social media and on stage of the day the ambassador is wearing your item(s)
- Social media coverage Darwin Turf Club and Ambassador platforms throughout the process of the program
- 1 x pass for the day your item(s) are showcased on the ambassador.

Darwin Turf Club will cover:

- Darwin Turf Club will cover the costs of dry cleaning at our preferred dry cleaners (Spotless Darwin) *Each business owner must supply directions for care
- In the event that an item is ruined and unable to be fixed for re-sale the Darwin Turf Club will pay the cost of the item(s)

This year the ambassador will style herself, allowing stylists and retailers to provide guidance through their professional experience. The Darwin Turf Club will ultimately approve each item as per previous years.

If you are interested in participating in the program this year, please head to the Darwin Turf Club website (darwinturfclub.org.au) and submit your expressions of interest before Friday February 1st 2019. There are limited spots available, don't miss out!

If you have any further questions not covered in this letter, feel free to email Jess at jtrott@darwinturfclub.org.au