

Following the announcement of the 2020 Great Northern 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 Lily North, the 2020 Great Northern Darwin Cup Carnival Ambassador where your item(s) will be promoted on a national scale.

The requirements to be involved in the 2020 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

What your business gets in return:

- A website link to your business at darwinturfclub.org.au throughout May – August
- A tagged mention in every Darwin Turf Club and Ambassador social media post that includes your product
- One Instagram story by both the Darwin Turf Club and the Ambassador to promote your product(s) in the lead up to Carnival
- 2 x Darwin Cup Carnival passes which gains you and a guest free entry throughout every day of Carnival

Darwin Turf Club will cover:

- Darwin Turf Club will cover the costs of dry cleaning at our preferred dry cleaner.
*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 continue to 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 13 March 2020. There are limited spots available, don't miss out!

<https://darwinturfclub.org.au/expressions-of-interest-ambassador-program/>

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