



WOMEN IN
THOROUGHBRED RACING
— NORTHERN TERRITORY —

Membership & Sponsorship Prospectus

2023/2024



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Hello from Women in Thoroughbred Racing NT!

Welcome to the vibrant community of Women in Thoroughbred Racing NT. As Chairperson, I am thrilled to extend a warm welcome to all our valued members and potential sponsors.

Our organisation is dedicated to fostering diversity and inclusion within the world of thoroughbred racing. By joining us, you become a part of a network that celebrates the achievements and contributions of women in the racing industry. We invite sponsors to collaborate with us in promoting opportunities that empower women and elevate the standards of excellence in thoroughbred racing. Together, let's champion the spirit of equality and progress as we embark on an exciting journey ahead.

Brooke Prince
Brooke Prince
Chairperson

About Us

Our objectives are:

- To promote and foster the ongoing inclusion of women in the thoroughbred racing industry throughout the Northern Territory.
- To establish, maintain and conduct an Association of non-political character, to provide for regular fundraising activities among its members and their guests and to invite persons of distinction and attainment to be their guests of honour at such activities.
- To provide a social network for its members and to raise funds to support and promote female participants in the NT thoroughbred racing network.



- To establish an organisation that will stand for NT women in thoroughbred racing and provide a voice on matters of concern to industry participants.
- To engage and participate on race days to promote awareness and foster education, training, sponsorship and any other activities regarding involvement of women in thoroughbred racing.



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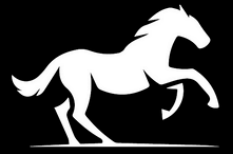
We look forward to continuing to assist the Northern Territory Thoroughbred Racing industry participants, particularly women, and hope for your support to ensure our continued success.

Membership

Becoming a member of WTRNT not only provides you with a premium platform for networking and industry fellowship, but also provides you opportunities for education and information sharing for those who have a vested interest in the Northern Territory racing industry and meet the membership criteria.

Once you are a member you will receive exclusive discounts for our events, a member's badge, and membership card to receive benefits with some of our aligned sponsors and other local businesses.

To view our membership benefits and apply for membership, please visit our website.



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Supporting us

Becoming a sponsor of Women in Thoroughbred Racing NT is an effective and value adding way to complement your brand through positive publicity.

Sponsorship provides a great means of broadening your brand awareness and image to an engaged membership by supporting Women in Thoroughbred Racing NT's initiatives relevant to your target market.

Businesses who show generosity through participation will inspire social interest, positive promotion and appeal to the audience and wider racing community.

Sponsorships assist in the establishment of our values driven and industry aligned association, reaffirming a commitment to developing a strong future for women in the racing industry in the Northern Territory.



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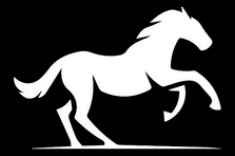
: Annual Sponsorship

WTRNT offer annual sponsorship packages providing ongoing recognition and branding opportunities throughout the year.

Packages include a variety of benefits including website and marketing material recognition, corporate memberships, business profiling opportunities; along with an exclusive invitations to our signature events and discounts to other WTR NT events.

Annual sponsorships are generally renewed each calendar year but can be offered pro rata per calendar year.

Bespoke and in-kind sponsorship is available at the discretion of the WTRNT Committee



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Gold Sponsorship Package

One year Gold Sponsorship inclusions - \$2,500 inc GST

- Corporate banner display at WTRNT events
- Recognition includes your logo on our website homepage, eNews, placement on marketing materials such as promotional materials and event presentations
- Logo placement on WTRNT sponsors page including business profile and hyperlink to sponsors website
- Acknowledgement from MC/Chairperson in event address throughout sponsorship period
- Corporate message sharing contribution in WTRNT eNews and Social Media (subject to approval & availability)
- Premium seating with event bookings
- Individual membership for 1 representative with voting rights
- Exclusive invitation to our annual 'It's Carnival Time' Luncheon



Industry Supporter Package

One year Supporter Sponsorship inclusions - \$1,250 inc GST

- Corporate banner display at WTRNT events
- Recognition includes your logo on our eNews, placement on marketing materials such as promotional materials and event presentations
- Logo placement on WTRNT sponsors page including business profile and hyperlink to sponsors website
- Acknowledgement from MC/Chairperson in event address throughout sponsorship period
- Premium seating with event bookings



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: Event Sponsorship

Sponsoring our events provides an opportunity to deliver your organisations corporate messaging and strategy to a targeted industry audience through supporting our initiatives aimed to promote and foster to ongoing inclusion of women in the thoroughbred racing industry across the Northern Territory.

There are various levels of sponsorship packages available to suit all business' promotional objectives and budgets.

Packages may be tailored to meet your business needs, Contact a committee member to discuss.

Our 2023 'It's Carnival Time' Luncheon Sponsors:



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Major Sponsor Package

Signature event major sponsorship with naming rights - \$POA Promotional Opportunities

- Recognition throughout the year as naming rights major sponsor
- Logo on all digital and print marketing materials for the event, including communications.
- Logo on WTRNT website events page for 1 year

Event Package

- 4 x complimentary tickets to the event
- Pull up banners displayed at event on stage and entrance
- Sponsorship acknowledgement from MC/Chairperson
- 5-8 minute speaking opportunity
- Opportunity to provide promotional items
- Branded slides on rolling Power Point presentation displayed during event.



Supporting Sponsor Package

Signature event supporting sponsorship - \$POA Promotional Opportunities

- Recognition throughout the year as naming rights major sponsor
- Logo on all digital and print marketing materials for the event, including communications.
- Logo on WTR NT website events page for 1 year

Event Package

- 2 x complimentary tickets to the event
- Pull up banners displayed at event on stage and entrance
- Sponsorship acknowledgement from MC/Chairperson
- Branded slides on rolling Power Point presentation displayed during event.



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: Industry Education

Our Industry Education Series are events usually held on-site at Stable Street (or off-site during the wet-season) and are designed to connect industry and stakeholders. The Industry education series are an important part of our event agenda as they help to promote best practices and support the ongoing professional development of industry participants.

Support through in-kind contributions for catering, beverages or anything else to enhance member and guest experience are highly valuable and greatly appreciated. we hold approx. 4 Industry Education events per year

Promotional Opportunities

- Corporate banner display at education session
- Recognition includes your logo on our eNews, placement on marketing materials such as promotional materials and event presentations
- Logo placement on WTR NT industry series events page including hyperlink to sponsors website
- Acknowledgement from MC/Chairperson in event address



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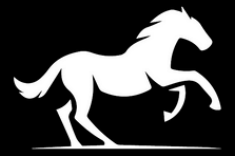
: Fundraising Support

WTRNT events are designed to provide a social network for our members and raise funds to support and promote female participants in the NT thoroughbred racing network.

Each year we hold a number of events that host raffles small and large with the proceeds going to support our associations' activities and our Industry support fund.

Each event we seek generous support from local businesses with a donation of a raffle prize(s) to be awarded. Prizes in the past have included pearls, gift vouchers, experiences, and more.

Prize donors will receive recognition of their generosity in our newsletter, website, printed on the raffle ticket itself, in the event programs and live at the event. This is an excellent marketing opportunity for any local business to be in front of our membership demographic.



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Acknowledging our Sponsors

Gold Sponsors



Industry Supporters



Event Sponsors

