



## EXPRESSION OF INTEREST – STALL HOLDERS

The Royal Agricultural Society of the NT is proud to present **Yellow Brick Road Adventure** (YBRA) at the 2020 Royal Darwin Show! This year's adventure map will take children and their families on a fun, interactive and educational journey around the show, in search of YBRA stalls, as they explore and visit the best of what the show has to offer!

Expressions of interest are now open for stall holders and exhibitors looking to confirm their participation in this highly sought-after show experience. The Yellow Brick Road Adventure will be heavily promoted in pre-Show marketing and will also feature in the official 2020 Royal Darwin Show Guide in the NT News.

The Yellow Brick Road Adventure will be limited to 35 participating stall holders, confirmed upon receiving the completed application form, approval from the Show committee and your payment. Participation in the Yellow Brick Road Adventure is only available to approved Royal Darwin Show stall holders.

### Important information

- The cost to participate is \$150 + GST per stall holder/site
- You will need to supply 2000 merchandise items\* for inclusion in the YBRA bags
- You will need to commit to having someone at your stand each day from Thurs 23, Fri 24 and Sat 25, between 9am to 6pm.
- As a part of your stall holder pack, you will be provided a YBRA site sign and a stamp and you will be included on the Yellow Brick Road Adventure map. These will be delivered to you at the start of the show.

In order to avoid/minimize bag content duplication, participating YBRA stall holders are required to advise the coordinators which item they wish to provide. Item should be safe and appropriate for children.

*\*Some suggested suitable items for Yellow Brick Road Adventure bags include: fresh fruit, wrapped lollies/choc bar, small packets sultanas/dried fruits, plant seedling packet, colour pencils/pen, popper*

*drink, slap wrist band, book mark, ink stamp/temporary tattoo, fun magnet, drink bottle, small honey jars, rubber/ruler, fidget spinner, yoyo, small puzzle.*

Proceeds go to Give Me 5 for Kids for the children's ward at the Royal Darwin Hospital, and KIDZONE educational activities at the show.

## **How do I get involved?**

Complete the application form below and return it to [marketing@associatedadvertising.com.au](mailto:marketing@associatedadvertising.com.au) at your earliest convenience. Your application will be sent to the committee for approval and you will be notified within 7 days of submitting your application.

## **Who can I contact for more information?**

**2020 YBRA Coordinator**

Emily [marketing@associatedadvertising.com.au](mailto:marketing@associatedadvertising.com.au) 0423 954 106 / 08 8942 3388

***Proudly supporting***



## APPLICATION FORM

Organisation / Business name	
Owner/operator	
Location of site at Show and stand number	
Proposed giveaway item/merchandise	
Contact name	
Contact number	
Contact email	
Postal address	

## PAYMENT INFORMATION

An invoice will be sent following approval of your application and **must be paid no later than Friday 10 July 2020**. Non-payment by the due date will result in removal from the Yellow Brick Road Adventure.

## TERMS & CONDITIONS

I/we agree to the following terms and conditions (please tick) to participate in the Yellow Brick Road Adventure;

☐ Agree to confirm and supply 2000 merchandise items for inclusion in the YBRA bags during the Show

☐ Agree to have someone at your stand each day from Thurs 23, Fri 24 and Sat 25, between 9am to 6pm to stamp the participants' map and hand out YBRA merchandise items

☐ Agree to the terms and conditions as outlined in the Stall Holders Manual.

Signed

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Full Name

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Date

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