



**B** betr

**DARWIN**  
TRIPLE CROWN

# EVENT TOOLKIT



**20-22 JUNE**

# **SUPERCARS INDIGENOUS ROUND**

**DARWIN** ➤ HIDDEN VALLEY RACEWAY

[DARWINSUPERCARS.COM.AU](http://DARWINSUPERCARS.COM.AU)

# BUCKLE UP

Introduction	3
2025 Promotional Video	4
What's so special about the Darwin Triple Crown?	5
Logos	6
NT Major Events Lockup	7
Imagery	8
2025 Brand Campaign	9
Brand in action	10
Brand tone	11
Social guide	11
Glossary / Terms	11

betr Darwin Triple Crown Supercars Indigenous Round is delivered by Northern Territory Major Events Company. To find out what other amazing experiences we create, visit [www.ntmajorevents.com.au](http://www.ntmajorevents.com.au)

Darwin Supercars takes place on Larrakia country. We acknowledge the Larrakia people as the Traditional Owners of the Darwin region and pay our respects to elders past, present and emerging.



Proudly brought to you by  
Northern Territory  
**MAJOR  
EVENTS**  
Company



**NORTHERN  
TERRITORY**

# ARE YOU READY TO REV IT UP?

The betr Darwin Triple Crown Supercars Indigenous Round roars into the Top End each June, bringing an exhilarating blend of world-class motorsport and unforgettable entertainment.

As one of the Northern Territory's premier events, the betr Darwin Triple Crown is a high-octane spectacle you won't want to miss. It attracts thousands of visitors who come to experience three action-packed days of racing, our stunning dry season weather, delicious food, and a host of unique cultural and tourism experiences, both at the Hidden Valley Raceway and across the Territory.

Help us spread the excitement of the Darwin Round of the Repco Supercars Championship, which celebrates 27 years of high-octane thrills. This event is the perfect setting for families to have fun, motorsport enthusiasts to fuel their passion, and as the official Indigenous Round, a chance for us to celebrate and showcase Australia's First Nations culture.

To help you share the energy, we've put together this toolkit, which includes ready-to-use social media templates. Everything you need to get your audience excited for the betr Darwin Triple Crown is right here, allowing you to promote an event that brings a warm, family-friendly welcoming atmosphere, a taste of the unique Territory spirit, and supports tourism and local economies.



# 2025 PROMOTIONAL VIDEO



**S**  
**betr**  
**DARWIN**  
TRIPLE CROWN

**20-22 JUNE**

**SUPERCARS**  
**INDIGENOUS ROUND**

**DARWIN >> HIDDEN VALLEY RACEWAY**

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# WHAT'S SO SPECIAL ABOUT THE DARWIN TRIPLE CROWN?



**UNIQUE TRIPLE  
CROWN TROPHY**



**PACKED WITH OFF-TRACK  
ENTERTAINMENT**



**TOP-TIER RACING**



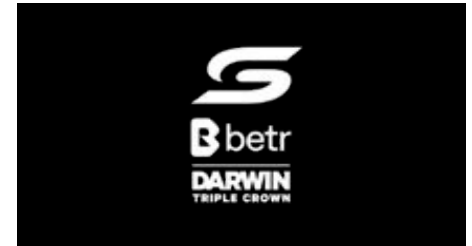
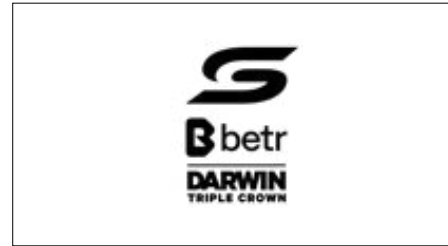
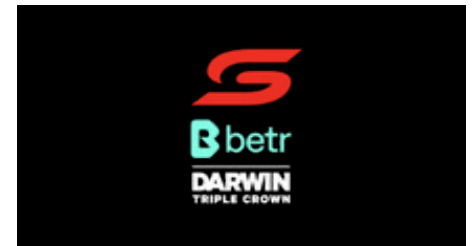
**STUNNING  
DESTINATION**

# LOGOS

## HORIZONTAL



## STACKED

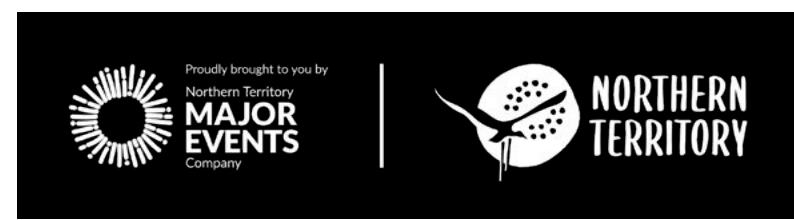


[DOWNLOAD LOGOS](#)

# NT MAJOR EVENTS LOCKUP

The NT Major Events / Northern Territory Government logo lockup is to be used on all event collateral that is displayed **locally** and at Darwin Triple Crown.

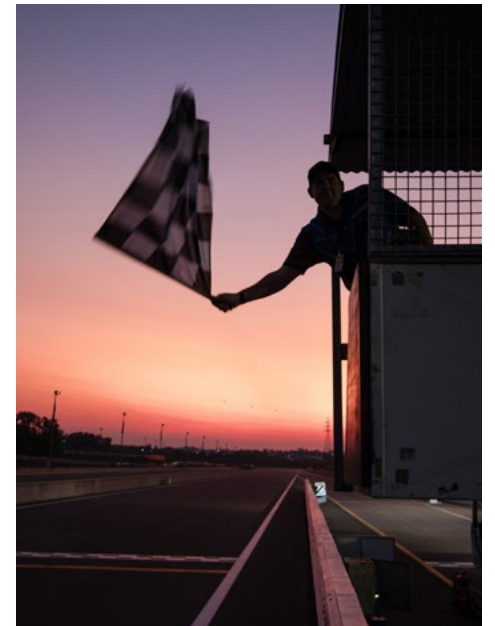
The NT Major Events / Tourism NT logo lockup is to be used when there is a specific tourism message and visitation outcome required. This logo will need to feature on all **national** media assets where possible.



[DOWNLOAD LOCKUPS](#)

# IMAGERY

All imagery should align with the brand campaign, showing bright, clean visuals that highlight the unique event experience.

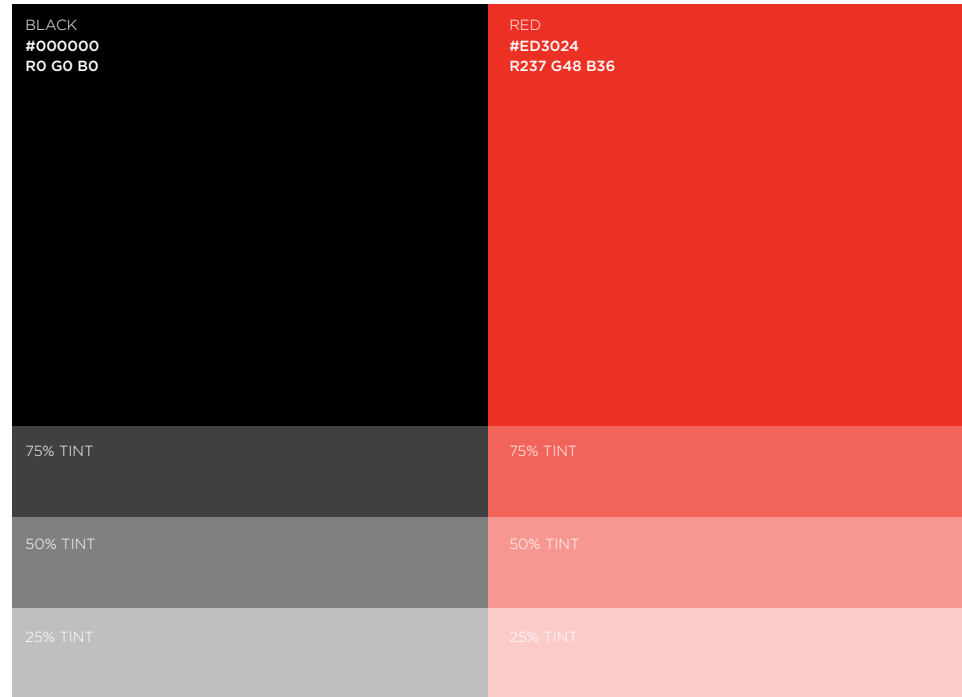


[DOWNLOAD IMAGERY](#)



# 2025 BRAND CAMPAIGN

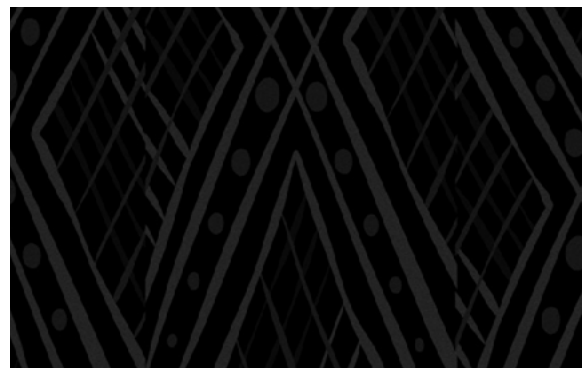
## COLOURS



## INDIGENOUS GRAPHICS

A set of indigenous graphics have been designed by Tent Lee for use. The 2024 campaign features the connection artwork on a black background and the Milky Way artwork on a red background.

[DOWNLOAD GRAPHICS](#)



Connection



Milky Way

# BRAND IN ACTION

**S**  
**B betr**  
**DARWIN**  
TRIPLE CROWN

**Repco**  
**SPRINT**  
**CLIP**

**UNFORGETTABLE**

**20-22 JUNE**  
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**UNFORGETTABLE**

**B betr**  
**Darwin**

**TICKETS ON SALE NOW**

**FREE ENTRY**  
**KIDS 12 AND UNDER**

**3-DAY HOT PASS**  
**\$135**

**TICKETS ON SALE NOW**

**DOWNLOAD GRAPHICS**

## BRAND PERSONALITY

- Adrenaline-Packed** We're all about high-speed racing and heart-pounding action.
- Cultural** Through the Indigenous Round, we celebrate Australia's rich cultural heritage.
- Professional** While we're exciting, we also maintain an air of professionalism and credibility.
- Entertaining** Beyond racing, we offer a weekend full of diverse entertainment.
- Inclusive** Welcoming a diverse audience to experience speed and culture.

## GLOSSARY / TERMS

- 3-Day Hot Pass** This should always be hyphenated
- Supercars Indigenous Round** This is always written in sentence case
- Supercars** Should not be referred to as V8 Supercars
- The Triple Crown** The Darwin round is the only event in the Supercars Championship where drivers compete for the elusive Triple Crown trophy.

## SOCIAL GUIDE

- Hashtags** *#DarwinSupercars #NTAustralia*
- Mentions** Tag us at **@DarwinSupercars** (Facebook) and **@supercarsdarwin** (Instagram) so we can see your posts and share where possible.
- Asset Sizing** 1:1 for Instagram, 4:5 for Facebook, 9:16 for Tiktok / stories / reels



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Northern Territory  
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EVENTS**  
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