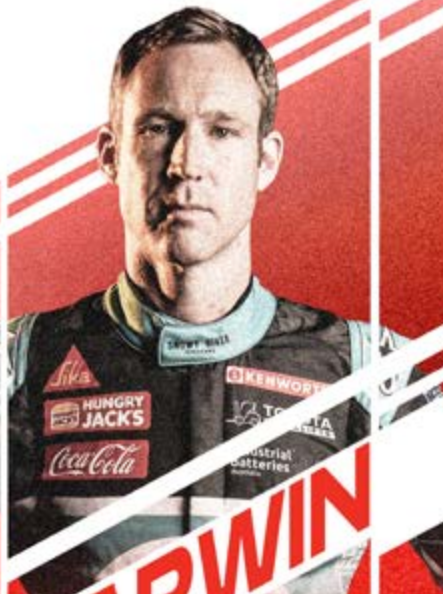




DARWIN
TRIPLE CROWN



DARWIN



EVENT TOOLKIT

19 - 21 JUNE 2026
TICKETS ON SALE NOW

[DARWINSUPERCARS.COM.AU](https://www.darwinsupercars.com.au)

**OFFICIAL
INDIGENOUS
ROUND**

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betr Darwin Triple Crown Supercars Indigenous Round is delivered by Tourism & Events NT (TENT). To find out what other amazing experiences we create, visit tourismandeventsnt.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.

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 28 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.



2026 PROMOTIONAL VIDEO



WHAT'S SO SPECIAL ABOUT THE DARWIN TRIPLE CROWN?



UNIQUE TRIPLE CROWN TROPHY



PACKED WITH OFF-TRACK ENTERTAINMENT



TOP-TIER RACING



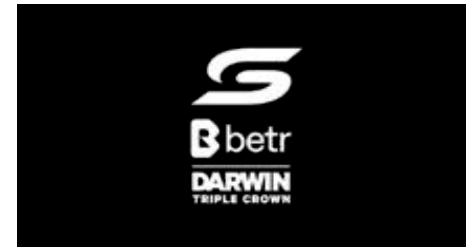
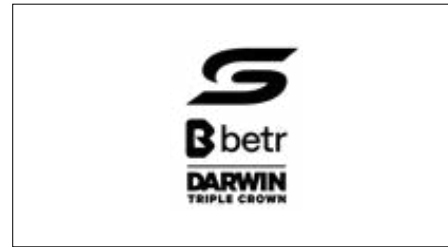
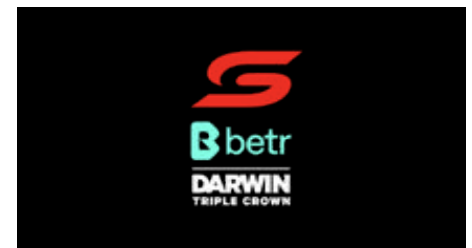
STUNNING DESTINATION

LOGOS

HORIZONTAL



STACKED



[DOWNLOAD LOGOS](#)

IMAGERY

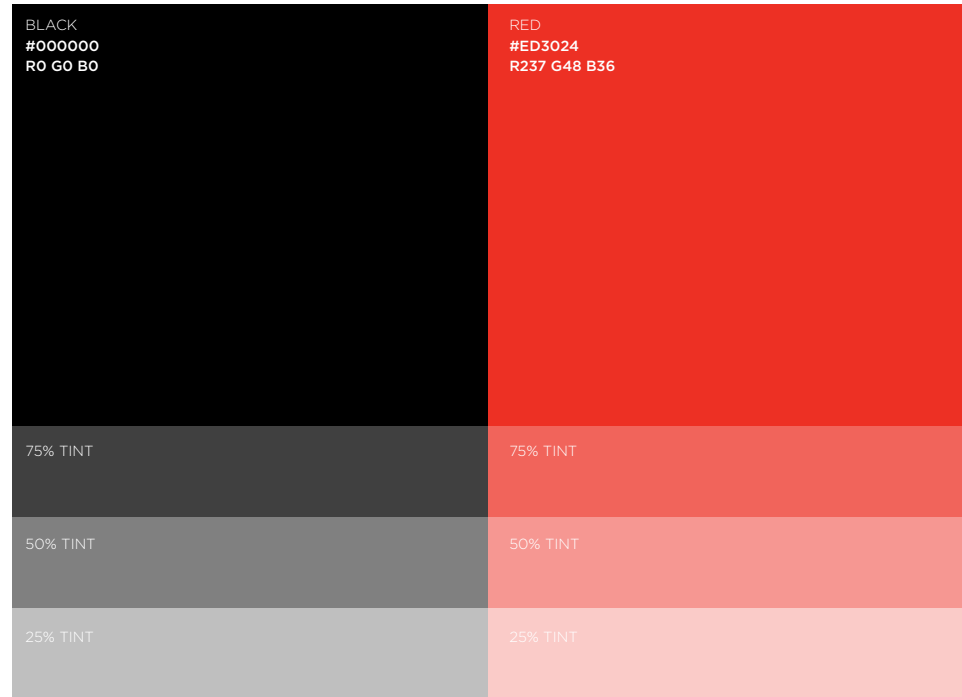
All imagery should align with the brand campaign, showing bright, clean visuals that highlight the unique event experience.



[DOWNLOAD IMAGERY](#)

2026 BRAND CAMPAIGN

COLOURS



INDIGENOUS GRAPHICS

A set of indigenous graphics have been designed by Tent Lee for use. The 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



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.

SOCIAL GUIDE

Hashtags	<i>#DarwinSupercars #NTAustralia</i>
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

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.



TOURISM & EVENTS
**NORTHERN
TERRITORY**