



## 2015 MILLINER'S MARKET

### MILLINER'S MARKET PROPOSAL

MELBOURNE

RACING CLUB

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Following the great success of it's first year, the Milliner's Market will be returning on Saturday, 26 September 2015 as part of the program for Hyland Race Colours Underwood Stakes Day .

The Melbourne Racing Club is offering a exclusive opportunity for local milliners to display and sell millinery right alongside the track. The Market will be located in the Fashion and Entertainment Precinct alongside the Chadstone Fashion Stakes Stage. During the day attendees will be encouraged to visit the area where they can browse the displays, gain advice, try on millinery, purchase millinery and schedule one on one appointments post-event.

2015 will also see the introduction of a exciting new Millinery category to the Chadstone Fashion Stakes. In which professional and amateur milliners are encouraged to enter. (Entry forms will be available on the MRC website w/e 31/08/2015 or alternatively participants can enter on the day).

Hyland Race Colours Underwood Stakes Day provides fashionistas the perfect place to be inspired by the runway action and then browse to find a piece to complete their outfits.





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## Benefits for Milliners

- Exposure of your millinery to the attendees of Underwood Stakes Day
- Promotion of The Milliner's Market on Melbourne Racing Club's website
- Opportunity to sell millinery to event attendees
- Opportunity to distribute advertising material to event attendees
- Opportunity to showcase your millinery in a highly relevant, professional and fashionable environment

## What we will provide

- Provision of 1 x trestle table, 1 x table cloth and 2 x chairs per display including a number of mirrors within the market area.

## Requirements for each Milliner

- We recommend a minimum of six hats/headpieces as part of the millinery display.
- Suitable number of assistants as required for your market display setup
- Bump in/out of the entire event space will take place on the day of the event.
- Milliners to provide own personnel and trolleys to assist with their set up
- Milliners to provide own EFTPOS machine and associated equipment including any cash handling equipment required. (MRC will have 1 security guard dedicated to the overall event space)
- All vendors are required to complete the MRC Contractor Registration and Induction
- We recommend an incentive offer for race-goers either on the day or for follow up appointments

## Investment Required

Each milliner will be required to pay a \$150 fee for the event package detailed herein, payable to Melbourne Racing Club. This will cover costs surrounding event setup and labour provided by Melbourne Racing Club.

## NEXT STEPS

If you are interested in this opportunity please register your interest by contacting Melbourne Racing Club  
no later than Friday, 11 September 2015.

Please note there are limited spots available strictly first in best dressed.

Amy Ballantyne  
Events Coordinator  
(03) 9257 7273  
[aballantyne@mrc.net.au](mailto:aballantyne@mrc.net.au)

Requests for additional information can also be directed to the above contact.  
Once expressions of interest have been received, milliners will be contacted with detailed information.

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