

Activate
DARWIN



THE M RNING R SH

LIVE  HERE, LOVE COFFEE?
SUPPORT LOCAL TO  WIN

WHAT IS THE MORNING RUSH?

Born out of love for the Darwin coffee scene, Activate Darwin presents The Morning Rush - a month long coffee campaign where the community comes together to celebrate it's shared love of coffee.

From 15 April - 10 May, customers can purchase a coffee from any participating cafe to go in the running to WIN free coffee for one year from a participating cafe, valued at over \$2,000.

Each participating cafe will receive entry tickets, a competition box (to collect the entries) and other marketing materials to help promote the campaign.

HOW IT WORKS (1,2,3):

A customer purchases a coffee.

An entry card is provided to the customer.

Customer fills in the entry card, and places it in the entry box.

It is **critical** to the success of the promotion that the order taker hands over a physical entry ticket to the customer when they place the order.

The campaign will be heavily promoted via Mix 104.9 and Hot 100, local influencer's, and a targeted digital campaign.

WANT TO BE INVOLVED? THIS IS HOW:

1. **Sign up** with the Mix 104.9 and Hot 100 team today.
2. **Display the promotional material** that the team will deliver to you in the coming weeks.
3. **Brief your teams** - it is vital to the success of this campaign that all staff understand the competition.

Optional, but recommended :)

4. Promote the competition via your platforms! And enjoy a month long of coffee festivities.
5. Run an event - if you would like to run a coffee related event (ie. latte art classes or barista classes), please reach out to the Activate Darwin team.
activatedarwin@nt.gov.au or 08 8999 8344

EVENT ELIGIBILITY:

Businesses must have a barista machine operated by a formally trained barista to participate in this campaign and to run an event.

A photo of your barista machine and accreditation may be requested by the Activate Darwin team to confirm you meet the eligibility criteria.

PROMOTIONAL ASSETS

Activate DARWIN

#WIN
365
DATES  WITH
YOUR  BARISTA

Activate DARWIN

#WIN
365
CUPS OF
 JOE

Activate DARWIN

#WIN
365
MORNING
PICK- ME-UPS 

Activate DARWIN



**THE
MORNING
RUSH**

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LOVE
 COFFEE,
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**THE
MORNING
RUSH**

LIVE  HERE, LOVE COFFEE?
SUPPORT LOCAL TO #WIN

Activate DARWIN




Buy a coffee


Grab a card


Fill in your details
(while you wait for said coffee)


Go in the draw.
Easy.

Visit activatedarwin.nt.gov.au to see all participating cafes.

Activate DARWIN



**THE
MORNING
RUSH**

LIVE  HERE, LOVE COFFEE?
SUPPORT LOCAL TO #WIN

Win a year of FREE Coffee.
Enter @ your local.

Activate DARWIN



#WIN
365
MORNING
PICK- ME-UPS 

Buy a coffee, grab a card,
fill in your details
(while you wait for said coffee),
and go in the draw. Easy.

TERMS AND CONDITIONS

Introduction

By participating in the competition you are agreeing to these competition terms and conditions. The competition is being run by ARN and Activate Darwin.

Eligibility to Enter

The competition is open to people who are over 16 years of age and live in Darwin and/or surrounding areas. ARN and Activate Darwin employees and associates are excluded from the draw.

By entering the competition, you confirm that you are eligible to do so and that you are eligible to receive any prizes that may be awarded to you.

A person can enter the competition via entry form at point of purchase of a coffee from any of the participating cafes. One entry ticket will be given out for a coffee bought.

One coffee shop of the participating coffee shops will be showcased each day, this shop will be promoted as the bonus ticket outlet where entrants will receive additional entries.

The Prize

The winning prize will be a year's worth of free coffee valued at \$2,200 calculated at 365 coffees.

ARN and Activate Darwin will endeavour to choose a café of the winner's choice for the prize however this is subject to availability and at the discretion of ARN and Activate Darwin.

The prize can only be redeemed at the chosen café. The chosen café must have participated in The Morning Rush campaign.

Winner cannot redeem more than one coffee a day at chosen café.

The use of specific brands as prizes by ARN and Activate Darwin does not imply any affiliation with or endorsement of such brands.

The prize is non-transferable and non-exchangeable, and no cash alternatives will be provided.

We reserve the right to substitute prizes of equal or greater value if circumstances beyond our control require doing so.

ARN and Activate Darwin's decision on any aspect of the competition is final and binding, and no correspondence will be entered into about it.

TERMS AND CONDITIONS CONT'D

Winner Announcement

The winner will be chosen at random and notified via the email address or phone number provided in May 2024.

ARN and Activate Darwin will make two attempts to contact the winner via the contact details provided.

If the winner does not respond to the emails informing them of their win within 14 days of the second email, they forfeit their right to the prize, and ARN and Activate Darwin reserves the right to select and notify a new winner.

Delivery of the Prize

The winner will allow 14 days for the prize to be delivered, otherwise alternative collection or delivery arrangements can be made through mutual agreement.

Data Protection and Publicity

You agree that any personal information that you provide when entering the competition will be used by ARN and Activate Darwin for the purposes of administering the competition and for the other purposes as specified in our Privacy Policy.

All entrants may request information on the winning participant by emailing activatedarwin@nt.gov.au

If requested by ARN and Activate Darwin, the winner agrees to release their first name and place of employment to any other competition participants.

The winner's first and last name will be announced on Activate Darwin's social media channels.

Limitation of Liability

ARN and Activate Darwin accepts no liability for any damage, loss, injury, or disappointment suffered by any entrants as a result of participating in the competition or being selected for a prize.

General

ARN and Activate Darwin reserves the right, at any time and without prior notice, to cancel the competition or amend these terms and conditions.