

# Lexus Melbourne Cup

Lexus Melbourne Cup Day sits at the pinnacle of the Australian racing calendar and is the focal point of the Melbourne Cup Carnival; and, for those 3 minutes, the focal point of the nation.

Each year the greatest thoroughbreds from around the world descend upon Flemington to battle it out for a chance at the prize money and to cement their names into history.

The Lexus Melbourne Cup Radio package includes:

- \* On course call of the Lexus Melbourne Cup
- \* Final Field and Barrier Draw
- \* Legends

The Legends is a series of 9 x 25 secs vignettes, featuring profiles on some of the great winners in the Cup's History. The pack gives your advertisers the opportunity to showcase their sponsorship in the 2 weeks leading up to the start of the Lexus Melbourne Cup, across all dayparts and is provided as a produced series ready for broadcast. Available 2 weeks prior to the Cup via Digital Courier.



## AVAILABILITY

Frist Tuesday in November at 1500 EDT



## DELIVERY

Satellite



## CONTENT EXTRAS

Available via Digital Courier



## PRICE

4 x 30 sec Breakfast rate per show



## BROADCAST RIGHTS

If any broadcaster breaches the conditions in the attached, or has or intends to do anything, likely to have a material adverse effect on Victoria Racing Club's (VRC) reputation then the license to broadcast the Lexus Melbourne Cup may be revoked.

Granted as outlined, and subject to all conditions in the accompanying document titled: "2024 VRC Melbourne Cup Station Broadcast Authorisation".



**Nine**  
RADIO SYNDICATION

Contact Vicki Christo for information [Vicki.Christo@nine.com.au](mailto:Vicki.Christo@nine.com.au)