



## DK MARKETING PTY LTD

DK Marketing, direct mail specialists located at Bagot Road Millner, are proud to support a number of local charities in the Northern Territory. Contributions in 2007 exceeded \$40,000 in cash and in-kind support for the Darwin offices of RSPCA, Variety and the Cancer Council NT. This year, DK Marketing has again extended the hand of charity to local organisations dedicated to improving the lives of those in need. DK Marketing is proud to offer additional support to a number of charities in 2008 including Guide Dogs SA.NT and the Starlight Children's Foundation.

In total, a sum of \$17,500 in cash and in-kind support has been allocated to these organisations, resulting in a huge boost to their fundraising abilities. As General Manager Wayne Ratcliffe stated, "Cash donations help enormously, but providing our unique marketing support and materials can often have a bigger impact as they facilitate wide-reaching fundraising efforts". DK Marketing will create quality marketing materials including direct mail letters, invitations, brochures, newsletters and posters in support of each charity's fundraising events - ultimately increasing awareness and participation from the local community.

In May 2008, DK Marketing had the pleasure of supporting the Star Ball in Darwin – a national event that raises much needed funds for the Starlight Children's Foundation. As a major sponsor, DK Marketing generously donated \$7,000 to help produce promotional materials and invitations leading up to the event, as well as materials for use on the night. "This year through support of organisations such as DK Marketing, Starlight has been able to continue to run the new Starlight Express Van program in the Northern Territory, so that more seriously ill children can experience the magic of Captain Starlight," said Louisa Galpin, former National Strategy Manager for the Starlight Children's Foundation.

However, DK Marketing's generosity is not limited by state borders as they also donated \$5,000 in marketing support and materials to the Gold Coast Star Ball, giving an amazing boost to the success of the event. In total, over \$235,000 was raised from the Starlight Foundation Balls in Darwin and the Gold Coast - an outstanding result that was only made possible with the continued support of the community and local business.

DK Marketing also supported Guide Dogs SA.NT earlier this year by sponsoring the Andrew Dunstan Golf Day at Jabiru Golf Club - an annual event that invites local businesses to participate in a fun Ambrose style golf tournament. In addition to a cash donation, DK Marketing provided marketing material with the goal of attracting the greatest number of participants in the event's 10 year history.



*Marketing material produced for the Starlight Children's Foundation Darwin Star Ball and the Guide Dogs SA.NT Golf Day.*

DK Marketing's charitable efforts extend to a wide range of causes including active participation in several local charity events in Darwin and surrounding areas. Blake Fowler, Operations Manager of DK Marketing, looks forward to a long and rewarding relationship with these organisations. "We are thrilled to be able to give back to the local community by supporting these charities. They work tirelessly to improve the lives of the people who need it most, so it's important for local businesses to support them".

DK Marketing is also actively involved in supporting the NT business community which is reflected in their sponsorship of the Carbine Club Lunch during Darwin Cup week. Proceeds from this, and all Carbine Club events, go directly toward local sporting individuals through development programs. In addition to this exciting event, DK Marketing have accepted the opportunity to be the major sponsor for the annual NT Chamber of Commerce Gala Ball being held at Sky City Darwin in November 2008.

Throughout 2007 and 2008, DK Marketing has proudly committed over \$70,000 in cash and in-kind support for organisations actively involved in the Darwin community and looks forward to continuing this support in 2009.



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