



Australian Government



y 2007

Tourism Australia support for King of the Mountain Series

Australia (TA) is pleased to provide support to the King of the Mountain (KOM) in the following ways:

Provide access to TA logo subject to TA Marketing Dept approval. A trademark licence form can be downloaded from the Marketing Resources section at www.tourism.australia.com/brandaustralia

Provide access to TA Image library for use of images to use for collateral in promoting the event (s) subject to their approval with recommendation. www.imagelib.australia.com

List the KOM Series on the TA cycling calendar of events corporate website and encourage participation.

Include a brief article on the event in TA's Media & PR e-newsletter "The Buzz". This is produced by the International Media Relations team and distributed to TA offices overseas. KOM to supply TA with a concise overview of the event, website URLs if appropriate & contact details for further information. Note: media releases must be no longer than one page. Please email this to nbrain@tourism.australia.com

TA will distribute hard copy collateral to PR teams in overseas offices. Please send 25 copies of appropriate brochure to:

Tourism Australia
International Media Relations
GPO Box 2721
Sydney NSW 1006

TA suggests submitting a media release to Tourism NSW to be considered for inclusion in TNSW consumer e-newsletter "Escapes".

Provide bike / adventure posters

Provide 1000 Australia Visitor Maps

Level 2 Level 18 201 Sussex Street NSW Australia 2000
Sydney NSW 1006
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a.com