



## Introduction

2025 marks the 23<sup>rd</sup> running of the Lexus Melbourne Cup Tour (LMCT).

The Tour will visit a number of national and international destinations from July through to November, culminating in the Cup's arrival at Flemington on **Tuesday, 4 November 2025**, for the 'race that stops a nation'.<sup>TM</sup>

## Submissions

- Your submission should focus on telling us what is special, unique, interesting and/or amazing about your location.
- We encourage you to share your bold and creative ideas with us. We can help you workshop those ideas.
- If you'd prefer to tell your story in the form of a video, you're welcome to do so.

## Timeline

Date	Milestone
Thursday 6 March	Lexus Melbourne Cup Tour Applications Open
Thursday, 17 April	Lexus Melbourne Cup Tour Applications close
Week commencing 5 May	Successful applicants notified
Week commencing 26 May	Public announcement of the Lexus Melbourne Cup Tour schedule



## Working with the VRC

The VRC will provide ongoing support and guidance to successful applicants during the planning and execution phases of the 2025 LMCT to ensure the day is as successful and memorable as possible.

Please note the following resources and conditions apply to all host cities and centres:

- The **\$850,000** 18-carat gold trophy will be on display at each of the events planned during the 2025 LMCT.
- The VRC will supply security to accompany the Cup at each destination.
- While it is the host destination's responsibility to take on an event management role, the VRC will provide talent, event props, promotional posters and selected merchandise.
- LMCT host destinations are also responsible for pre-promoting the events and must perform an event management role on the day of the Tour's visit.
- The VRC will cover all travel expenses incurred by the touring party and provide PR and event support where possible.
- Costs incurred in running the event are the responsibility of the host destination.
- If successful, applicants must show evidence of appropriate insurance policies and licenses in place and provide public liability insurance (min. \$20M) certificate for all venues used for LMCT activities.

**For more information, please contact:**

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