



Welcome to the

MILKY MUM CLUB



MILKY IS FOR KIDS!

Free to dream, jump, crawl and climb!



MADE to PLAY. DESIGNED to LAST.

Who we're looking for...

- ★ You love Milky clothing.
- ★ You live in Australia.
- ★ You have a child (or children) who wears a size 000 to 10.
- ★ You love taking photos (and creating content) of your little one, having fun, playing and making memories.
- ★ You have an engaged audience, small or large, who love what you share.
*Ideally you'd have a minimum following of 1000. However if you're just starting out and your content is the right fit you'll still be considered. Your profile must be set to public.
- ★ You share our passion for mini fashion, having fun and kids being free to be kids.
- ★ You can commit to being a member of the 'Milky Mum Club' for a minimum of 3 months. The Summer 23 intake will commence in August.

Content we love...

BIG SMILES AND HAPPY EMOTIONS



OUT & ABOUT- SHARE YOUR STORY



SHOWCASE THE PRODUCT



INTERESTING
PRODUCT PLACEMENT



BRIGHT COLOURS



MOVEMENT/PLAYFUL



What you'll get...

- ★ Gifted 2-3 new season outfits over the season.
- ★ 30% off discount code for personal use for the engaged period.
- ★ 10% off discount code to share with your followers for the engaged period.
- ★ The chance to receive more product and an extended membership based on performance.
- ★ Credit for your content shared by Milky socials.
- ★ To join the 'Milky Mum Club' community.

What we ask in return...

- ★ Minimum 1 reel per month tagging @milkykidsclothing #milkykidsclothing. Your child will need to be dressed exclusively in Milky, which will be provided.

We love reels and so does our audience so if this is your thing we'd love you to create and share more than one.

- ★ 2 stories per month, minimum 2 frames each, tagging @milkykidsclothing.

- ★ Minimum 1 static post per month, ideally a carousel, tagging @milkykidsclothing #milkykidsclothing.

- ★ Send 4-5 additional images each month for use by Milky.

You don't need to post these images (although we'd love if you do). They can be different angles or takes of the image you do post. We'll use these to post on our feed and website.

- ★ You agree for Milky to use your content on social media, website and digital marketing.

★★★★★

"You know what's crazy!
The Milky Clothing is the only clothing
the toddler stains come out of!"

- Bianca, QLD

★★★★★

"Milky essentials are by far
my favourite outfit of his.
Fit perfectly and wash so well.
I want them in every
colour and pattern."

- Louise, Brisbane

Where do I sign up?

The next intake of the Milky Mum Club will consist of approximately 10 members including existing and new members.

Please complete the online [application form](#) and share with us a little about you, your children and your audience.

We'll be in contact with the successful entrants to officially welcome them to the Milky Mum Club.

GOOD LUCK!

