

# DOGGY DAY OUT



**SUNDAY NOVEMBER 25**

**10:00am – 2:00pm**

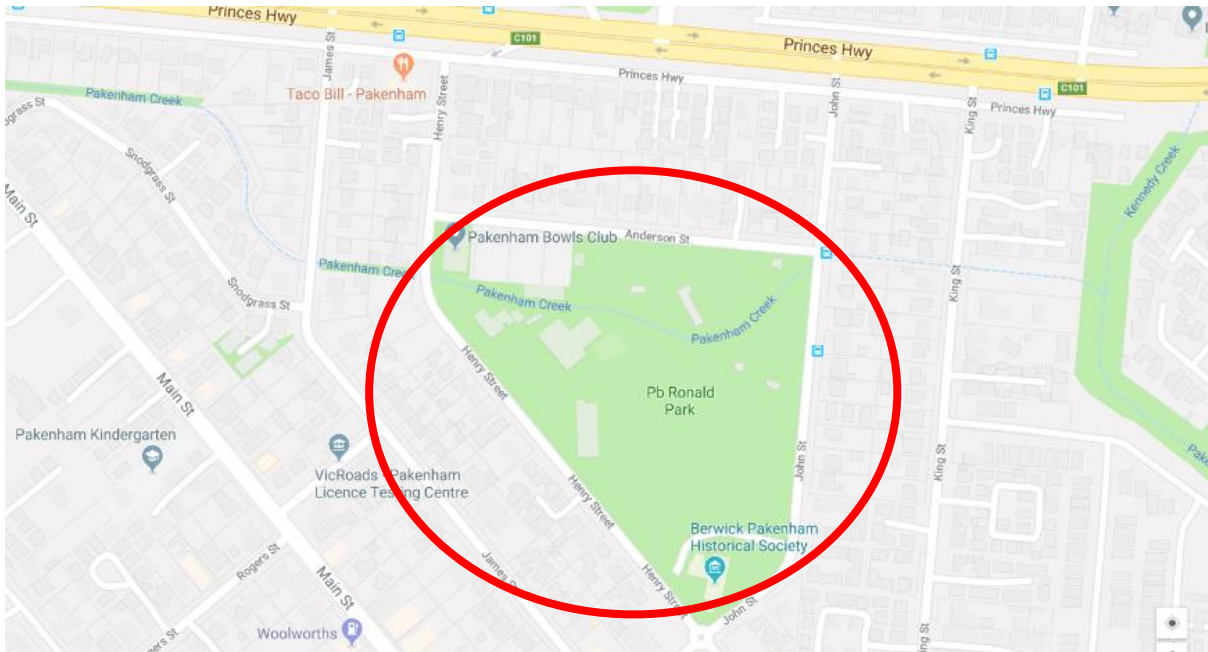
**PB Ronald Reserve, Pakenham VIC**

Stallholder Event Information

Redsteps would like to invite you to join us at our new and exciting event in the Cardinia Shire:

## Doggy Day Out!

Doggy Day Out will be held in Pakenham at the PB Ronald Reserve (behind the Pakenham Library) on the 25<sup>th</sup> of November 2018.



This is a FREE family friendly event open to the public and dogs! Doggy Day Out will include market stalls, food, entertainment and more!

This event is brought to you by Redsteps, a marketing agency based in Berwick. Redsteps organise and promote events in the Casey Cardinia region (pictured below). Redsteps has run the Barks in the Park dog events in Berwick, Lynbrook Shopping Centre Markets and the Car Megamart Car Shows with over 5000 attendees



# EVENT INFORMATION & CRITERIA

## DOGGY DAY OUT

### Pakenham 2018

#### AUDIENCE

Doggy Day Out is targeted at families who love their pets! The event will attract dog lovers from Pakenham and surrounding suburbs. The Cardinia Shire and neighbouring City of Casey have a high percentage of pet ownership, which makes this the perfect location for a Doggy Day Out! Thus far, there are no pet related events that take place in the Cardinia Shire, so locals will be excited to attend an event within their local area.

#### PROMOTION OF EVENT

Doggy Day Out will be promoted across multiple platforms. This promotion is included in your stallholder fee. Promotional efforts will include:

- A Doggy Day Out **website** which will feature all stall holders
- A **Facebook page**
- **Facebook advertising** featuring all stall holders that will be present
- **Roadside signage** on streets surrounding the event
- **Council notifications**
- **Online event listings**
- Shares by local **bloggers & social media influencers**
- **Event directory listings**
- Notifications sent to **local dog clubs and associations**, and
- Advertising at **local schools**

#### LAYOUT

The PB Ronald Reserve is a large grass area that's perfect for a great market day out and for dogs! There will be plenty of space for people to come along and meet up with others in the community with their pets. There is also plenty of nearby car parks in Pakenham ensuring that everyone can park safely and within close range of the event.



## MARKET STALL CRITERIA

We are seeking market stallholders who sell anything related to dogs! This could include:

- Dog accessories
- Human Accessories related to dogs
- Dog food & treats
- Pet photographers
- Dog trainers
- Not-for-profits
- Vets
- Groomers
- + more!

Although the focus of this event is dogs, we are also open to having some market stalls that sell products for other animals.

We are also seeking market stalls that are relevant to our target audience (families in the Casey Cardinia region).

We favour local businesses and businesses who sell unique products!

## FOOD STALL CRITERIA

- We are seeking food stallholders who sell human food! (If you sell dog food, please apply to be a stallholder)
- Please note: If the grassed event area is deemed too wet and could become damaged by cars/vans/food trucks, these types of vendors will be moved to a secondary concreted location near an entry point if the event. This is due to the Cardinia Shire council being strict about damage to the grass.



## AVAILABILITY

- Sunday 25<sup>th</sup> November 10am – 2pm
- Bump in from 8am
- Bump out from 2pm-3.30pm





## INFRASTRUCTURE

- Stallholders and food vendors will need to bring their own tents/marquees, marquee weights, trestle table etc. If you are unable to supply these items Redsteps can source them for you for an additional fee. Please contact us for more information.
- Power will not be available onsite. If you require power you will need to bring your own generator.
- Car access onto grassed event area may be limited due to weather. You may need to carry your items from the nearby carpark to the market area.
- Stallholders and food vendors are encouraged to bring their stall signage to promote their brand and bring colour and excitement to the event.

## STALL COSTS

### Market Stalls:

All vendor spaces will be 3x3m or 3x6m. If you would like a larger space, please state this in your application.

The cost of the space also includes social media promotion across all Doggy Day Out platforms. If you would like additional promotion on the Doggy Day Out website and social media platforms, please contact us for a quote.

- **3x3 BYO marquee site:** \$150 Regular Fee
- **3x6 BYO marquee site:** \$195 Regular Fee
- **Marquee Hire:** Contact us for a quote

### Food Vendors:

As food vendor sites vary in size, we have classified stalls according to their type. If you are unsure what you would be classified as contact our team. The cost of the space also includes social media promotion across all Doggy Day Out platforms. If you would like additional promotion on the Doggy Day Out website and social media platforms, please contact us for a quote.

- **3x3m Marquee site** (equipment fits under a marquee): \$170 Fee
- **Truck/Van** (vehicle required): \$230 Fee
- **Marquee Hire:** Contact us for a quote

## APPLICATION SUBMISSIONS

- Applications open: NOW!
- Applications close: September 30<sup>th</sup> (or until all spaces are booked).