

doggy DAY OUT

SUNDAY 28 APRIL 2019

10:00am – 2:00pm

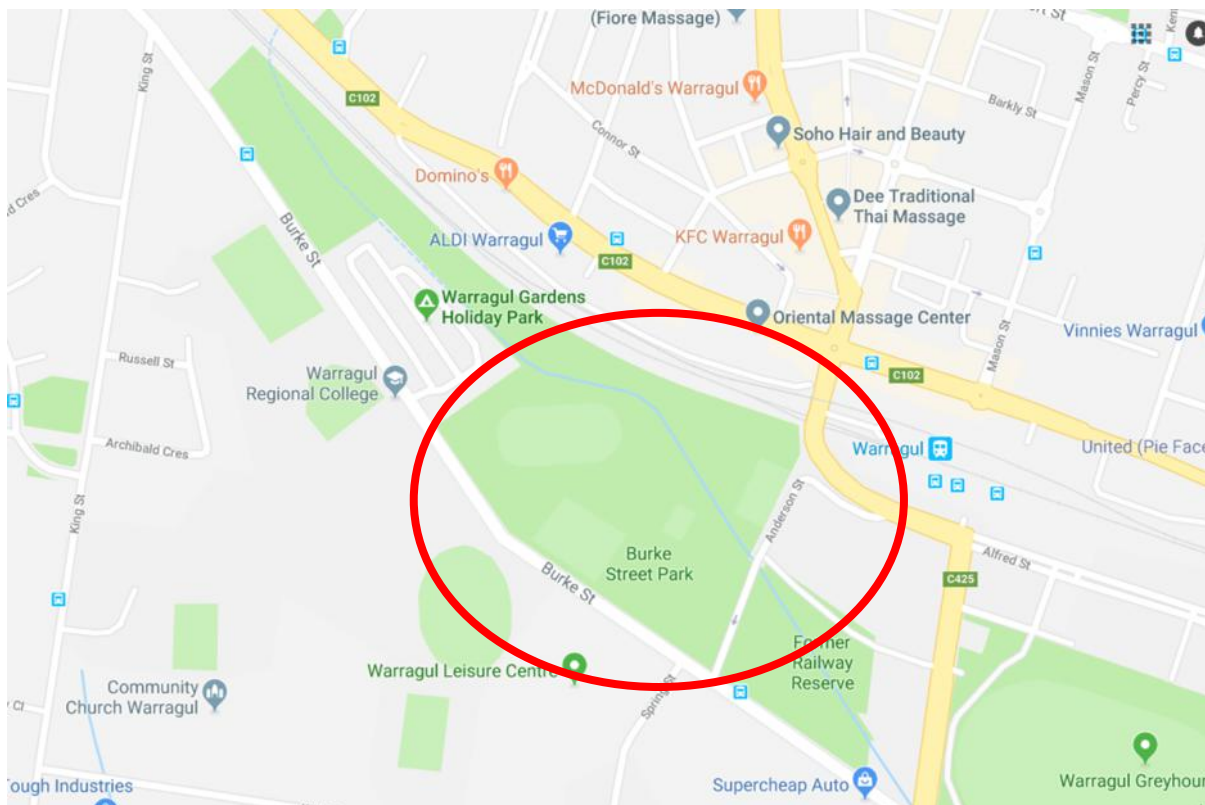
Burke Street Park, Warragul VIC

Stallholder Event Information & Application Form

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

Doggy Day Out!

Doggy Day Out will be held in Warragul at the Burke Street Park on the 28th April 2019.



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

Warragul 2019

AUDIENCE

Doggy Day Out is targeted at families who love their pets! The event will attract dog lovers from Warragul and surrounding suburbs. The Baw Baw Shire and neighbouring Cardinia Shire have a high percentage of pet ownership, which makes this the perfect location for a Doggy Day Out!

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 Burke Street Park 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. Vendors will be able to park their car behind their stall space 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 may be willing to have 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 Baw Baw shire and neighbouring regions).

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 Baw Baw Shire council being strict about damage to the grass.**



AVAILABILITY

- Sunday 28th April 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.

The following stallholder rates apply depending on the space required. All relevant documentation and payment must be finalised **by Friday the 12th of April** to secure your booking:

- **3x3 BYO marquee site:** \$150 (EX GST)
- **3x6 BYO marquee site:** \$290 (EX GST)
- **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.

The following food vendor rates apply depending on the space required. All relevant documentation and payment must be finalised by **Friday the 12th of April** to secure your booking:

- **3x3m Marquee site** (equipment fits under a marquee): \$199 (EX GST)
- **Truck/Van** (vehicle required): \$299 (EX GST)
- **Marquee Hire:** Contact us for a quote

APPLICATIONS ARE OPEN NOW!

APPLICATIONS WILL CLOSE: Friday 5th April



APPLICATION FORM

DOGGY DAY OUT WARRAGUL 2018

Business Details

Your Name:

Business Name:

ABN:

Address:

Mobile:

Email:

Vendor Type:

Brief description of good to be sold/promoted:

Insurance Details

Public Liability Insurer (copy of policy to be provided):

Policy Number:

Amount of cover (10Mil minimum):

Expiry Date:

Streatrader Licence Number (food vendors only):

Please tick site requirements: Note early bird rates apply if booked by 10th March 2019

Market Stallholder	Food Vendor
<input type="radio"/> 3x3m BYO marquee site standard rate: \$150 incGST	<input type="radio"/> Marquee site standard rate: \$199 incGST
<input type="radio"/> 3x6m BYO marquee site standard rate: \$290 incGST	<input type="radio"/> Food Truck/Van site standard rate: \$299 incGST
<input type="radio"/> I require a marquee hire* (specify size required) _____	<input type="radio"/> I require a marquee hire* (specify size required) _____

*additional marquee hire quote will be sent



Terms and Conditions

- Doggy Day Out Warragul is open to the public from 10am -2pm. Stallholders must be open and trading during these specified times. Stallholders are not permitted to pack up before this time.
- Site access for set up is between 8am – 9.30am
- Pack down can begin between 2pm - 3pm and conclude at 4.00pm
- Water and electricity access will not be available at the event, stallholders will need to source their own water and power if needed
- If you are using LP Gas please note all gas appliances and cylinders must comply with Energy Safe Victoria's Code of Practice for the safe use of LP Gas at Public Events in Victoria. You can access a copy of the regulations at www.esv.vic.gov.au.
- Site fee should be paid ASAP to confirm vendor position
- Vendors not on site setting up by 9.30am may lose their site location, and vendors arriving from 10am onwards may not be permitted to set up
- Vendors will need to bring their own tents/marquees, trestle table etc. unless otherwise organised by Redsteps
- Marquees and tents must be secured in a safe manner and weighted down appropriately (council regulation of 20kg per leg of marquee – see attached image. No pegging.) Failure to do so will result in you being asked to leave
- Any injuries or damages arising from your equipment will not be the responsibility of Redsteps and will need to be covered by individual vendor's Public Liability Insurance
- Vendors are required to ensure their site space is left free from rubbish.
- **If the vendor causes any damage to the grass on site, \$500 fine applies by the council and is directly payable by the offending vendor.**
- All vendors must be booked and paid in advance
- All vendors will be required to provide their Public Liability Insurance Certificate of Currency with their application
- All food vendors will be required to provide us with a copy of their Streatrader licence
- Redsteps will determine a site map prior to the event day. Any location preferences must be specified on the application otherwise we may not be able to meet your needs on the day. Please note final site map locations may change on the day of the event
- Redsteps reserve the right to relocate vendors for better fit and to avoid gaps
- No sub-licensing allowed
- We will make every effort to notify you of the success of your application (approved or declined) ASAP.
- Vendor selection is at the sole discretion of Redsteps. Redsteps is not bound to accept any application. The trader acknowledges and accepts that by submitting this application, it does not constitute any agreement between Redsteps and the trader and any acceptance of this application will be at the absolute discretion of Redsteps. Completion of an application form does not guarantee a site at the Doggy Day Out Event Warragul. The trader further acknowledges and accepts that by submitting this application the trader will be contacted by Redsteps with respect to the success of this application and



no further correspondence will be entered into between Redsteps and the trader if this application may be unsuccessful.

- This application may be accepted by Redsteps and the trader commences trading at the event, however Redsteps has the right to terminate the agreement with the vendor at any time if they deem that the products sold do not comply with their policy or are appropriate at the event.
- Vendors agree to represent their site and themselves in a professional, safe and polite manner and not engage in behaviour that is disruptive or brings the reputation of Doggy Day Out or Redsteps into disrepute.
- Vendors must comply with the requirements, regulations and legislations applicable to them including the *Occupational Health and Safety Act 2004*.
- Vendors must respond accordingly and cooperatively with all Event Management Staff in relation to all aspects of the event including the operation of their stall, setting up and packing up their stall, vehicle allocations, equipment and goods and any direction of a security or safety nature.
- The Event Organiser has the right to direct vendors to leave the premises should their behaviour be inappropriate or unsafe or breaches the vendors terms and conditions.
- Vendors agree that their images/voice may be photographed, recorded or filmed during the event which may be published for the purposes of Redsteps and Doggy Day Out promotions.
- Notification of non-attendance is required prior to the event taking place but will not constitute a refund if cancellation is within 7 days of the event. Cancellations between 2 weeks and up to 7 days of the event may be entitled to a 50% refund based on circumstances.
- Should the event be postponed due to bad weather or other circumstance we will reschedule the event to the next best date available for the location.

By completing this application form, you agree to the terms & conditions as stated above:

Signed: _____ **Date:** _____

Name: _____
(Please print)

