



Dogs on the Grass | The Hills
Sunday 21st August 2016
10am - 3pm
Castle Hill Showground

It's estimated that there are around 4.2 million dogs in Australian homes so we know Aussies love their four-legged mates. So what better way to celebrate that bond than with a fun, free and fashionable festival for dogs - and their much-loved humans.

Dogs on the Grass is a place for like-minded people to spend the day with their furry tribe, to grab something to eat, chill on the grass with some specially selected entertainment and shop the stalls for unique doggie products - and the best part is it's all 100% dog-friendly.

When and where?

Dogs on the Grass The Hills is on Sunday August 21 2016 in The Dog Ring at Castle Hill Showground, Castle Hill from 10am - 3pm. This will be an annual event.

The festival will feature a number of activities including live entertainment, a photo booth, and competitions as well as high-quality stalls carefully curated by the event team. Our charity partner(s) and business sponsor(s) will also be on hand to share information on their services.

Who are the attendees?

Attendees at the festival are expected to be passionate companion animal owners looking for a great day out that their dog can also enjoy. Many will be young couples and families, but we also expect retirees - the festival is for everyone! Whilst the majority are expected to be from the local area (including Kellyville, Baulkham Hills, Rouse Hill and Stanhope), the event team will also be encouraging attendance from the wider Sydney area.

What about Marketing?

Dogs on the Grass' marketing campaign will cover a number of different mediums with a particular focus on social media platforms - Facebook, Twitter and Instagram; website and blog; online and traditional print publications; poster and postcard distribution; email marketing to the event, business partner(s) and charity partner(s) databases and more.

Stalls?

3m x 3m stall space will be offered to retailers with a high-quality brand, display and offering. **Dogs on the Grass** wants to present only the very best to our attendees and is committed to supporting emerging and mid-career businesses who design and / or make their own products, have a unique or distinct product and are passionate about collaboratively growing the festival alongside the event team as a

valued contributor. Apologies, but we are not accepting animal rescue or charity stalls outside of our partnership agreements.

Sponsorship

For businesses looking to elevate their brand awareness we have put together a variety of sponsorship packages which are available on a first-come-first-served basis - conditional to approval. It is not necessary for sponsors to be present or host a stall on the day - this is entirely up to you.

GOLD (\$500 inc. GST) 1 available	SILVER (\$250 inc. GST) 2 available	BRONZE (\$150 inc. GST) 3 available
<p>Logo on all promotional material including website, social media and email</p> <p>3m x 3m stall space at the event</p> <p>Photobooth naming rights including dedicated banner displayed (supplied by Dogs on the Grass)</p> <p>Logo displayed on Photobooth backdrop (supplied by Dogs on the Grass)</p> <p>Promotional material included in showbags (material to be supplied by the business)</p> <p>First opportunity for other promotional considerations as they arise</p>	<p>Logo on all promotional material including website, social media and email</p> <p>Logo displayed on Photobooth backdrop (supplied by Dogs on the Grass)</p> <p>Promotional material included in showbags (material to be supplied by the business)</p> <p>Second call for other promotional considerations as they arise</p>	<p>Logo on all promotional material including website, social media and email</p> <p>Promotional material included in showbags (to be supplied by the business)</p>

A few things to note

- No power is available on site (silent generators are permitted)
- Wifi is not available
- Balloons, throwdowns and other novelties are strictly forbidden
- Any products offered for sale must be legal (no designer imitations or unlicensed character fabrics and costumes)
- You must have Public Liability Insurance with \$20,000,000 coverage
- No equipment is supplied and we request white pop-up tents only
- Glass containers in the context of food and beverage service are strictly forbidden
- Dogs on the Grass is committed to minimising the environmental impact of the festival. Please use recyclable or reusable bags and compostable containers and cutlery

Please complete, sign and return the followings pages to indicate your interest in the *Dogs on the Grass*. Completed forms and attachments should be sent to stalls@dogsonthegrass.com.au

Dogs on the Grass
The Hills, Sun 21 Aug 2016

Stallholder & Sponsorship Expression of Interest Application Form

Stall Name	
Contact	
Email	
Phone	
Address	
Website	
Facebook	
Instagram	
Primary Category (please choose one only)	<input type="checkbox"/> Collars, Leads, Harnesses <input type="checkbox"/> Pet clothing <input type="checkbox"/> Bedding <input type="checkbox"/> Bowls <input type="checkbox"/> Treats <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Human accessories _____ <input type="checkbox"/> Food & Drink _____
Secondary Category (please choose all that apply)	<input type="checkbox"/> Collars, Leads, Harnesses <input type="checkbox"/> Pet clothing <input type="checkbox"/> Bedding <input type="checkbox"/> Bowls <input type="checkbox"/> Treats <input type="checkbox"/> Miscellaneous
Products (please list each product you wish to sell) Only approved products may be sold on the day	

	Will you be bringing a generator? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Do you have a white pop-up tent? <input type="checkbox"/> Yes <input type="checkbox"/> No This does not apply to branded tents with your business logo printed on the canopy. Other colours or styles may be accepted upon review by the event team.
	Do you have Public Liability Insurance? <input type="checkbox"/> Yes <input type="checkbox"/> No Must be a minimum of \$20,000,000 with a valid Certificate of Currency attached with application.
	Do you require Posters and / or Postcards for distribution? <input type="checkbox"/> Yes <input type="checkbox"/> No

FEES & CHARGES	FEE	QTY	TOTAL
Standard Merchandise Stall Space 3m x 3m	\$90 (inc. GST)		
Food / Beverage Stall Space 3m x 3m	\$120 (inc. GST)		
Sponsorship - Platinum	Not Available	-	-
Sponsorship - Gold	\$500 (inc. GST)		
Sponsorship - Silver	\$250 (inc. GST)		
Sponsorship - Bronze	\$150 (inc. GST)		
Food / Beverage Vendor Inspection	\$49 (inc. GST)		
	TOTAL		

Please ensure your application includes the following:

- Fully completed Stallholder & Sponsorship Expression of Interest Application Form
- Signed Terms & Conditions
- 5 images including product and packshots, editorial or lifestyle and stall setup (no more than 2mb per photo please)
- Copy of Public Liability Insurance Certificate with a minimum coverage of \$20,000,000
- Copy of Food Handling Certificate and other relevant inspection material where applicable
- Copy of Workers Compensation Insurance Certificate (for Pty companies employing staff)

We reserve the right to reject any application that is incomplete, illegible or does not include supporting materials. We are not required to enter into any correspondence regarding reasons for non-acceptance of any applications.

Terms & Conditions

PLEASE READ CAREFULLY AS, BY APPLYING TO TRADE WITH US, YOU ARE AGREEING TO BE BOUND BY THE TERMS & CONDITIONS AS SET OUT BELOW AND/OR ANY AMENDMENTS AS COMMUNICATED AT THE OPERATOR'S SOLE DISCRETION.

1. Your allocated stall space is 3m x 3m (unless otherwise agreed with the operator) and all trade including display and sale of goods must take place within this allocated space. You are not permitted to exceed these bounds unless given express permission by the operator.
2. All traders must utilise a pop-up tent (also known as gazebo or canopy) that is free from damage and properly secured and anchored with leg weights. Tent pegs are not permitted. Pop-up tents must be 3m x 3m and white in colour unless otherwise agreed in writing with the operator. Professionally printed and branded canopies are exempt. If you have incorrectly advised your tent size or colour the operator reserves the right to relocate your stall or refuse trade on the day at their discretion.
3. Tent walls are not permitted to be used except in the case of wet weather and the operator reserves the right to request removal of any walls or panels at their discretion.
4. Stall presentation must be of a high standard at all times. Tablecloths are required and should be covered from all sides and meet the ground. Stock boxes, trolleys, storage crates etc must be concealed behind your display and not visible to customers.
5. Stalls are allocated at the complete discretion of the operator and their decision is final.
6. Stallholders may offer for sale items approved in their letter of acceptance only. Any changes or additions must be approved by the operator prior to the event and we reserve the right to request any non-approved items be packed away or trade ceased.
7. The offer or sale of counterfeit or unlicensed goods is strictly prohibited and we reserve the right to request the removal of any products in violation of these terms and conditions.
8. You are responsible for your belongings at all times including stock, display items, pop-up tent, vehicle, personal belongings and any companion animals. Dogs on the Grass and / or its partners and venue are not responsible for any theft or damage.
9. Any animals brought on site must be properly secured (eg. dogs must be leashed and under responsible control at all times.
10. Stallholders are not permitted to pack up early. You must trade the duration of the event. Any extenuating circumstances will be assessed by the operator on a case-by-case basis.
11. An invoice is issued upon approval of your application to trade and / or sponsor the event. Payment is due within fourteen (14) days to secure your space and / or sponsorship. Failure to adhere to these payment terms may result in reallocation of your stall space and forfeit of sponsorship options.
12. No credits or refunds will be given within fourteen (14) days of the event. If you can no longer trade - or are a no-show at the event - the operator reserves the right to reallocate, repurpose or otherwise fill your stall space at their sole discretion.
13. The event will proceed rain, hail or shine except in the case of extreme weather conditions or venue closure / restrictions in which case the operator will notify you via email and SMS by 6am on the day of the event. If the event is cancelled, the operator may reschedule for another date / venue at their discretion. If you are unable to make the rescheduled event **no refund or credit** will be given.
14. Should it become necessary to close the event down at any point during the day due to safety or hazardous weather conditions **no refund or credit** will be issued. You accept that there are inherent risks with trading outdoors that are out of the control of the operator, event staff and venue.
15. The operator reserves the right to request anyone they deem to be demonstrating anti-social behaviour to immediately cease trading, leave the venue and forfeit any stall or sponsorship fees. This includes engaging in negative speech about the event, attendees, business and charity partners or other traders, Bullying, harassment, swearing or lewd acts will not be tolerated.
16. You agree that the operator is in no way responsible for the volume of sales or marketing leads your individual stall receives and agree to uphold the spirit of the event under all circumstances.

YOU AGREE TO COMMUNICATE THESE TERMS & CONDITIONS TO ANY PAID STAFF OR VOLUNTEER REPRESENTING YOUR STALL ON THE DAY AND ASSERT THAT THEY WILL ALSO UPHOLD THE TERMS OUTLINED HERE.

- A. I will support marketing efforts via my own social media, email newsletter and client or business contacts.
- B. I will remove all rubbish from the site and acknowledge that bins are for customer refuse and not to be used for packaging or stock boxes.
- C. I will provide all my own equipment and respect the property of others including the venue.

Signed:

Date: