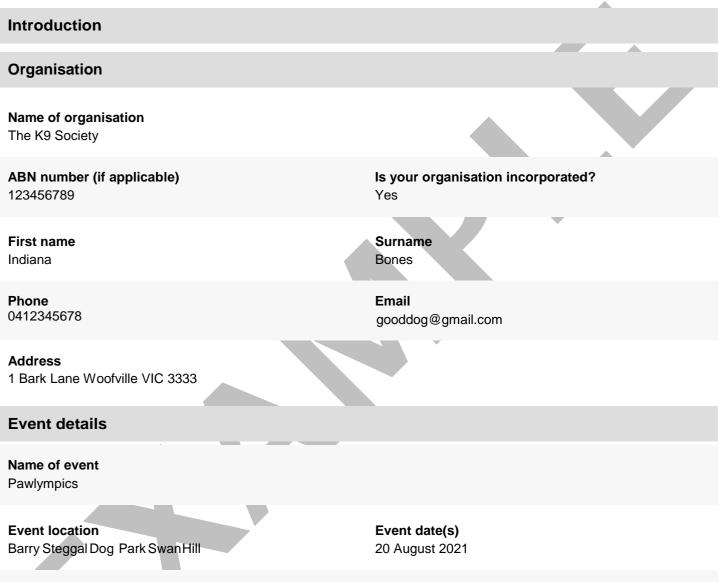


Event Support Fund Application



Description of event

The Pawlympics is raising funds for Cancer Council Victoria & the Australian Animal Cancer Foundation. The event seeks to promote fitness in both humans and dogs and to help support cancer research at the same time. The participants and their dogs can choose from a variety of activities:

- Doggie Dash: a 1km run or walk with dog on leash
- Obstacle course for dog and human
- Fetch and return
- Dog beauty pageant

The event will request a non-compulsory gold coin donation that will be entirely gifted to charity. Food trucks and entertainment will be provided as well as merchandise stalls. A portion of all stalls' profits will be given to charity.

Support

List the marketing and promotional activities you have planned.

Posters in various shops, social media boosted promotion, interviews on radio and a media article.

What support are you seeking?

Logistical support and event sponsorship

Type of logistical support

• Traffic Management

Please describe specifically the logistical support required

Council to reduce speed limit to 40kms on Parkside Avenue and provide "Community Event" signs.

How much event sponsorship are you requesting? \$2,500

What do you intend to use this funding for? Advertising

Waste disposal Entertainment (Band) Hire of obstacle course and podium

If the funding request is successful, outline the ways in which Council would be recognised at your event Council will be recognized as a major sponsor on all advertising and media releases including use of Council logo and will be thanked at the event.

Evaluation

Expected total attendees 100-500

How many nights do visitors stay? • Day trip only Estimated percentage of attendees from outside the region Less than 20%

Target market

- Young families
- 18-35 years
- Midlife couples
- Older couples

Detail the social and economic benefits this event provides to the region

This is a different event that will allow social interaction for all sectors of the community while raising funds for valuable causes. The event will be of economic benefit to the hospitality businesses.

Does this event have the ability to grow and develop the skills of individuals or community groups?

Yes, the event can grow to incorporate more activities and a larger participation and will enable the K9 society to expand its reach in the community. The members will increase their skills in organising events and encourage community members to get involved in fundraising.

Funding

Has this event received funding from Council previously?

No

Has the organisation / group applied for, or intend on applying for, any other funding sources for this event? No

Budget

Request from Council Event Sponsorship	Income 2,500
Sponsorship	Income
Other grants secured	Income
Gate takings Non-compulsory gold coin donation	Income 600
Other income Donations from stall holders	Income 800
	Total Income \$ 3,900.00
Expense description Advertising	Expense 500
Waste Disposal	600
Hire of disabled toilet	600
Hire of obstacle course and podium	300
Entertainment	500

Total expenditure \$ 2,500.00

Total Profit \$ 1,400.00

Please indicate how the organisation / group would distribute the profits

Equal donations to Cancer Council Victoria & the Australian Animal Cancer Foundation.

Submission

Please provide any additional detail regarding the event which may assist with your application

It is intended to make this event an annual event and to grow the profits to increase the donations, as well as decrease reliance on Council's sponsorship.

Upload supporting documents

puppies.jpg

Name of person submitting application Indiana Bones

Position within the organisation Chair

Declaration

• I declare that the information in this funding proposal is to the best of my knowledge, true and correct. *

Declaration

• I understand that this is a proposal only and may not necessarily result in funding approval.*

Email address where a copy of this application will be sent for your reference gooddog@gmail.com