



City of  
Wanneroo

# DOG'S BREAKFAST 2019

## EXHIBITOR PROSPECTUS

SUNDAY 6 OCTOBER 2019 | 9AM - 1PM

KINGSWAY REGIONAL SPORTING COMPLEX, MADELEY

EXPECTED ATTENDANCE: 3,500 - 4,000





# DOG'S BREAKFAST

## EVENT BACKGROUND

Dog's Breakfast is back for another year of furry filled fun and we would love for you to get involved as a new or previous exhibitor!

This year we would love to expand our offering of stalls to include lifestyle, leisure and eco friendly businesses.

More than 3,500 people attend this annual event and as we continue to grow, 2019 is set to be the best one yet, with a line-up of dog focused entertainment, live demonstrations, competitions, giveaways, plus free vet-checks.

Exhibitor numbers are limited so don't delay in submitting your expression of interest for what's set to be another fantastic event.

## THE CITY OF WANNEROO - DEMOGRAPHICS

The City of Wanneroo is Western Australia's largest growing local government, spanning 683 square kilometres in the north west metropolitan region of Perth.

Characterised by a culturally diverse population of 220,000 people, the City's population is forecast to almost double to more than 412,000 by 2041.

The City of Wanneroo offers a range of lifestyle choices for its community, encompassing the beach, the bush and everything in between.

SOURCE:

<https://profile.id.com.au/wanneroo/population-estimate>  
(2019 forecasts used and figures rounded where applicable)



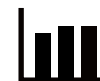
**220,000**  
RESIDENTS



**70,348**  
HOMES



**40%**  
FAMILIES



**33**  
MEDIAN AGE



**45**  
NEW RESIDENTS  
PER DAY



# EVENT PROMOTION

The Dog's Breakfast marketing campaign runs over a period of four weeks in the lead up to the event. The campaign is strategic with its use of numerous print and digital platforms to attract thousands of attendees. It includes, but isn't limited to the following:

## **PRESS**

- ◇ Advertised in the City of Wanneroo's 'What's Happening' magazine which is distributed to 82,000+ households within the City of Wanneroo.
- ◇ Advertisements in Community News, circulation 70,000.
- ◇ Media releases sent to statewide media outlets.

## **PRINT**

- ◇ 12,000 flyers distributed to surrounding suburbs of Kingsway Sporting Complex.
- ◇ Approx 14,000 event flyers distributed to all dog and cat owners in the City of Wanneroo with their registration renewal notice.
- ◇ A3 posters distributed throughout City buildings, libraries and sports centres.

## **DIGITAL**

- ◇ Prominent listing throughout the lead up to the event on the City's events website, which receives more than 60,000 views throughout the year.
- ◇ Event feature on all key event websites in Perth.

## **SOCIAL MEDIA**

- ◇ A campaign feature on the City of Wanneroo's Facebook page.
- ◇ Campaign features on the City of Wanneroo's Twitter and Instagram pages.

## **EMAIL NEWSLETTER**

- ◇ E-newsletters sent to the City of Wanneroo's events database (17k+ subscribers).

## **OUTDOOR ADVERTISING**

- ◇ Outdoor signage at Kingsway Sporting Complex.

## **EXHIBITOR MARKETING**

Every stakeholder plays a key role in promoting the event via their websites, databases and stores. We provide everything you need, making it as easy as possible for you to help spread the word.







# WHY EXHIBIT?

We are on the lookout for dedicated businesses of the pet services, lifestyle, leisure and eco-friendly variety. We want to work together to make a sustainable and enjoyable future for ourselves, and would love to see what your company can offer.

## WHY EXHIBIT?

- ◆ Immediate access to your target market so you can sell direct.
- ◆ Generate brand awareness and build your customer database.
- ◆ Educate consumers and drive business to other sales channels - e.g. online and retail.
- ◆ Build positive relationships through community involvement.
- ◆ Increase your social media following.
- ◆ Face to face marketing.



**20,000**  
EVENTS E-NEWS  
SUBSCRIBERS



**17,700**  
FACEBOOK  
LIKES



**60,000**  
EVENT WEBSITE VIEWS  
ANNUALLY







# EXHIBITOR INFO

We are on the lookout for dog dedicated businesses. If your business involves retail, washing and grooming, breeders, trainers, education, caring or any other product or service for dogs, then we would love to hear from you!

Each exhibit space includes a walled, structured marquee which will be accessible from 7am on the event day.

If you have any other site requirements not listed below, please highlight them in your booking form.

## EXHIBITION SPACE

3 x 3m space and marquee	\$150
6 x 3m space and marquee	\$250
6 x 6m space and marquee	\$500

## EXTRAS

10 amp connection*	\$20
15 amp connection*	\$30

\* Each additional 15 amp or 10 amp connection incurs additional costs

## PRIZE CONTRIBUTIONS

Dog's Breakfast is seeking prizes for show competitions that will be hosted throughout the event. This is a great way to get more exposure for your business. Exhibitors are invited to donate prizes of varying value in exchange for promotion on the day of the event.

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## KEY DATES

APPLICATIONS CLOSE:  
**FRIDAY 9 AUGUST 2019**

EXHIBITOR CONFIRMATION:  
**THURSDAY 22 AUGUST 2019**

PAYMENT DUE:  
**FRIDAY 6 SEPTEMBER 2019**

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# EXHIBITOR INFO

## **SPONSORSHIP**

If your business is interested in becoming an event sponsor, please contact the Events Team to receive a copy of the 2019/20 event season sponsorship pack. Sponsor packages start from \$2,500 through to \$10,000 for event title sponsorship.

## **BAD WEATHER AND/OR CANCELLATION**

The event will occur rain or shine unless the City deems the weather to be a threat to the safety of patrons. Should this be the case, the event will be cancelled. It will be at the discretion of the City of Wanneroo to refund exhibitors. Please ensure you bring tarpaulins and/or plastic to cover any delicate items if there is a forecast of rain.

If exhibitors cancel for personal reasons after payment has been made, no refund will be issued.

## **INSURANCE**

The City of Wanneroo has Property and Public Liability Insurance to cover for property and contents belonging to the City. This insurance does not extend to cover the property of the exhibitors and their staff. The City of Wanneroo requires all stallholders to have Property and Public Liability Insurance with a minimum cover of

\$10,000,000. The policy must be valid and held with an insurer licensed to do business within Australia (APRA approved). Please attach a current insurance certificate with your application.

## **APPLICATION SELECTION & TIMELINE**

Applications will be selected based on their suitability for the event. The City will not enter into discussions regarding the denial of competing businesses or organisations.

The City's aim for this event is to allow exhibitors the opportunity to connect with the community and provide a wide range of products and services.

Successful applicants will be notified within a week of the deadline. Once notified, you must confirm your attendance at which point an invoice will be mailed to you. Payment of the invoice secures your place at the event.

If you are interested in exhibiting at this year's event, please complete the online form provided by the Events Team ensuring you include as much information as possible in your application.



FOR ANY FURTHER INFORMATION,  
PLEASE CONTACT THE CITY OF WANNEROO EVENTS TEAM

(08) 9405 5011 | [events@wanneroo.wa.gov.au](mailto:events@wanneroo.wa.gov.au)