

## Event Support Fund Application

### Introduction

### Organisation

**Name of organisation**

The K9 Society

**ABN number (if applicable)**

123456789

**Is your organisation incorporated?**

Yes

**First name**

Indiana

**Surname**

Bones

**Phone**

0412345678

**Email**

gooddog@gmail.com

**Address**

1 Bark Lane Woolfville VIC 3333

### Event details

**Name of event**

Pawlympics

**Event location**

Barry Steggal Dog Park SwanHill

**Event date(s)**

20 August 2021

**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.

EXAMPLE

### 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

#### Estimated percentage of attendees from outside the region

Less than 20%

#### How many nights do visitors stay?

•  
Day trip only

#### 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**

EXAMPLE

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