

# Pet Festival 2022

**2 April** Artarmon Reserve Oval



## Stallholder Pack





# What is the Pet Festival?

- **A one day event 10am – 3pm, Saturday 2 April 2022**
- **A celebration of all things pets**
- **A day to discover, promote, educate and inform people about responsible pet care and to also purchase pet related products**
- **A day out for your family and furry friends**



## Location – Artarmon Reserve Oval

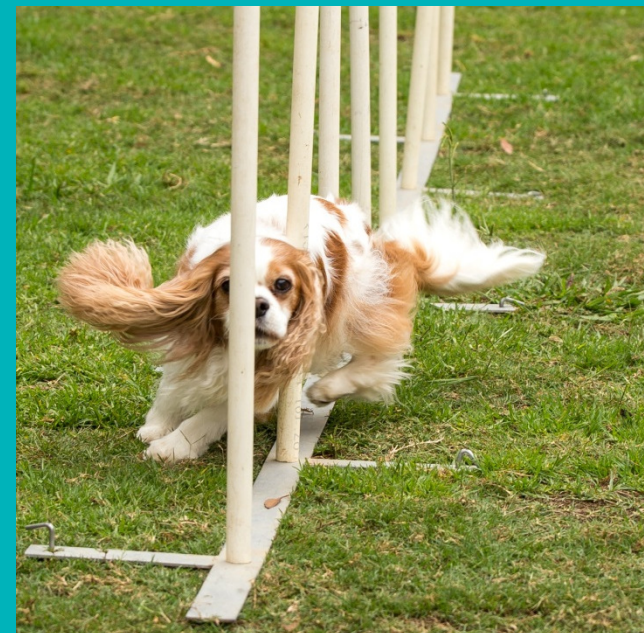
- **A beautiful off leash oval surrounded by bushland a favourite with local dog walkers**
- **Close car park and children's playground**
- **10 minute walk from Artarmon Station**





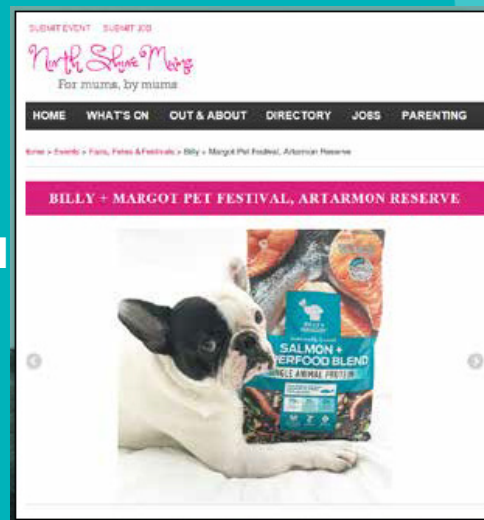
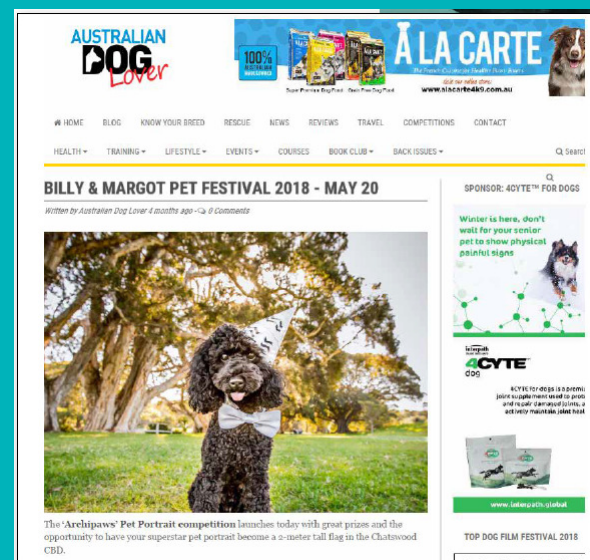
# Activities

- **Hosted by Farmer Dave and Rufftrack, the day will feature entertainment for dogs and their human companions**
- **Competitions and obstacle course for your dog**
- **Stalls selling pet related products**
- **Experts and vets onsite to provide advice**



# Event Promotion

- **Extensively promote the event to the North Shore pet communities**
- **Event Promotion will include the following:**
  - **Banners in key areas in the Local Government Area**
  - **A5 Flyers in pet related retailers throughout LGA**
  - **Flags in Chatswood Mall**
  - **North Shore Times press announcement**
  - **Social Media campaigns**
  - **Chatswood Mall Market promotion**
  - **Letterbox drop to houses around Artarmon**





# Archipaws Pet Portrait Competition

- **Artists from children to professionals will be invited to create a pet portrait as part of the Pet Festival. The competition will be promoted Australia wide.**
- **20 Finalists will have their pet portrait made into a Flag for the Chatswood Mall**
- **Flags up in March**
- **Sponsors and Stallholders have the opportunity to provide prizes to the 20 finalists.**
- **Presentation by Mayor to the flag finalists with prize**
- **Chatswood Mall is visited by over 5000 people daily.**



# Audience at event

- **Pet Owners from Sydney's North Shore (Residents of Willoughby City Council, North Sydney Council, Kuring-gai Council, Lane Cove)**
- **Individuals and families bringing their dogs and pets for a day out**
- **Responsible Pet Owners who value their animals as other members of their family and often get spoilt**



# Opportunities to get involved

## Retail

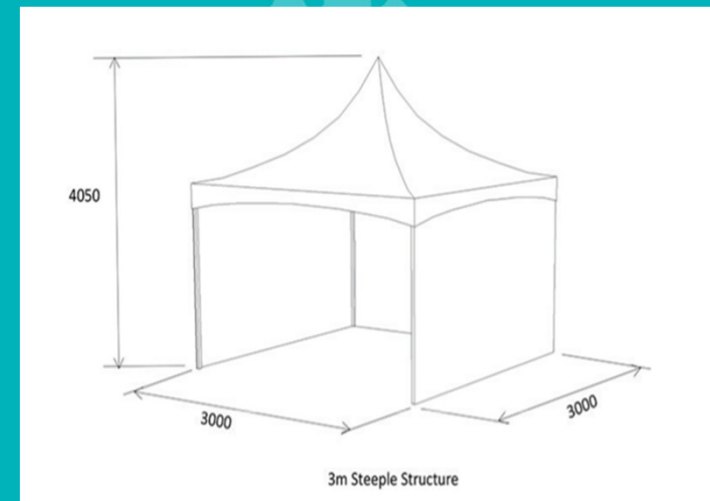
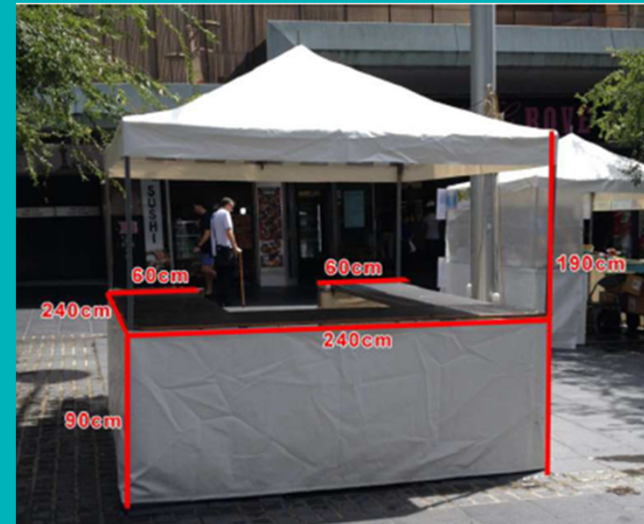
- **Stall Holder** – promote your local pet business and sell products at a 2.4 x 2.4 metre fete stall supplied by council.  
**Cost \$250**
- **Bring your own marquee (max. 3 x 3)** –  
**Cost \$150**

## Human Food

- **Food sellers bringing their own structure (max. 3 x 3)**  
**Cost \$250**

## Premium Stall

- **Stand out from the rest in an open 3 metre x 3 metre steeple marquee.** Suitable for pet businesses who may also want to incorporate activities or have a bigger display of products.  
**Cost \$600**
- **Limited power access onsite. Please contact us if you need access to power or bring a small generator.**





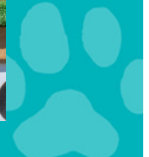
# Community

- **Community and Not for Profit groups related to pets and animal services are encouraged to apply for a stall.**
- **A Council fete stall can be provided for \$100 or no charge if the group can organise their own 3m x 3m marquee.**



# Festival Sponsor

- **Sponsor – fully engage your audience with a sponsor marquee in one of our zones. This is a great opportunity to conduct a day long schedule of activities to fully engage and educate your audience. Limited to only 3 Sponsors for the event.**
- **Sponsors can also collaborate with Willoughby Council on programming your marquee**
- **The sponsor will feature prominently in all marketing collateral**
- **Marquee size 6 x 6 metre**
- **Cost to Sponsor - \$2500**





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**We look forward to working with  
you at Pet Festival 2022**

**For further information please  
contact Bernard Lau**

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