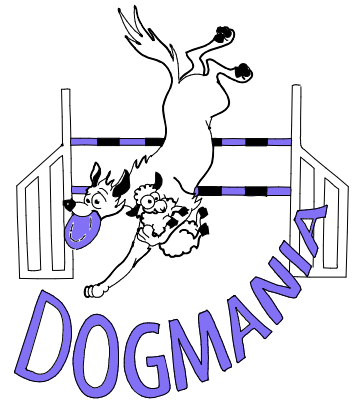


# 2009 Partnership Packages

v3 Released 20 December, 2008

# What is Dogmania?

Dogmania is the Canine Sports Carnival to be held for the second time in 2009.



## Where?

Lawnton/Pine Rivers Showgrounds,  
Gympie Road, Lawnton QLD  
(Short walk from Lawnton Train Station)

## When?

Saturday 2nd May - Monday 4th May, 2009  
(QLD Labour Day Public Holiday Weekend)

## Who?

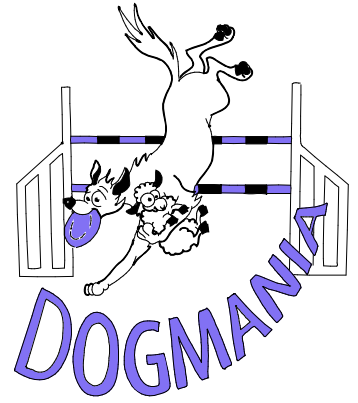
Dogmania will feature at least four of Australia's most spectator-friendly dog sports at the same venue

## How?

Dogmania will focus on providing a wide variety of entertainment options that will appeal to spectators of all ages

## What are the Sports?

Dogmania will feature multiple popular canine sports using spectator-friendly competition formats.

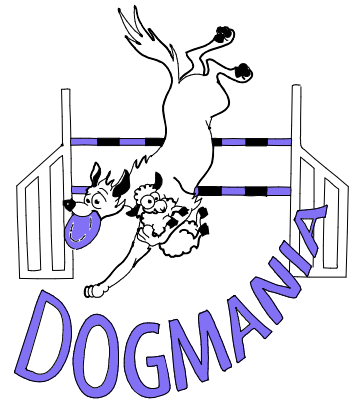


Participation agreements are currently being finalised with four sports that participated last year with the potential for another new sport to be included at Dogmania 2009.

## What are the Sports?

Dogmania will feature multiple popular canine sports, including:

### Dog Agility

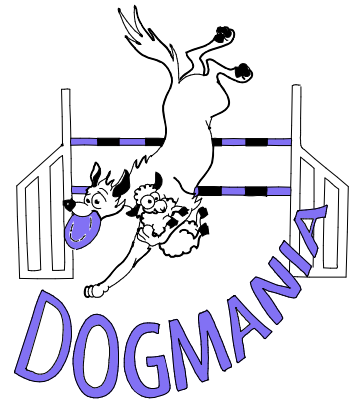


## What are the Sports?

Dogmania will feature multiple popular canine sports, including:

Dog Agility

**Canine Disc (Frisbee)**



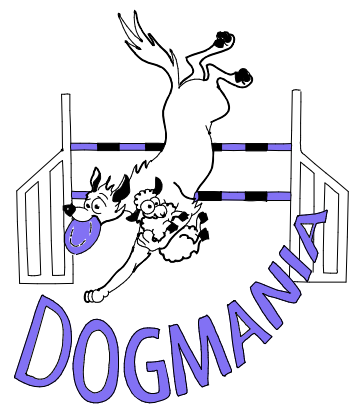
## What are the Sports?

Dogmania will feature multiple popular canine sports, including:

Dog Agility

Canine Disc (Frisbee)

**Short Course 3 Sheep Trial**



## What are the Sports?

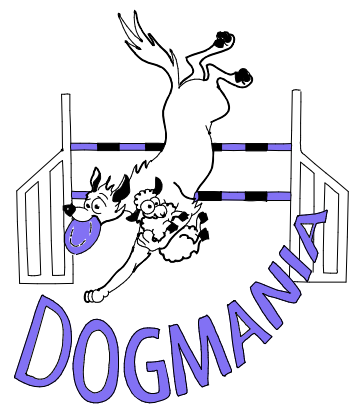
Dogmania will feature multiple popular canine sports, including:

Dog Agility

Canine Disc (Frisbee)

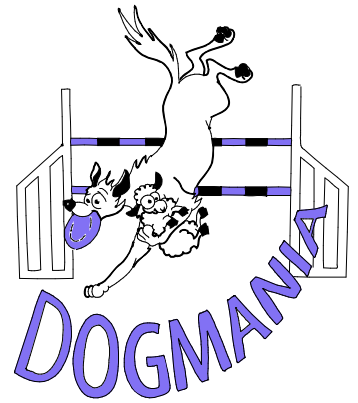
Short Course 3 Sheep Trial

**IPO Dogsport**



## Who is Responsible?

Dogmania is coordinated by the Agility Dog Association of Australia (ADAA).

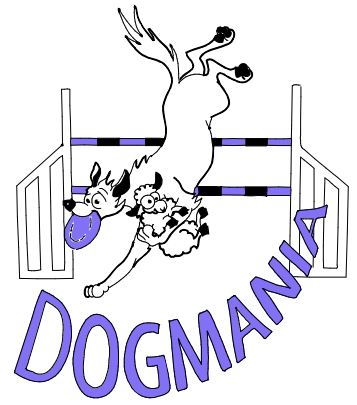


ADAA organises and hosts the Dog Agility Grand Prix, which celebrated its 10<sup>th</sup> anniversary at Macksville NSW in October 2008.



## It's a Carnival!

Dogmania will be much more than a dogsports competition. It will be a spectator-friendly carnival.



## Catering, proposed services include...

- Vendors to serve breakfast, lunch & dinner
- Multiple food vendors
- Multiple drinks stands
- Ice creams vendor

## Merchandising

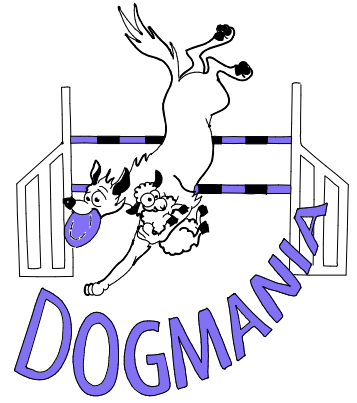
- Ideal for pet product suppliers
- Not-for-Profit groups welcome at no cost
- Market atmosphere

## Rides and Attractions, such as...

- Jumping castle
- Face painting

# Marketing Overview

Dogmania will be extensively promoted using a broad array of media.



## Sports Groups Marketing

Word-of-mouth is always the best value-for-money marketing and each of the participating sports will be individually promoting Dogmania

## Newspapers

Multiple media releases will be distributed to local papers

## Internet

[www.adaa.com.au/dogmania](http://www.adaa.com.au/dogmania) is already online

## “Dogmania Updates” Ezine

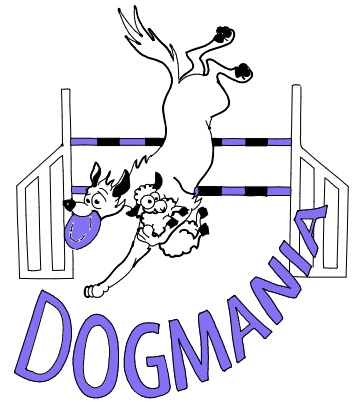
Breaking news is broadcast using the ezine

## Shopping Centre Promotions **NEW!**

Dogmania will be intensively promoted at a local Westfield Shopping Centre during the week preceding Dogmania

# Demographics

Information obtained from the inaugural Dogmania confirmed the following expectations.



## Competitor Demographics

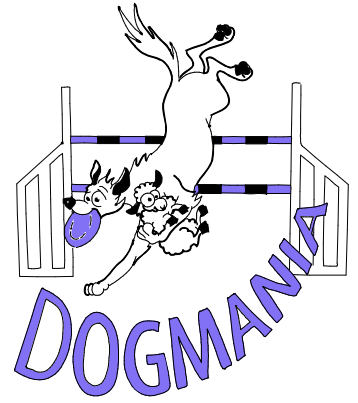
- Majority will reside in S.E. QLD
- 65-75% female; 25-35% male
- Majority are married
- Majority own their own home
- Above average disposable incomes
- High percentage of DINKs (double income, no kids)
- Disproportionately high percentage of competitors will own more than 1 dog
- Most competitors will rely heavily upon on-site catering for at least 2 meals each day

## Spectator Demographics

- Majority will reside in Moreton Regional Council
- Majority will be families with children
- Majority will own one or more dogs

# Partnership Packages

Everyone is invited to participate in Dogmania as either a competitor or a partner.

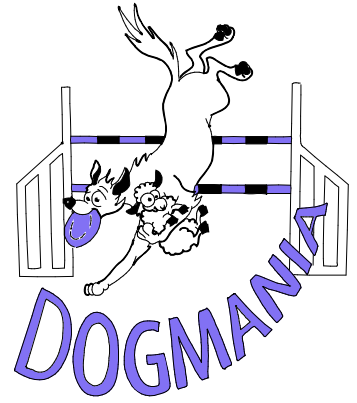


How do you want to support Dogmania?

- Rides and Attractions
- Catering
- Merchandising
- Sponsorship Partners
- Donors

# Rides and Attractions

Dogmania is the Canine Sports Carnival. There will be lots of fun things to do and see, and to make that happen we need partners to supply the following types of services:



- Jumping castle
- Pony rides
- Trampolines
- Face painting
- Animal farm/nursery

Dogmania will be negotiating attractive access fees for our rides and attractions partners.

Potential partners are invited to contact

**Marion Allen, Dogmania Coordinator**

**(07) 3385 6090**

# Catering

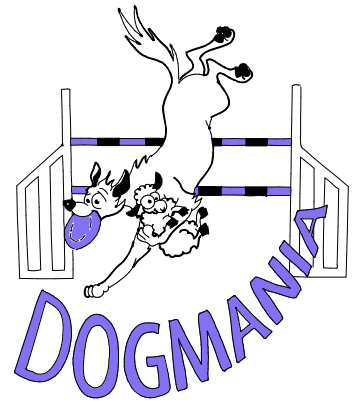
Dogmania is seeking catering partners for the 3 days of the event to supply the needs of the competitors and spectators.

Partners are required for providing the following services:

- Multiple food vendors serving breakfast, lunch & dinner
- Multiple drinks stands
- Ice creams vendor
- Coffee and tea services

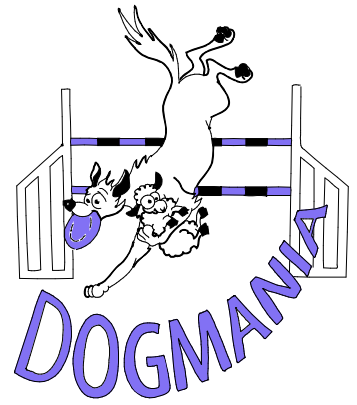
Dogmania will be charging very reasonable access fees for our catering partners. Potential partners are invited to submit proposed menus and pricing by contacting

**Marion Allen, Dogmania Coordinator**  
(07) 3385 6090



## Merchandising

Dogmania provides a unique opportunity to access Moreton Bay Regional Council residents in a relaxed, fun environment.



### Not-For-Profit Displays

Cost is \$0 for genuine not-for-profit organisations providing educational displays only.

### Market Stallholders

Cost is only \$100 for a 3m x 3m outdoor space, which enables you to promote or sell your nominated products for all 3 days.

### Premium Stallholders

Cost is only \$200 for a 3m x 3m outdoor space, which enables you to promote or sell your nominated products for all 3 days PLUS you will receive a ½ page (A5) advertisement in the Dogmania Program to be handed out to all competitors and spectators.

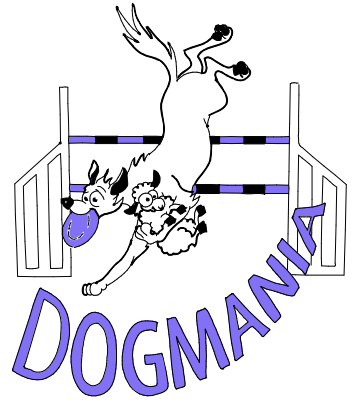
To organise your merchandising participation:

**Tandy Allen, Partnerships Coordinator**

(07) 3385 0008

# Sponsorship Partners

We realise that Dogmania's long-term success will depend upon establishing tangible benefits for the event's Sponsorship Partners.

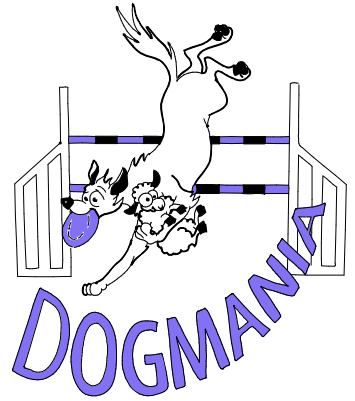


Sponsorship packages have been unchanged from the 2008 pricing. 😊

Which package is best suited to your needs?

- Sponsors
- Major Sponsors
- Event Sponsors

# Sponsorship Partners

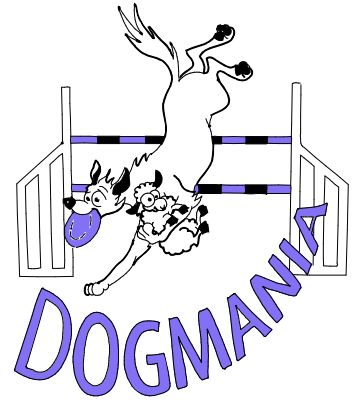


## Sponsors

Cost is only \$200 for a ½ page (A5) advertisement in the Dogmania Program to be handed out to all competitors and spectators, and your logo displayed on the Dogmania website (including a hyperlink to your website) until 31<sup>st</sup> January 2010.

For an additional \$100 sponsors can also have a 3m x 3m outdoor space, which enables you to promote or sell your nominated products for all 3 days.

# Sponsorship Partners



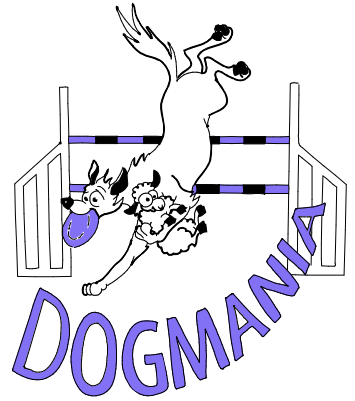
## Major Sponsors

Cost is only \$400 for a full page (A5) advertisement in the Dogmania Program to be handed out to all competitors and spectators, and your logo displayed on the Dogmania website (including a hyperlink to your website) until 31<sup>st</sup> January 2010. Major Sponsors are also welcome to place banners around the event site.

Multiple Major Sponsors promoting the same type of product will not be permitted.

For an additional \$100 sponsors can also have a 3m x 3m outdoor space, which enables you to promote or sell your nominated products for all 3 days.

# Sponsorship Partners



## Event Sponsors

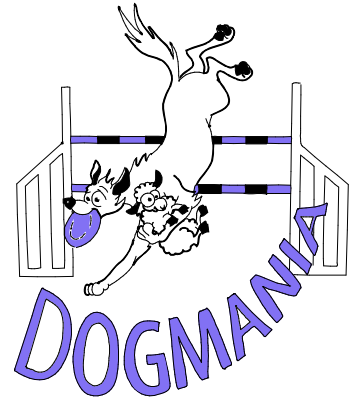
Cost is only \$700 for two pages (A5) of advertisements in the Dogmania Program to be handed out to all competitors and spectators, and your logo prominently displayed on the home page of the Dogmania website (including a hyperlink to your website) until 31<sup>st</sup> January 2010. There will be a maximum of only two Event Sponsors and they are welcome to place banners around the event site.

Upon making their payment organisations promoting the same type of product as an Event Sponsor will not be permitted as either an Event Sponsor or a Major Sponsor.

At no additional charge, Event Sponsors also have a 3m x 3m outdoor space, which enables you to promote or sell your nominated products for all 3 days.

## Donors

We love Dogmania Donors. 😊

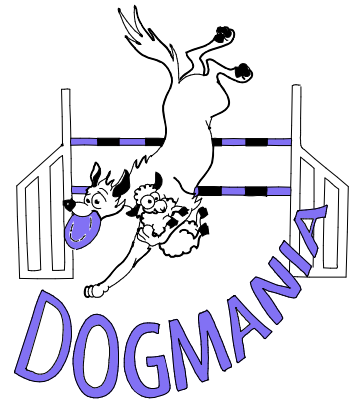


There is no advertising or sponsorship-type recognition for Dogmania Donors. However, with their permission, donors who provide more than \$10 will be thanked with a line item in the Dogmania Program.

Sponsors and Donors are encouraged to contact **Tandy Allen, Partnerships Coordinator**  
(07) 3385 0008

## Key Dates

All enquiries regarding sponsorship, merchandising and catering will be warmly welcomed.



Decisions regarding appointments of Event Sponsors, Major Sponsors and Caterers will be made well in advance of the event so please contact the Dogmania organisers ASAP if you are interested in these opportunities.

### Website Logos – Friday 6<sup>th</sup> February

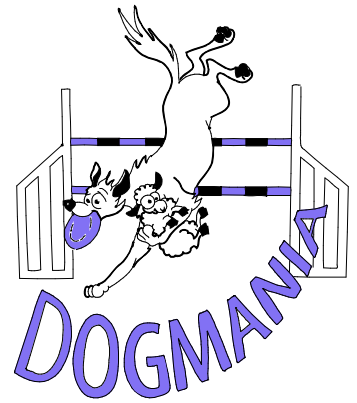
Finalise your sponsorship payment early and your logo will be added to the Dogmania website (including a hyperlink to your website)

### Program – Friday 3<sup>rd</sup> April

Submit your advertisement proof by this date to have your advertisement included in the Dogmania Program

## Key Contacts

Dogmania's key organisers will be there to assist you when you want it



**Tandy Allen, Partnerships Coordinator**  
(07) 3385 0008

**Marion Allen, Dogmania Coordinator**  
(07) 3385 6090

Email the organising team anytime at  
[dogmania@adaa.com.au](mailto:dogmania@adaa.com.au)

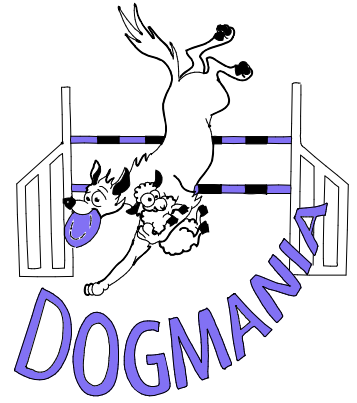
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If you want to also obtain a Sponsorships Package for the 2009 Dog Agility Grand Prix contact Alison Muddle at  
[secretary@adaa.com.au](mailto:secretary@adaa.com.au).



## Bigger and Better

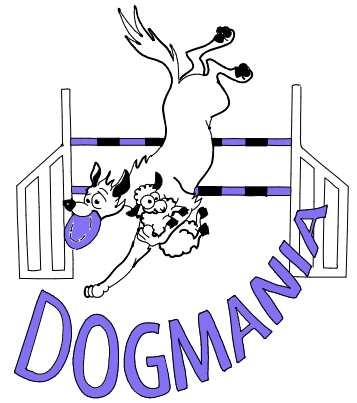
The inaugural Dogmania generated lots of positive feedback and the organisers are eagerly looking forward to 2009.



- Larger and more prominent venue
- Improved main road exposure
- Improved parking
- Easier access to power for stall holders
- On-site camping for interstate competitors
- Benefits of word-of-mouth promotion from last year's inaugural event
- Increased marketing and an expectation of significantly increased spectator numbers

## What's Next?

It is very simple. Please contact us.



Email or phone the Dogmania team. Give us your contact details and tell us how you think your organisation and Dogmania can mutually benefit from your participation.

Please call (07) 3385 6090 or email [dogmania@adaa.com.au](mailto:dogmania@adaa.com.au).

**THANK YOU!**