



OCT 31 2021 - ALEXANDRA GARDEN

FUN-RUN-FESTIVAL

5KM RUN/WALK PET FRIENDLY OR 10KM RUN - 50M DOGGIE DASH

SPONSORSHIP PROPOSAL

PROUDLY SUPPORTING



Part 1:

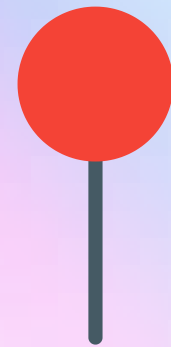
ABOUT THE EVENT

KODI PAW-A-THON

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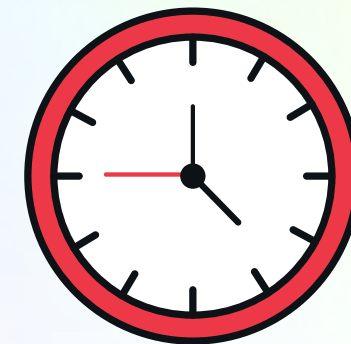
ABOUT THE EVENT



Engineers Lawn
Alexandra Garden



31 Oct 2021



9AM - 3PM

ABOUT KODI

Kodi has had a challenging life journey when it comes to his health.

At age 1, Kodi was diagnosed with seizures for nine months.

Unfortunately, no specialist could help him.


We conducted lots of research into treatment, remedies, and diet changes. Finally, this change proved effective as Kodi's seizures ceased.

When Kodi was 8, he was diagnosed with Mast Cell cancer.

The vets gave him nine months to live. Kodi's vet, Frank of East St. Alban's Vet Clinic, helped us through this challenging period. Kodi attended countless Veterinary and Oncology appointments, surgeries, and multiple CT scans; **12-year-old Kodi is still with us.**

In humans, cancer kills 1 in 3 women and 1 in 2 men. The incidence is almost equal in dogs, killing 50% of dogs over 10 and 33% of those under 10.

Kodi's Paw-a-Thon wants to fundraise to contribute to both human and animal cancer research.

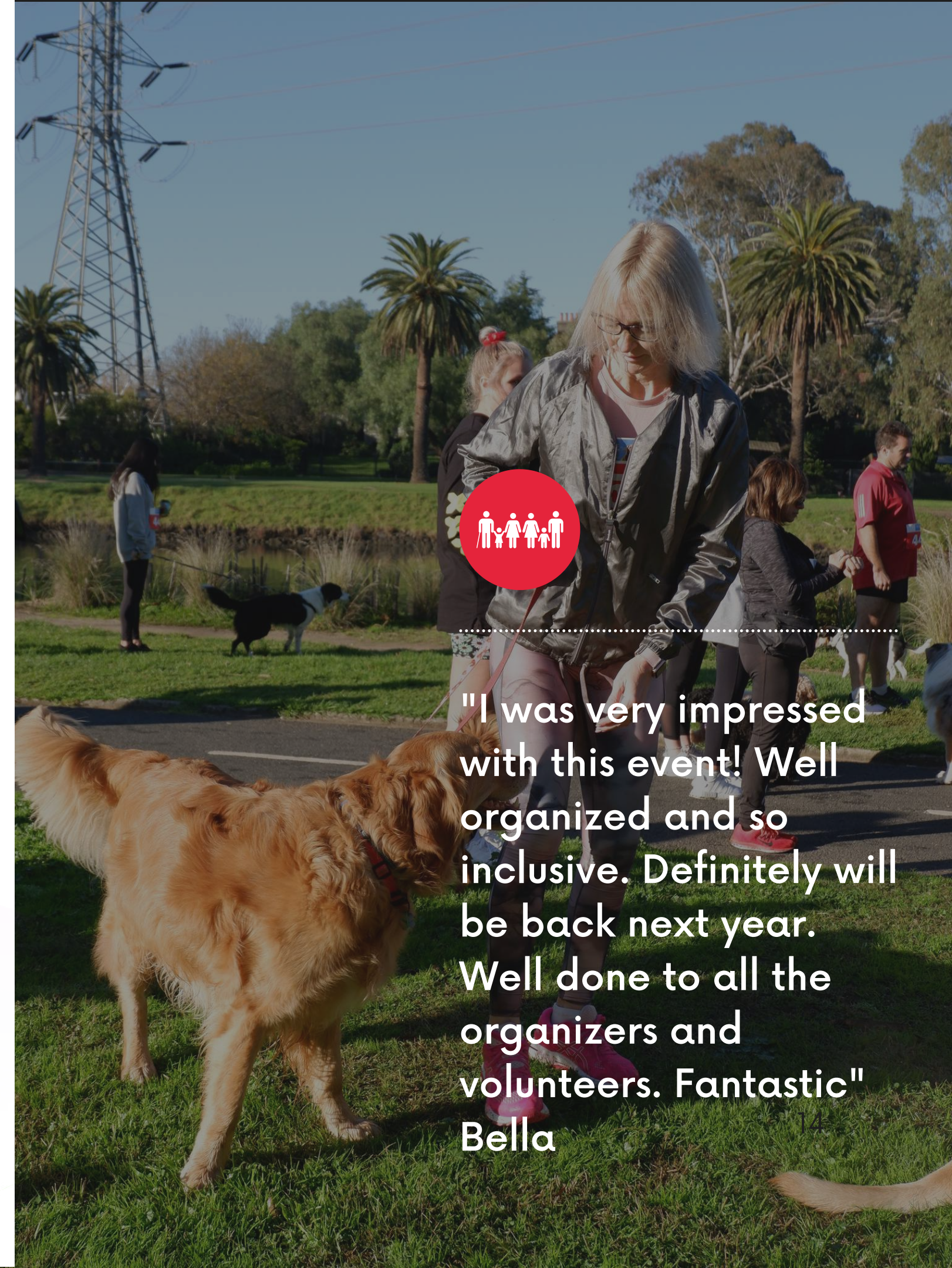


"The event was well organised and we had so much fun. Looking forward to the next one" - Jess, Event Attendee

ABOUT THE EVENT

Kodi's Paw-a-Thon Fur Festival aims to raise funds for Cancer Council Victoria & Australian Animal Cancer Foundation. The event remembers our furry and members of the community who lost their battle, celebrates cancer survivors and hopes to support those struggling with it.

The event seeks to promote fitness in both humans and dogs and to help support cancer research. The event consists of a 5k pet friendly run along with a 10km run to raise awareness and funds for cancer research. Parallel to the event, we have also organised market stalls, food trucks, fresh food produce, live entertainment music, pet adoption zone and much more.



"I was very impressed with this event! Well organized and so inclusive. Definitely will be back next year. Well done to all the organizers and volunteers. Fantastic"
Bella

ABOUT KODI PAW-A-THON - MAY 2021

1 Raised close to AU 7,000

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We held our inaugural Pet-Friendly Fun Run on 23 May 2021 and raised a total of \$6416.20, despite the pandemic scare.

2 200 Runners

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Due to the current pandemic, the newly assembled volunteer team only had six weeks to plan and market the event. The event was, nevertheless, a great success, with at around 200 runners, with more event attendees.

3 Supporting local businesses

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COVID-19 has significantly impacted local businesses, and this event allowed participants to meet and interact with pet business owners.

EVENT OUTCOME

The outcomes of this event include



Community Sharing and Healing

The event's setting encouraged many to share stories, challenges, and wins. This interaction set the foundations for healing and lifelong friendships, and better mental health.



Increased Community Participation

All attendees enjoyed our Dog Race event, Doggie Dash. The community came together to cheer and encourage each other through different stages of the competition.



Community Support

We had 55 volunteers who all turned up to contribute to a worthwhile cause. The increased community participation also led to more awareness about cancer, its effects, and survivors' struggles.

Part 2:

WHY EXHIBIT?

KODI PAW-A-THON

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STALL HOLDER BENEFITS

1 Increase Brand Exposure

We will actively market your brand from sign up till the end of the event. We will also include your brand in our marketing collateral for further brand exposure.

2 Multiple Event Attractions

The event has been organised to include multiple attraction to keep the audience at the location for a longer time.

5 Print and Digital Media Exposure

Through our various marketing strategies, we bring your brand to life through print and digital exposure.

3 Higher Event Attendance

We anticipate a higher event turnout than our previous event, including a higher event runners and attendance.

4 Access to Target Audience

We provide exclusive access to your potential customers, allowing you to collect leads, expand your database and make sales on the day.

6 Sell your Products and Services

We provide a platform for you to sell your products and services to a buy ready market.



KODI PAW A THON

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Part 3:

SPONSORSHIP OPPORTUNITIES AND INCLUSIONS

STALL HOLDER OPTIONS

If you are a business that would like representation at our event, we would love to have you.



Space Hire

3 x 2 space at the event

*no backdrop provided. Only for illustration purpose.

\$320 ex GST



Food Truck Hire

Food Truck space at the event

*Limited spots to reduce competition.

\$499 ex GST



Marquee Hire

3 x 2 space

1 x Table and Chair

\$550 ex GST



Table Hire

3 x 2 space

1 x Table and Chair Hire


\$350 ex GST

DIAMOND SPONSORSHIP

- One Marquee stall at the prominent location at the event.
- EMCEE mention about the brand throughout the event.
- The sponsor is invite to present the prize to the presentations.
- Sponsor's banner to be present at the registration area.
- Exposure of sponsor's brand from sign up till the end of the event, and in all post event marketing materials.
- Sponsor recognition in the Event Website, including a hyperlink to the profile.
- Company name and profile to be included in all marketing collaterals for the event.

\$1,499 ex GST

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"Such a great day, event and cause! Jarrah and I had so much fun and was so great to meet Kodi and so many other doggie friends! Well done Mary and everyone involved and all the best. PS thank you for our awesome prizes"

Amy

DOGGY DASH

SPONSORSHIP

- One Marquee stall at the prominent location at the event.
- The sponsor is invite to present the doggy dash prize to the presentations.
- Sponsor's banner to be present at the registration area.
- Exposure of sponsor's brand from sign up till the end of the event, and in all post event marketing materials.
- Sponsor recognition in the Event Website, including a hyperlink to the profile.
- Company name and profile to be included in all marketing collaterals for the event.

\$999 ex GST

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"Thanks again for the
privilege of being
involved in a fantastic
event. Can't wait to do
it again next year."
Craig

SILVER SPONSORSHIP

"Good morning, It was
such a great event
yesterday. Wouldn't
thought of missing it
next year. You did a
great job putting it
altogether."
Bridgette

- One Marquee stall at the prominent location at the event.
- Exposure of sponsor's brand from sign up till the end of the event, and in all post event marketing materials.
- Sponsor recognition in the Event Website, including a hyperlink to the profile.
- Company name and profile to be included in all marketing collaterals for the event.

\$799 ex GST

NEXT STEPS

1

CHOOSE PACKAGE

Choose the Package you wish to be part of.

2

BOOK ONLINE

Once you choose the package, book your spot online.

3

BE ASSIGNED TO AN EVENT COORDINATOR

Once you book your space, we will assign an event coordinator to work with you.



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FUN-RUN-FESTIVAL

CONTACT US

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PROUDLY SUPPORTING



**Cancer
Council**



Australian
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Best Friends For The Best Cure