

RSPCA 

**Million
Paws
Walk**  **2015**

FOOD EXHIBITOR APPLICATION

RSPCA 
Queensland

The RSPCA Million Paws Walk

Million Paws Walk (MPW) is the RSPCA's most established and well-known national fundraising event. MPW is primarily a fundraising event that also provides an opportunity to promote responsible pet ownership. In 2014, there were over 100 walks held across Australia with over 50,000 participants. In 2015, Queensland will host walks in more than 20 regional areas with a capital city walk held at Southbank Parklands.

Million Paws Walk is held on the 3rd Sunday of May every year. It is a fantastic event where pet owners can participate in a healthy walk, mingle with other pet owners and learn more about responsible pet ownership and the latest innovations in animal care from the many exhibitors at each walk.

Participants can walk and fundraise as individuals, families or as teams. Million Paws Walk is more than a day out for your favourite four-legged friend; it is a festival designed to entertain, inform and educate. Aside from the walk itself, activities, attractions and entertainment will be scheduled throughout the day to entice participants to stay and enjoy a day out with their pet.

Key features of the day include

- 3km–5km structured walks with pet water stops
- Pet expo featuring the latest pet products and services
- Food and beverage stalls
- Live entertainment
- Celebrity guests
- Agility canine courses and demonstrations
- Competitions
- Vet checks
- Dog washing

The Audience

In 2015, we are expecting approximately 10,000 people to attend the walk at Southbank Parklands. Our audience is made up of families, young professionals, students and social groups— all of whom love their dogs.



The Venue

In 2015, Million Paws Walk will take place on Sunday 17th May at Southbank Parklands, opening at 8.30am. Walkers and their pets meet at the Cultural Forecourt, Southbank Parklands where the main event village will be, they will be able to enjoy the festival atmosphere before starting their walk at 10.00am and finishing up back in the event village.

After the walk, the festivities continue. Participants can enjoy lunch and beverages from the many food and drink outlets, relax in the sun watching stage entertainment, participate in a canine obstacle course and visit the expo stands. A series of competitions will also be running throughout the day.

2014 Exhibitor Feedback

In 2014, exhibitor stalls were positioned right in the middle of the event— easily accessible by every walk participant. Exhibitors were surveyed post event— the results speak for themselves!

“The day was great and provided us with great exposure for our business. It was also a great opportunity to support the RSPCA.”

“It so easy to register and be involved in this great event. The organisers were great and provided us with all the information and tools we needed to enjoy a hassle free day.”

2015 MPW Running Order (to be confirmed)

Sunday 17 May 2015

6.30am	Exhibitor bump in commences
8.00am	Exhibitor bump in concludes (all vehicles to be off-site)
8.30am	Registrations open
9.45am	Official welcome speeches
10.00am	Walk begins
10.45am	Stage entertainment begins, demonstrations, dog washing, pet expo
1.00pm	Event concludes, bump out commences
2.30pm	All exhibitors depart event site

PLEASE NOTE: There is an opportunity to bump in on Saturday 16 May between 9am and 12noon. Please arrange this with the RSPCA Events Coordinator in advance.

Exhibitor Packages

Million Paws Walk is a festival designed to entertain, inform and educate. Aside from the walk itself, activities, attractions and entertainment will be scheduled throughout the day to entice participants to stay and enjoy a day out with their pet.

We recognise the importance that companies place on their sales and marketing dollars. So, we have put together a food exhibitor package that we believe offers good return on investment. In addition we would like to offer our 2014 food exhibitors a discount for returning to the Million Paws Walk in 2015.

There are strictly a limited number of exhibitor opportunities available to ensure the most productive and profitable day for all involved. Exhibiting at the RSPCA Million Paws Walk gives you a unique opportunity to access more than 10,000 people in your direct target market, eager to purchase.

Food Exhibitor Requirements

Food licence and public liability insurance

All food exhibitors must hold a current food licence and supply RSPCA Qld with a copy. In addition to this, a copy of your public liability insurance to a minimum of \$10,000,000 is required to exhibit at Million Paws Walk.

RSPCA's Humane Food Policy

As an animal welfare organisation, all food products must adhere to our Humane Food Policy. Whilst accepting that animals are used for food production, the RSPCA is opposed to all forms of farming that cause injury, suffering or distress to animals, or which unreasonably restrict their movements and behaviour. As a result, the RSPCA sets high standards for the welfare of all animals in farming systems. Below is a brief outline of meat and egg products permitted at RSPCA Qld events however please refer to the enclosed Food Policy for a complete overview.

- Eggs have not been produced in cages. Instead, choose eggs that are from a cage-free system, such as 'RSPCA Approved Farming Scheme' Eggs or free range eggs.
- Pork products (eg ham & bacon) have not been produced in intensive farming systems using farrowing crates and sow stalls. Instead, look for products that are approved by the RSPCA, such as 'RSPCA Approved Farming Scheme' pork. Alternatively, choose free-range pork products.
- Any food not sourced from an RSPCA Approved Farming Scheme (such as chicken or lamb) is not from an intensive farming system which closely confines the animals but, rather, uses a free-range system, and otherwise meets best practice for farm animal management. Australian certified organic products and NASSA products are examples of products produced following humane animal production practices.
- Vegetarian and vegan options are available for those staff, volunteers and members of the public who choose not to eat meat, egg or dairy products for ethical reasons.
- Ethical food choices are not compromised to save money.



Infrastructure requirements

Due to Occupational Health and Safety requirements, all food and beverage stalls are required to have a roof and flooring. Marquees and pro-flooring are available for hire. These are mandatory requirements, issued by Brisbane City Council.

Exhibitor fees

Food exhibitors at Million Paws Walk are offered discounted fees to assist us in better serving participants by providing a range of food and beverage options. Exhibitor fees are listed on page 6.

Million Paws Walk is RSPCA's largest fundraising event of the year and we would love for you to donate a percentage of proceeds back to RSPCA to assist us in our fundraising efforts if you are in a position to do so. For instance, you could donate 50% of proceeds or \$2 from every item sold. If you decide to do this, we encourage you to display signage to show your generous support on the day. Benefits may include;

- The profiling of your business supporting RSPCA Qld to 10,000+ participants.
- Corporate social responsibility - increase your profile in the community. Research has shown that customers are more likely to purchase from companies that support charities.
- Philanthropy - what better way to show your business cares!
- Tax deductible - donations to RSPCA Qld are fully tax deductible.

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Application for a food exhibitor stand at the 2015 Million Paws Walk event, held on Sunday 17th May 2015 at Southbank Parklands.

CONTACT DETAILS

First Name:	Surname:	
Business Name:		
Postal Address:		
Suburb:	State:	Postcode:
Phone:	Fax:	
Mobile:	Email:	

EXHIBITOR DETAILS

Stall Name:
What food will be featured at your stall:
Do your meat and egg products adhere to RSPCA Qld Humane Food Policy?
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure

ADDITIONAL INFORMATION

STAFF: It is the responsibility of each exhibitor to staff their stalls for the duration of the event including delivery, set-up and pack-down.

VEHICLE ACCESS: Vehicle access will be confirmed with exhibitors. A maximum of 2 vehicles per exhibitor will be permitted onto the site. Should you require your vehicle to be left in the event village, because you trade/operate directly from it, please confirm this in your application.

PACK DOWN: Pack-down will commence at event conclusion at 1.00pm over a 1.5 hour window until 2.30pm.

PARKING: You will be advised on parking arrangements closer to event day. You may be required to find your own parking around the site area.

WASTE: All Exhibitor sites must be left in the same condition as it was before setup. It is the responsibility of every exhibitor to remove all waste generated by their presence at the event. Please ensure you remove all waste from your stall, including all cardboard boxes etc. We ask that you assist us with leaving the venue as we found it. Should your area not be left tidy and free from rubbish, a non-negotiable \$100 cleaning fee will be charged.

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All stalls ordered through RSPCA Qld will be erected and engineer checked for safety prior to your arrival on site. All structures and equipment must be ordered and supplied through RSPCA Qld— no external suppliers will be permitted on site and no company-owned structure or stands can be erected. Each exhibitor must contain their displays and promotion of their product/service within their allocated space and must not intrude on other exhibitor areas. All signage must be fixed to stalls or free standing with weights. Failure to comply may jeopardize RSPCA's chance to continue to use this venue in the future, therefore your co-operation is greatly appreciated.

POWER

Do you require power at your site? Please tick

☐ Yes* ☐ No

* If yes, how many power outlets are required? (note fees apply, see below for hire charges)

Please note : powered sites are limited and will be agreed to upon application.

WATER

Do you require water at your site? Please tick

☐ Yes ☐ No

SITE FEE OPTIONS

**Please note: placement of your site is at the discretion of the RSPCA Events Manager.*

	SITE TYPE	STALL SIZE	SITE FEE (inc gst)	QTY	TOTAL (inc gst)
<input type="checkbox"/>	Unpowered	Standard food van (no marquee supplied)	\$300	_____	\$_____
<input type="checkbox"/>	Powered	Standard food van (no marquee supplied)	\$350	_____	\$_____
<input type="checkbox"/>	Unpowered	3m x 3m (marquee supplied)	\$350	_____	\$_____
<input type="checkbox"/>	Powered	3m x 3m (marquee supplied)	\$400	_____	\$_____

EQUIPMENT HIRE

EQUIPMENT	COST	QTY	TOTAL (inc gst)
Trestle table (1.8m)	\$25	_____	\$_____
Trestle table (2.4m)	\$30	_____	\$_____
White table cloth	\$20	_____	\$_____
White plastic chair	\$5	_____	\$_____
Display board (1.2m x 2.4m)	\$50	_____	\$_____

VEHICLE ACCESS

Name of driver	Vehicle Registration	Type of car (truck/sedan)

If you require vehicle access to the field to drop off equipment/products, or if your business is operated from a van/ food truck, please complete the details above, in order to be issued with a vehicle access pass. Entry without a pass will not be permitted.

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TERMS & CONDITIONS

Please read the following terms and conditions that form part of your agreement with RSPCA Qld. Once you have read and agreed to the terms below please sign and date the bottom of the page. Failure to comply with the regulations outlined in this document may result in your having to forfeit your stall and payment.

SUB-LEASING: Under no circumstances is any exhibitor to sub-let space to another organisation, individual or business.

RESTRICTED ITEMS: Exhibitors can NOT sell food or beverage for human consumption from their stall without prior consent from RSPCA Qld. All food and beverage must adhere to standards outlined in the 'Humane Food Choices' brochure provided to you. Due to existing national sponsorship agreements no major pet food products may be sold (certain pet treats excepted). RSPCA reserves the right to refuse the presence of any products, information or services that they deem to be inhumane or harmful to animals or contradict RSPCA's Five Freedoms (www.rspcaqld.org.au/aboutus/freedoms).

OH&S: Exhibitors are expected to follow best practice safety standards and abide by OH&S regulations to ensure the event is safe and compliant at all times. Staff training will be the responsibility of the exhibitor.

STALL INFORMATION: Exhibitors agree to the guidelines detailed in this document relating to turf protection, signage, exhibitor display, promotion and equipment hire.

TIMINGS: Exhibitors agree to comply with the bump in and out schedules allocated to them.

STAFF: Exhibitors agree to provide adequate staff to run their stall (up to 4 staff)

WASTE: Exhibitors agree to comply with rubbish removal procedures as outlined in this document.

INDEMNITY: Exhibitors participate in Million Paws Walk at their own risk and agree not to hold the RSPCA, its employees, agents, sponsors and independent contractors liable in any way for injury to you or your staff or loss or damage to your personal or third party property in connection with this event. You agree to indemnify the RSPCA for any claim brought against it, its employees, agents, sponsors and independent contractors by any third party for any loss or damage arising from any breach of duty by you. This includes, but is not limited to, loss or damage caused by breaches of duties that would otherwise be imposed in tort or contract but for this clause.

INSURANCE: Exhibitors MUST provide a current copy of their Public Liability Certificate with their application. Coverage must be valid for the event date with insurance to a minimum of \$10 million.

PAYMENTS, REFUNDS & CANCELLATION

- RSPCA Qld reserves the right to refuse any application that does not meet all criteria outlined within this document.
- Payment must be made in full at the time of application; no part payment will be accepted. No application will be accepted without full payment. Payment will not be processed until application has been approved.
- Payments are non-refundable unless the event is cancelled by RSPCA Qld. RSPCA Qld reserves the right to cancel the event due to uncontrollable circumstances such as terrorist threat, force majeure and extreme bad weather.

By signing this form, you signify that you have read, understand and agree to the terms. Failure to comply with these terms may result in cancellation of your application.

Signed: _____

Date: _____

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PAYMENT OPTIONS

Payment can be made by cheque, money order or credit card. Payment must be made in full before the application can be confirmed.

CHEQUE: Please make cheques payable to **RSPCA Qld Inc**

CREDIT CARD: Please debit my credit card (please circle): VISA MASTERCARD AMEX

Card number: ____ ____ ____ ____ | ____ ____ ____ ____ | ____ ____ ____ ____ | ____ ____ ____ ____

Name on the card: _____

Expiry date: ____ ____ | ____ ____ CCV No: ____ | ____ | ____

Signature: _____ Amount to be debited: \$ _____

DIRECT DEBIT: BSB: 034 033 Account number: 169 369 Reference: MPW Exhibitor + (*Business name*)

CHECKLIST

- ☐ I have read and signed the terms and conditions
- ☐ I have completed all sections of this document including contact information, stall information, equipment order and payment details
- ☐ I have attached a current copy of my Public Liability Certificate
- ☐ I have attached a current copy of my Food Licence
- ☐ I have made a copy of all documentation for my own records

Please send your completed application before Friday 27th March 2015 to:

Event Department

RSPCA Qld
Locked Bag 3000
Archerfield BH Qld 4108

Email: events@rspcaqld.org.au | **Fax:** 07 3258 5610

We will be in touch with you as soon as your application is approved and we will then process your payment (please allow at least four weeks for this).

We would love to see you at the Million Paws Walk, so if you would like any further information about this event or the food exhibitor application process, please email events@rspcaqld.org.au or phone 3426 9943.

