



Belmore Park, Haymarket, Sydney
Sunday 30 October 2011, 10am – 5pm

*Amazing outdoor event – live entertainment all day,
information, demo & speaker marquee, food & licensed bar,
shopping, kids entertainment and much more!*

Stallholder & Sponsorship Registration Kit

What is the Sydney Cruelty Free Festival?

The Cruelty Free Festival is an annual event run by Animal Liberation NSW that aims to bring animal cruelty issues into the public eye and encourage people to make simple changes in their everyday lives to help save animals; changes such as buying products that haven't been tested on animals, kinder dietary choices (ultimately a vegan diet), fostering or adopting homeless animals, getting involved with and supporting animal rights, welfare, protection groups and charities.

The event is now firmly established in the outdoor location, Sydney's Belmore Park, at Central Station. This park is highly visible and accessible with excellent public transport links close by. This year's event takes place on 30th October 2011. The festival comprises of live bands, musicians, singers and other performers playing all day, a demo marquee for cooking demos, yoga, speakers and other fun activities. There's a licensed bar, a food hall section, kids entertainment and over 60 stalls to create a vibrant, fun-filled festival atmosphere.

The Festival is first and foremost a public education event but also acts as a fundraiser for Animal Liberation NSW and the other animal rights, rescue and welfare groups who attend. Animal Liberation NSW is a not-for-profit charity group who campaign for the rights of all animals.

Festival goals

- Public education and awareness about animal cruelty issues at a non-confrontational, fun, festival setting.
- To allow producers and retailers of cruelty free products, services and foods to promote their products to their target audience.
- To encourage people to change their lifestyle habits to reduce animal exploitation by purchasing products that have not been tested on animals and are accredited by Choose Cruelty Free (CCF).
- To demystify the vegan/vegetarian lifestyle and allow people to see it as a viable, socially acceptable lifestyle choice that is better for their health, the environment and animals.
- To allow animal rights groups to reach the public with their educational material and to provide them with a fundraising opportunity.
- To use publicity generated by the festival to increase the general public's awareness of, and prompt discussion about, animal rights issues and a vegan lifestyle.

Composition of the Festival

The Food Hall: Stalls from food producers and restaurants selling and sampling a wide range of hot and cold meals, snacks and sweets from multiple countries. All food sampled and sold will be 100% cruelty free and vegan. Included in this section will be a licensed bar serving cruelty free beer and wine.

The Shopping Mall: A wide variety of stall holders selling and promoting certified Choose Cruelty Free products ranging from skin care to cleaning products to sweat-

shop free t-shirts, recycled 'waste' and everything in between.

The Caring Quarter: Animal rights, rescue and welfare groups & charities along with vegetarian and vegan societies. These groups will be distributing information and giving advice on practical ways for people to help save animals and reduce suffering so that every visitor goes away from the festival feeling empowered to make changes in their lives.

The Entertainment Zone: A large main stage with a packed all day schedule of bands, musicians, dance acts, singers and MC's.

Demo & Speaker Tent: A large marquee with a schedule of dance lessons, yoga sessions, cookery demos, inspiring speakers and entertainment for the kids.

Attendance

The attendance at the 2010 Cruelty Free Living Festival was approximately 5000 with the prominent demographic being the 18 – 35 age group with a 60:40 female: male ratio. We expect to see an increase in attendance figures of 25% based on previous years' growth.

Marketing

In the lead up to the Festival we will undertake an extensive marketing campaign and expect media interest and coverage to be even stronger than in previous years as a result of the quality venue, sound engineers and event organisation. Each year, we attract the support from quality musicians and the 2010 had guest MC slots from comedian Tom Ballard, writer, Marieke Hardy and Triple J's drive time DJ, Lindsay McDougall (aka 'the doctor').

Media releases will be sent to all major and local newspapers and magazines. Using these methods we have achieved the following publicity in the lead up to previous years' events.

- Newspapers: SMH Metro, Sunday Telegraph, Inner West Courier, Inner West Weekly, The Glebe, SMH – Spectrum, Village Voice, Sun Herald, Sydney Star Observer, The Drum Media, The Brag, Sydney City Hub, City News, Daily Telegraph, North Shore Times, Torch Newspapers, Blacktown Sun.
- Magazines: Marie Clare, Mind Food, Ciao, Nova, Insight, Living Now, New Vegetarian, Natural Health, Vegan Voice, SMH Good Weekend, SX, Cherrie, LOTL, Time Out, Peninsula Living, SMH Sydney Magazine, YEN
- Online Listings: My Weekend, What's On Sydney, What's On in Sydney, Sustainable Living Calendar, Sydney's Child, My247, CitySearch, LiveGuide, The Program, NSWEvents and much more!
- Posters/Flyers: We engage the help of volunteers to distribute 5000 posters and flyers throughout NSW in restaurants, cafes, health food stores, yoga centres, gyms, community centres, libraries and community noticeboards, lamp-posts etc.
- Email Distributed through membership databases and mailing lists of animal rescue, welfare and rights organisations throughout NSW as well as inclusion in Sydney City Council, Cruelty Free Shop and YEN magazine e-newsletters, in total approximately 80,000 recipients.
- Social
Networking: The Cruelty Free Festival has a Facebook & MySpace page and we actively use these forums to spread the word about the festival.
- Festival Website: www.crueltyfreefestival.org.au

Sydney Cruelty Free Festival Sponsorship Details

Festival Sponsorship & partnership

Becoming a sponsor or supporter of the Cruelty Free Festival offers a unique opportunity for your business or brand name to be publicly endorsed as an ethical choice and will clearly differentiate you from your competitors in this area. Festival attendees, as well as others who see the widespread Festival marketing campaign, will associate sponsors with a compassionate and ethical lifestyle, which will influence their future buying habits.

1. Platinum Sponsor

Our Major Sponsorship Package (\$3000) includes:

- Main stage & Secondary Stage banner & logo exposure. Your product banner may be hung in both prominent areas on the day of the event.
- Access to a second stall or larger area (two stalls together) if required at no extra cost
- First preference for stall placement and cost of stall hire included
- Most frequent MC recognition of Platinum sponsorship with information provided to the audience about your business at regular intervals throughout the day.
- A 10-minute personal interview on the MAIN stage with our MC to talk about your product or service at a peak attendance time.
- The opportunity to present a 30-minute talk, workshop or demonstration as part of the festival workshop program (in the marquee tent).
- The opportunity to add a question/s to the festival survey and access to survey results and resulting contact database (where permission given).
- Your business logo prominently featured on:
 - NB. Platinum sponsor logos will be larger than those of all other sponsors**
 - Cruelty Free Festival 2011 Large Banners
 - Posters
 - Flyers
 - Festival program
 - Advertisements and media releases
 - Festival website (logo and link)

2. Gold Sponsor

Our Gold Sponsorship Package (\$1500) includes:

- Festival Bar, Stage Manager's Fete Stall or Festival HQ (Info Desk) banner & logo exposure on the day (available on a first come, first served basis).
- Complimentary festival stall hire with fete stall provided
- Preference over Silver sponsors for stall placement
- Frequent recognition of Gold sponsorship by MC's throughout the day
- A 5-minute personal interview on the main stage with our MC to talk about your product or service.
- The opportunity to present a 15-minute talk, workshop or demo as part of the festival workshop program
- Your business logo prominently featured on:
 - NB. Gold sponsor logos will be larger than those of Silver & Bronze sponsors**

- Cruelty Free Festival 2011 Banners
- Posters
- Flyers
- Festival program
- Advertisements and media releases
- Festival website (logo and link)

3. Silver Sponsor

Our Silver Sponsorship Package (\$900) includes:

- Complimentary festival stall hire with fete stall provided
- Preference over Bronze sponsors for stall placement
- Recognition of Silver sponsorship by MC's throughout the day
- Opportunity to present a 10-minute demo, talk or workshop as part of the festival workshop program.
- Your business logo featured on:

NB. Silver sponsor logos will be larger than those of Bronze sponsors

- Cruelty Free Festival 2011 Banners
- Posters
- Flyers
- Festival program
- Advertisements
- Festival website (logo and link)

4. Bronze Sponsor

Our Bronze Sponsorship Package (\$650) includes:

- Complimentary festival stall hire with fete stall provided
- Preferential stall placement
- Recognition of sponsorship by MC's throughout the day
- Your business logo featured on:

- Cruelty Free Festival 2010 Banners
- Posters & Flyers
- Advertisements
- Festival program
- Festival website (logo and link)

Cruelty Free Festival 2011 Registration Form

Please complete this section to participate in the Cruelty Free Festival as a Sponsor or Stallholder. The deadline for applications is Friday **19th August 2011**.

Register and pay your stall fee before 30th June to receive a 10% discount on the stall fees only (no discount on 'extras').

General Info:

- This is an outdoor event so all stalls must be covered. You can hire a fete stall from the festival organiser or provide your own structure, which must fit within the allocated stall space of 3m x 3m. *The City of Sydney Council does not permit pegging in the park so any structures provided by you must be properly secured or weighted. Stallholders providing their own structure accept full responsibility for the correct setting up and dismantling of their structure.*

The covered fete stalls provided by the organiser measure 2.4m x 2.4m with bench tops along three sides and the fourth side open for stallholder access. They are brightly coloured. The organiser is not able to tell you in advance what the colour of your fete stall will be because the stalls are set up randomly on the day.

Customers can access the stall from the front only (side access is limited due to available space). Corner positions will have access from three sides but will be reserved for sponsors in the first instance.

- All products displayed, promoted or sold at the festival must be vegan and certified cruelty free (by Choose Cruelty Free Australia, www.choosecrueltyfree.org.au) and all food served, promoted or sold must be 100% vegan.
- The Cruelty Free Festival and Animal Liberation (NSW) reserves the right to refuse any sponsor, stall, workshop, demonstration or talk that they deem to be incompatible with the festival's goals.

Public Liability Insurance

All exhibitors that are retail businesses must have their own current public liability or event insurance. Please attach a copy of your current certificate of currency to your stall application form.

If you do not have your own policy, dependent on your business type, we may be able to add you to the festival event policy for an additional admin charge of \$15.

Your Name _____

Business or organisation name: _____

Postal Address: _____

Contact number/s: _____

Email: _____

Sponsorship Level (if applicable, please circle): **Platinum Gold Silver Bronze**

Do you wish to hire a covered 2.4 x 2.4m fete stall? YES/NO

Will you require access to power at your stall? (surcharge applies) YES/NO

If you require power, please tick which appliances you will be using (please tick all that apply?)

- Pie warmer/other food heater (i.e. Bain Marie)
- Electric hot plate/BBQ
- Coffee machine or mobile coffee van
- Mobile fridge or freezer
- Bar fridge
- Lap top computer
- Small appliances, i.e. kettle, blender, food processor, hot water urn

Does your equipment have any special power requirements? (i.e. 15amp, please list details of the appliances below)

What do you intend to sell/sample or display?

- Hot or cold food/raw food (to be consumed on the day)
- Packaged food & groceries
- Drinks (coffee, tea, juices, smoothies etc)
- Household products, toiletries or cosmetics
- Books, magazine, stationary
- Children's products, toys
- Clothes, bags or shoes
- Companion animal products, food or accessories
- Other (please specify) _____

ATTENTION FOOD & DRINK STALLHOLDERS

Your application will not be accepted unless you have completed and returned an application for a temporary food stall form. This form must be submitted with your application to the festival organiser. The relevant form can be located on the City of Sydney's website here:

<http://www.cityofsydney.nsw.gov.au/Business/documents/Health/TempFoodStallDetails.pdf>

Payment Section

2010 Stall Holder fees (all prices include GST)

Please tick applicable rate

- | | | |
|--------------------------|--|-------|
| <input type="checkbox"/> | Food or drink vendors – inc. fete stall | \$400 |
| <input type="checkbox"/> | Food or drink vendors – w/o fete stall | \$350 |
| <input type="checkbox"/> | General merchandise stall* - inc. fete stall | \$320 |
| <input type="checkbox"/> | General merchandise – w/o fete stall | \$270 |
| <input type="checkbox"/> | Not for profit organisations inc. fete stall | \$220 |
| <input type="checkbox"/> | Not for profit organisations w/o fete stall | \$170 |

Extras (please tick applicable extras)

- | | | |
|--------------------------|--|------|
| <input type="checkbox"/> | Power Access Surcharge | \$50 |
| <input type="checkbox"/> | Power Access surcharge (laptop only) | \$15 |
| <input type="checkbox"/> | Public Liability Insurance cover surcharge | \$15 |

*General merchandise means commercial businesses selling cruelty free products/services including packaged food and groceries.

We accept cheques or money orders made payable to Animal Liberation NSW or you can pay by credit card or direct deposit. If you would like to pay by direct deposit, the account details below. Please use your business name & CFF (Cruelty Free Festival) as the payment reference.

Bank: Commonwealth Bank (CBA)

Account Name: Animal Liberation

BSB No: 062 212

Account No: 00904078

Credit Card Payments: (please circle type): VISA MASTERCARD

Name on card _____

Card number: _____

Expiry date: ____ / ____

Almost there!

Would you like to donate a prize for the raffle (products/vouchers)? YES/NO

If yes, what will the prize be and approximate \$ value?

Where to send your registration

Your completed form should be returned to: **The Cruelty Free Festival 2011, Sarah Wade, % 12 Treen Street, Bald Hills, QLD 4036**

You can scan and email your completed application instead to sarah@animal-lib.org.au

Sponsors Don't Forget! Please email a high-resolution jpg (minimum 300dpi) copy of your logo for use on promotional materials to sarah@animal-lib.org.au

Checklist: please read and complete

Before you return your completed application form, please check the following:

- All sections of the application form have been completed
- Payment is enclosed (including surcharges if applicable)
- A copy of your Public Liability Insurance policy is included
- Food and Drink Stallholders have included a completed and enclosed their "Temporary Food Stall Details" form

<http://www.cityofsydney.nsw.gov.au/Business/documents/Health/TempFoodStallDetails.pdf>

If you have any queries about the festival or would like further information please contact the Event Manager, Sarah Wade, at Animal Liberation by phoning 0431 849 711 or by email to sarah@animal-lib.org.au

Thank you for your support!