



19TH NOVEMBER 2023

DOG-A-THON FAMILY FUN DAY

DATE: SUNDAY, 19TH NOVEMBER 2023

TIME: 10AM TO 3PM

LOCATION: CHELSEA BICENTENNIAL PARK



A DAY OF CHARITABLE ANIMAL FUN IN THE SUN!

HOSTED BY **V A T O S**
PROPERTY GROUP

EVENT OUTLINE



WHAT TO EXPECT

A family-friendly event day to jam-packed with exciting activities and celebrating dogs, their owners and their admirers!

EVENT INCLUSIONS

- Yummy Food Truck Vendors
- All-things-pet Market Stalls
- Family-Owned/Small Businesses
- Artists and Photographers
- Pony Rides and Animal Petting Zoo
- Face Painting
- Live Entertainment and Music
- Dog-a-thon Charity Walk
- Dog Awards and Competitions
- Raffle Prizes and Auctions

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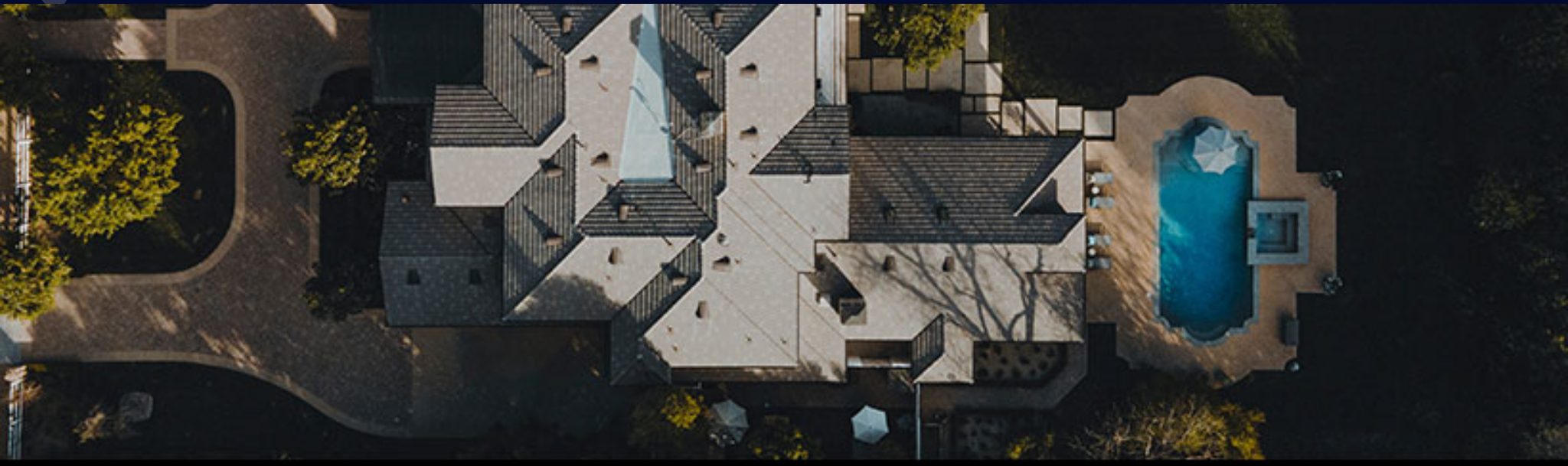
ABOUT US

VATOS GROUP

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WHETHER YOU ARE A TENANT OR A LANDLORD, VATOS GROUP IS HERE TO LISTEN.
WE BELIEVE THAT YOU ARE THE MOST IMPORTANT PART FOR US.

WE PROVIDE A UNIQUE AND REFRESHING APPROACH TO REAL ESTATE AND BELIEVE
OUR RELATIONSHIP WITH OUR CLIENTS IS ONE OF THE MOST IMPORTANT
ASPECTS OF OUR COMPANY.



OUR PROUD CHARITY PARTNERS

IT'S OUR 6TH ANNUAL FUNDRAISING EVENT!
HELP US ACHIEVE A BREAKING-RECORD THIS YEAR!

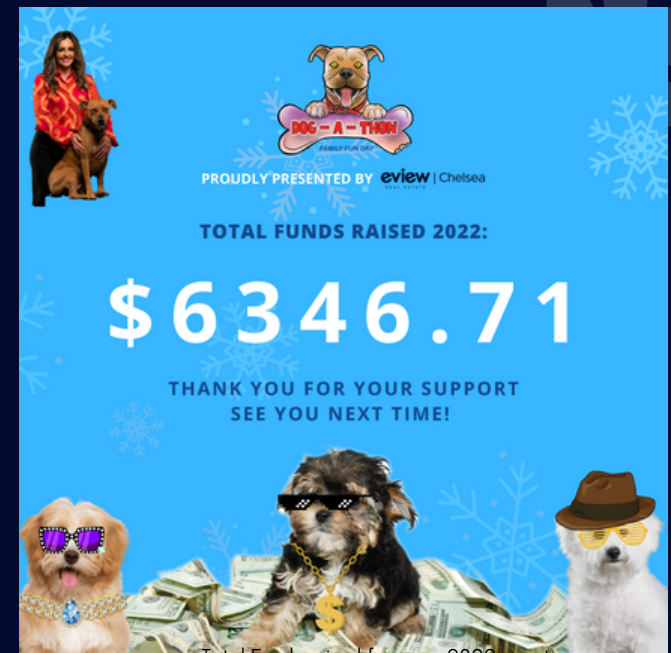
Rest assured you are doing a great thing by joining us for this event! 100% of your market stall holder fee goes directly back to our two nominated charities. Divided evenly for a local Australian charity (Story Dogs) and an international animal charity (Plomari Animal Aid, Greece), we understand that it's the small donations that add to the bigger moments of impact.

Thank-you for making a difference by helping us raise these funds for our beloved furry pets!

OUR CHOSEN
CHARITIES FOR 2023



FUNDS RAISED 18TH DECEMBER 2022



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LOCAL CHARITY PARTNER

STORY DOGS: NOT-FOR-PROFIT LITERACY CHARITIES SERVING ALL OF AUSTRALIA

Story Dogs is based on the successful American literacy program, Reading Education Assistance Dogs (R.E.A.D), the first comprehensive literacy program built around the appealing idea of children and young adolescents reading to dogs.

They recruit, accredit, train, place, and support volunteers and their dogs into their local primary school delivering 1000's of one-on-one reading sessions each year targeting Year 2 children struggling with their reading.

Children having benefited highly from Story Dogs as many have experienced improved focus, literacy skills increased and their confidence soaring. The accepting, loving nature of dogs gives this program its magic and helps children relax, open up, try harder and have fun while reading to a friendly, calm dog.



Total Funds raised from our 2022 event

GLOBAL CHARITY PARTNER

PLOMARI ANIMAL AID: NOT-FOR-PROFIT ORGANISATION PROVIDING MEDICAL CARE TO STRAY ANIMALS

Plomari Animal Aid is a not-for-profit animal welfare organization based in Greece that provides assistance to stray cats and dogs. Their mission is to reduce the population of stray animals through spaying and neutering and to provide medical care, food, and shelter to animals in need. They also work to raise awareness of animal welfare issues in Greece and encourage responsible pet ownership.

Plomari Animal Aid relies on donations from individuals and organizations to fund their operations and is staffed by volunteers who are passionate about animal welfare. Their tireless efforts have helped to improve the lives of countless animals and make a positive impact on their community.



EVENT GALLERY

SOME OF OUR PUP-PURAZZI HIGHLIGHTS FROM 2022!



PLEASE NOTE: THIS IS NOT A FINAL FLOOR PLAN. FLOOR PLAN WILL SUBJECT TO CHANGE.

6TH ANNUAL DOG-A-THON

SUNDAY, 19TH NOVEMBER 2023



H2O

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SOCIAL MEDIA HIGHLIGHTS 2022

Tim Richardson 3 d · 🌐

Every dog has their day! 🐕🐶 And today it was at the [Chelsea Dog-A-Thon Family Fun Day](#) at Bicentennial Park!

What an incredible event, organised by the legends at [Eview Real Estate Chelsea](#), with so many pups, stalls, activities for the kids and fun for all! 😊

Was so nice to catch up with the magnificent volunteers from Keysborough's [Australian Animal Protection Society](#), who do the most amazing work for dogs and cats in our community! 🙌

Toby's Christmas shirt got some good feedback along the way too! Might have to get some matching ones. 🐾

Wiggle Butts Pet Co 3 d · 🌐

I think I died and went to heaven today 🐾

I had an amazing time at [Chelsea Dog-A-Thon Family Fun Day](#) today and got to meet so many pawsome pups including the absolutely divine [@skippinggirl_shitzus](#) and Jet from [@dogdelish](#) 🥰🥰🥰🥰🥰🥰

Thank you to everyone who stopped by our stall, it was lovely to meet you all 🌟🐾💕

#chelseadogathon #dogathon #dogs #melbournedogs #skippinggirl_shitzus #cindy_and_haimy #dogeventsmelbourne #santapawsiscomingtotown #santapaws

willow_bootyshaker

Big day for this fluffy kid, flyball all day so well deserved ice cream 🍦

@chelseapark.dogathon

Janine Bell

We are excited, it's going to be a huge fun day out

4 d Like Reply Message Hide 1 🌐

Ali Ng

We are so excited for this! 😊

4 d Like Reply Message Hide

Amy Toohey

🙌🐾🥰

4 d Like Reply Message Hide 1 🌐

AAPS Australian Animal Protection Society is in Keysborough, Melbourne. 3 h · 🌐

Long-time AAPS supporter Didi is our [Chelsea Dog-A-Thon Family Fun Day Raffle Winner!](#)

Check out Bruno (available for adoption) eyeing the treats in Didi's hamper in the second photo 🐾



olivethecuddlyshitzu Chelsea, Victoria, Australia

👍 🗨️ 📌

Liked by herr__socke and others

olivethecuddlyshitzu Fun Sunday with the fam at @chelseapark.dogathon 🥰🐾🙌

Wearing my pink harness set by @pawsquad.com.au 🌸🌸🌸

phemies_closet Bicentennial Park Chelsea

👍 🗨️ 📌

Liked by josiethecavie and others

phemies_closet Beautiful Pippa @sunnyandpippa wore her adorable @phemies_closet blue corduroy harness to visit us today @chelseapark.dogathon. So lovely to meet you in person Pippa & your gorgeous mama too 🐾💕 #supportsmallbusiness #shoplocal

_little_bonni_

👍 🗨️ 📌

Liked by diamond_universe and others

_little_bonni_ A hard earned victory in the Smallest Dog 2022 competition, at the Chelsea Dogathon 🏆🐾

The prize was a 3 kg bag of dog food to last half a year

tianaassini Chelsea Bicentennial parkrun

👍 🗨️ 📌

Liked by lily_cardamone and others

tianaassini It was harder to make Ada smile than the doggos, but love our date day 🍷💕 #dogsofmelbourne #doggydate #chelsea #dogathon



WHY PARTICIPATE?

- Let people know about your business, products and services!
- Meet loads of new community members, family and other stall holders (and lots of dogs!)
- Sell products and provide promotional offers

- Social media shout-outs
- Paid and Organic Marketing spend for the event
- Assist with bump-in, bump-out and troubleshoot any issues you have on event day! We have a dedicated events team onsite.

WHAT WE DO FOR YOU



YOUR COMMUNITY STALL OPTIONS



COMMUNITY STALL - \$110 INC. GST

Join our Family Funday with a 3m x 3m Marquee Stall. Please bring all your supplies, trestle tables, marquees and power for this stall.



DOG SHELTERS & NGO'S - \$70 INC. GST

We are a charitable event to help raise awareness and find homes for our lost dogs. Your business can register for our event for a heavily discounted fee.

FOOD TRUCK - \$160 INC. GST

We only allow 5 x Food Truck options for this event and each food truck holds exclusivity for their category.

EVENT SPONSOR - \$300 TO \$1.5K

Please get in touch to sponsor one of our key park areas. Build brand awareness and engage with the local community! Contact us to discuss different packages.

COMMUNITY ZONES

SPONSORSHIP OPPORTUNITIES



MAIN STAGE

Sponsor the main stage area, live acts, showcases and prize giveaways



AGILITY ZONE

The entire agility zone supported by your business and is the local's favourite!



DOG-A-THON WALK

Our doggy walk kicks off at 10am when the event gates open. All branding material and video footage could be yours.

*HAVE A LARGER BUDGET TO REAP THE FULL REWARDS OF THIS EVENT?
CONTACT US FOR A CUSTOM SPONSORSHIP PACKAGE!*

01

COMPLETE REGISTRATION FORM.

Email us for an official 2023 Dog-A-Thon Registration Form and complete the form as soon as possible.

02

PAYMENT.

Your booking is not secured until payment for your stall is made. We will send you an invoice.

03

PLAN AND PROMOTE.

Plan ahead and think of your stall activation. What is your goal? And how are you going to get there? Promote the event to your audience to build brand awareness and excitement!

04

ORDER STOCK AND PRINT SIGNAGE.

The more effort you place into your stand, the better the results will be. Ensure you have all signs printed nicely, and enough product range and special deals to share with the community.



STALL HOLDER - NEXT STEPS

From NOW until Event Day!
Sunday, 19th of November 2023

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19TH NOVEMBER 2023

CONTACT OUR TEAM

TALK TO US

SPONSORSHIP ENQUIRIES:

Sofia Vatos (Director of E-view Group Chelsea)

✉ sofia.vatos@eview.com.au

☎ +61 421 328 255

DONATIONS, GIFTS AND PRIZES FOR DOG AWARDS 2023:

Amara Jradi (Receptionist/Administration)

✉ chelsea@eview.com.au

☎ (03) 8773 1888

STALL HOLDER AND GENERAL ENQUIRIES:

Melissa Yu (Director of MCO Events)

✉ melissa@mcoevents.com.au

☎ +61 413 185 088



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