



pawsitive
steps towards mental health



SUNDAY 2nd SEPTEMBER

PAWSITIVE BRIEFING

PAWSITIVE STEPS TO MENTAL HEALTH

An Orange Blossom Festival Event

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OBF
OBF EVENT

pawsitive Steps Towards Mental Health

SUNDAY 2ND September 2018 – REGISTRATION 8 am – 1 pm close
Castle Hill Showground Dog Arena – Entrance off Showground Road Castle Hill 2154

Pawsitive Steps Toward Mental Health and Wellbeing Expo is being held in partnership with The Hills Shire Council's Orange Blossom Festival at Castle Hill Showground Dog Arena. The event is proudly delivered through our wonderful partners.

The Hills Shire is the local government in the north-west region of Sydney. The Hills Shire encompasses 401 square kilometres stretching from the M2 Motorway to Wiseman's Ferry on the Hawkesbury River...

Community Migrant Resource Centre (CMRC) is a not for profit community-based organisation established to promote a just, equal and inclusive society where individuals are valued, contributing and self-sufficient members of Australian Society.

Mind Connections is a psychiatric and psychological therapy practice servicing the Hills district. Mind Connections was established to help individuals of any age to treat, empower and coach themselves to learn how to lead happy, healthy lives.

Paddy Paws is a mobile dog grooming business established in 2002 and has continuously operated throughout the Hills District. The care and welfare of animals and is central to its commitment to delivering high quality service and proactively encouraging the welfare, wellbeing and care of pets.

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BRING YOUR SUPERHERO AND JOIN PAWSITIVE STEPS TOWARDS MENTAL HEALTH

- Great way to kick-off fathers day for the entire family and your four-legged friends
- Agility and FlyBall dog demonstrations
- Dog behavioural management
- Free dog health check
- Dog safety and wellbeing
- Lots of stalls
- Come along and enjoy the walk as well as win some great prizes



HEALTH AND WELLNESS EXPO

Learn more about health services available in your community:

- Free health check-up
- Dental & oral health check-up
- Bowel screening
- Hearing health screening
- Cancer prevention
- Family safety and wellbeing
- Physical and activity / nutrition
- Breast screening

Register at: www.TryBooking.com/void or call Daya on 0407 195 464

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An OBF Event



An OBF Event



Pawsitive and The Orange Blossom Festival are signature community events in the Hills District;

Sunday 2ND September: (Fathers Day)

- **08:00 to 13:00**
- **Steps Towards Mental Health**
- **Wellness Expo and Education tents**
- **Dog Agility and Fly Ball demonstrations**
- **Free pet health checks**
- **Superhero is the theme to this year's event**
- **Target over 2,000 dog walkers**
- **Fun family morning for Father's Day!**



Pawsitive's mission

Demonstrate the mental health benefits of companion dogs, nutrition and exercise to improve wellbeing.

Our goals;

- Deliver Pawsitive, an annual event, to raise awareness of positive health practices
- Promote the inclusion of dogs into a healthy lifestyle
- Provide education and share knowledge to reduce the stigma of mental health

Targets

Attendees to Pawsitive Steps Towards Mental Health places you with a chance to win a weekend for two in the Hunter Valley, driving a luxury car for the two days

Sponsorship

- Naming Rights - \$10,000
- Platinum - \$ 6,000
- Gold - \$3,000
- 10 Bronze - \$10,000
- Core Flute 10 \$1,000
- Target revenue \$30,000

Attendees

The target is 2,000 people and dogs;

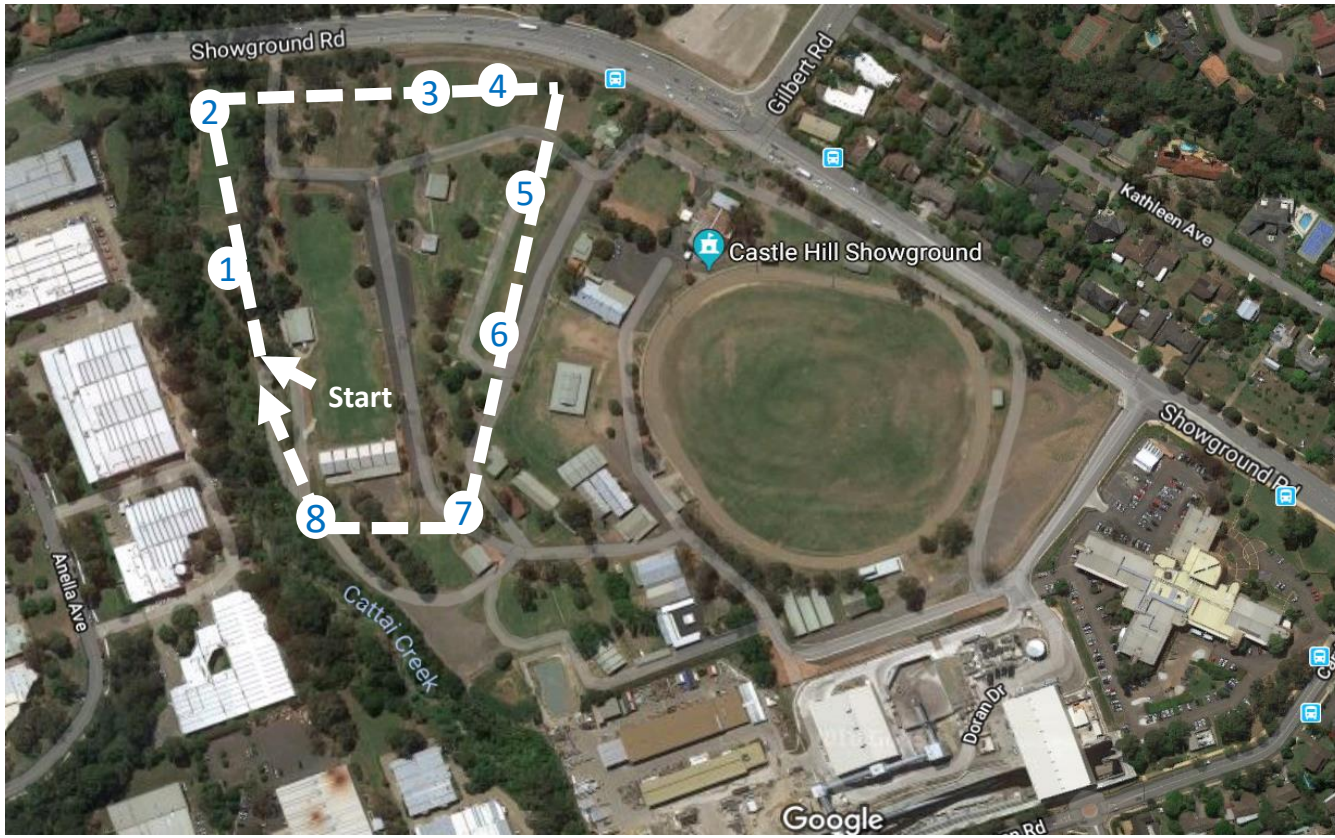
- The Hills Private Hospital “Naming Rights”
- Platinum (open)
- CMRC “Gold”
- Bronze (open)

Strategies to increase attendance

Target 2,000 and more to attend

- *Provide a significant incentive to register and attend:*
 - *Win a weekend for two;*
 - *Driving the latest Prestige Motor vehicle,*
 - *Two nights accommodation and*
 - *Dinner at Bistro Molines*
- *DL entry and advertising flyer to be distributed at Castle Towers (Fresh World will include invitation with each customer's purchase of fruit and vegetables)*

Walk Concept



- ❖ Target 2,000+ attendees
- ❖ Walk around the dog arena
- ❖ 8 sponsorship stations along the walk
- ❖ Expand Pawsitive exposure
- ❖ High value Showground Road sites

Communications and media

Digital Marketing

- *Targeted demographics (the Hills District)*
 - *20K Facebook Hills Shire followers and fans*
 - *Weekend in the Hunter - call to action...*
 - *15K Facebook Hills Event followers*
 - *Weekend in the Hunter - call to action...*
- Personalized monthly e-News recipients
 - *Weekend in the Hunter - call to action...*
- 4K Instagram active followers
- TV media displays at 4 libraries in the Hills

Communications and media

Print Media Marketing

- 65,000 homes in the Hills District will receive a targeted News letter
 - Full page Advertorial in Focus scheduled publication July/August
 - *Weekend in the Hunter - call to action...*
- *DL's and A3 media at every Veterinary Surgery in the Hills*

Communications and media

Strategic signage and promotions tent

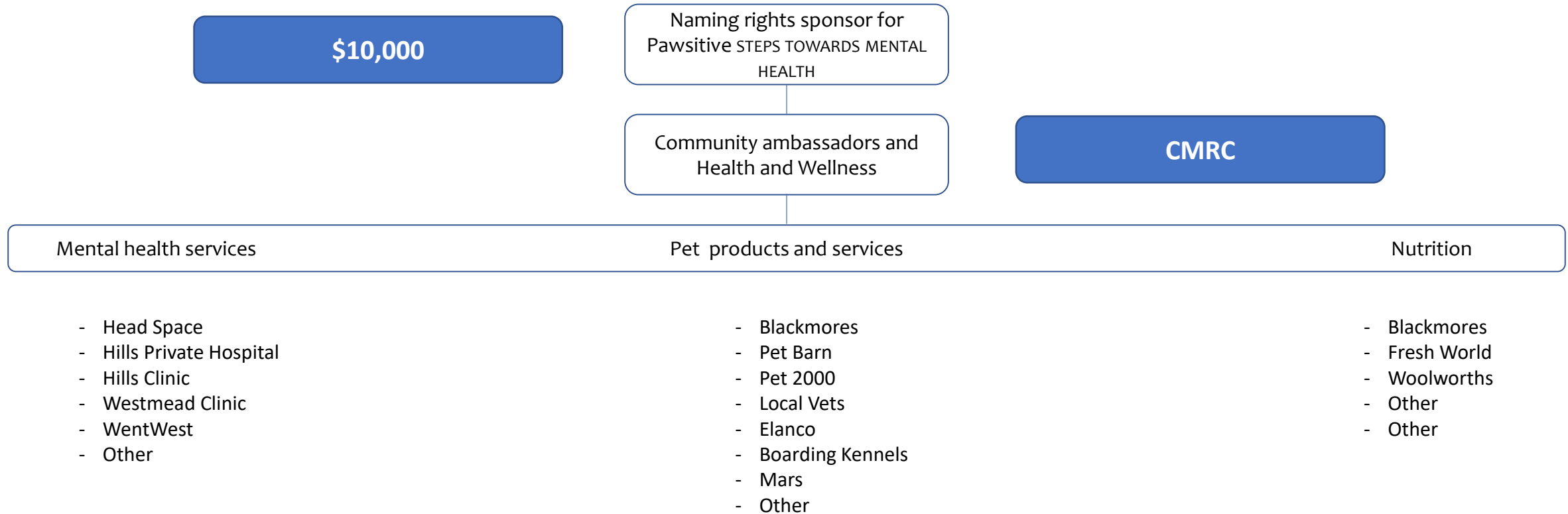
- Pawsitive advertising banner at Showground site for two weeks prior to event
- Two High Visibility sites on the Terraces facing Showground Road
 - These site are available for three (3) days; Friday, Saturday and Sunday...

Communications and media

Leveraging and working with sponsors and strategic partners

- *The Hills Shire Council – 100,000+ contacts*
- *The Hills Private Hospital – 2,000 health+ professional*
- *Castle Hill Country Club – 2,000 active community*
- *The Hills Mothers - 17,000 Hills District Mums*

Sponsorship structure



Work with THSC to mine their 2017 sponsors. Pawsitive is able to provide exclusive sponsorship visibility.

Note: THSC is not allowing sponsor for the OBF.

This is an opportunity for Pawsitive.



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