

## **Town of Victoria Park In-Kind support for the RSPCA WA Million Paws Walk 2023**

### **Proposed Sponsorship – RSPCA WA Million Paws Walk**

We are bringing back the physical Million Paws Walk next year and we would like to apply for in-kind sponsorship from the Town of Victoria Park. The intended date of the walk is Sunday 28<sup>th</sup> May 2023.

The sponsorship proposal between the city and the RSPCA is to optimize responsible dog ownership/management in the local community, through a community event.

The types of In-Kind Support we are hoping for are:

- The use of the Town's facilities (Town's Park and venues)
- The use of the Town's assets (Parking signs, bike racks and marquees)
- Promotions and marketing through the Town's Communications Team.

**Value of Sponsorship** – (This is based on what was provided in previous years.)

The Town of Victoria Park to provide in-kind sponsorship of **\$1,213.00** through fee waiver for the following:

- McCallum Park \$576.00
- Taylor Reserve \$432.00
- Utility Fee \$20.00
- Notification Letters \$185.00

### **How the sponsorship meets the assessment criteria**

**Does the application maximise opportunities for collaboration between the Town and the organisation?**

- **The goals of the Partnerships program are to:**
  - a. Provide opportunities to develop partnerships between the city, government agencies, business, community groups and the local community.
  - b. Enable groups and individuals to maximize their development opportunities.
  - c. Provide an equitable means by which community groups can access funding.
  - d. Provide a process for distributing funds to meet defined outcomes; and
  - e. Involve stakeholders in a shared approach to the development of projects and services in the city.

**Does the sponsorship arrangement assist in meeting the Town's strategic objectives as set out in the Strategic Community Plan?**

Over the years, Million Paws Walk has raised a significant amount of money to help fight cruelty and protect some of our State's most vulnerable animals, so it is an important day that helps us continue our essential work. But it's also great fun and an opportunity to bring our animal friends together to celebrate the human-animal bond.

The Millions Paws Walk will also attract people into the Victoria Park community, whilst offering the Town's residents, a recreational event.

The event meets the Social, Economic, Environmental and Leadership values for the Town of Victoria Park by promoting a safe, connected, diverse, healthy event that provides a channel for a leadership voice for the Town to promote responsible pet ownership and support the functions of the local rangers with positive outcomes for all animals.

**Does the sponsorship arrangement increase economic vibrancy by raising the profile of the Town?**

Recognition of the Town as a sponsor with logo placement on all promotional materials, including posters, flyers and RSPCA WA website.

The provision of a shared marquee with the City of South Perth (as per previous years). Historically this has been manned by the local Rangers to share important pet ownership messages with the walk audience.

**Does the Sponsorship arrangement complement the Town's marketing and communications objectives?**

The event provides an opportunity to showcase the Town's commitment to the community, positioning the Town as a premier place for entertainment and inclusivity.

The event will also highlight the Town's green places and leadership position, connecting with a thriving animal loving community and engaging with other like-minded businesses to help prevent cruelty to animals.

There will be variety of different stall holders, vending and VIPs attending the walk, along with the participants which would include local residents. The provision of the shared marquee assists in providing the Town with a key presence at the event.

**Does the Town and Community receive reciprocal benefit from the sponsorship arrangement beyond modest acknowledgement?**

- 20% discount code for Town of Victoria Park staff members. On the day adult pricing is to be confirmed.
- 20% discount code for Town of Victoria Park residents. On the day adult pricing is to be confirmed. The 20% discount is offered to all Town of Victoria Park residents.