30 October 2016

Held at the former RAAF Rathmines Flying Boat Base – Rathmines Park, Rathmines NSW



All profits go to the Rathmines Catalina Memorial Park Association Inc Museum Fund

The Festival

The Rathmines Catalina Festival is held annually to commemorate the rich history of the WWII RAAF Base. Now in its 10th year, the Festival promotes the significance of the Base both locally and nationally.

The event is unique in the region and is the largest community Festival held in the Lake Macquarie local government area.

This annual showcase event for the Lake Macquarie area features live entertainment, over 50 exotic stalls, tantalising cuisine, land, sea and air activities - all designed for the visitor and local to kick back, relax and celebrate the rich history of the Rathmines Base and the Catalina flying boat.

Demographic

Target: 35 - 50 years

This market will be catered for through the activities, demonstrations and products offered for sale through local businesses and stalls, air displays and flypast.

<u>Target:</u> 50 - 65 years

This market will be catered for with easy listening bands, the flypast; on-ground demonstrations; historical displays and memorabilia. These visitors are encouraged to enjoy the live entertainment and fabulous food and drink to enhance their Festival experience.

Promotion

The event will be promoted through a marketing

campaign that is design to ramp up two weeks out from the event:

- Radio
- The Newcastle Herald reaches over 140,000 readers and 600,000 unique website visitors. An advertising campaign in the Herald during the month preceding the Festival
- · Direct marketing on websites, Facebook
- Promotional resources will include:
 - Printed and digital flyers and posters, postcards for counter top display
 - 2. Roadside banners and signs
- Advertising opportunities in local and industry media
- · Event signage in prominent locations
- · Website and social media

These activities are designed to reach people in the areas surrounding Lake Macquarie, and the northern Central Coast, potentially reaching over 40,000 people.

Awareness will be developed in the months and days leading up to the Festival through promoting entertainment, cultural and activity related media features, interviews and coverage of preliminary festival events.

The Event

Event site program will offer activities in the air, on the ground and on the water.

- Air Show
- Fly Pasts
- Historical Displays
- Live Entertainment
- Markets
- · Festival Car Show & Shine

Festival Website

Visit www.rathminescatalinafestival.com







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BUSNESS & CONTACT DETAILS	PRODUCT SERVICE
COMPANY NAME	
ABN	
ADDRESS	
SUBURB	COMMENTS
STATE P/CP/C	
CONTACT NAME	
OFFICE PHONE	
MOBILE PHONE	ACCOUNTS CONTACT (if different from main contact)
FAX	CONTACT NAME
EMAIL	MOBILE PHONE
WEBSITE	EMAIL

DESCRIPTION Please CIRCLE you (prices incl GST)		our choice
	Supplied Structure	Supply Own Structure and Weights
Single Stall up to 3m x 3m	\$235	\$95
Food Stall up to 6m x 3m	\$450	\$195
Fete Stall (includes trestles, skirts and site fee) 2.4m x 2.4m	\$305	
Additional Requirements		
trestle table	\$35	
10amp power lead	\$40	
15amp power lead	\$55	
Powered Site Fees		
10amp powered site fee	\$40	
15amp powered site fee	\$50	
TOTAL (including GST)		

<u>Cheques</u> Payable to Rathmines Catalina Memorial Park Association PO Box 3110 Valentine NSW 2280

Direct Deposit

Rathmines Catalina Memorial Park Association BSB: 637 000

Account Number: 720 257 483

Please tick if you require a Tax Invoice

- 1. All site fees to be paid in full no later than **Friday 23rd September 2016**
- 2. Hours of operation are between 9am 3pm on Sunday 30th October 2016
- 3. Access for set up will be from 6am on the day of the event.
- 4. All stall holders will complete set up by 8.30 am on the day of the event.
- 5. All cancellations must be received 14 days prior to the event to receive a full refund of site fees. If cancellation is received less than 14 days prior to the event the site fee is forfeited.
- 6. If the stall holder does not turn up on the day of the event then all site fees are forfeited.
- 7. The event will go ahead regardless of weather conditions (except for severe thunder or electrical storms).
- 8. I understand that if the Event organisers determine that inclement weather conditions are likely to prevent the event from being carried out successfully and safely at the event site without significant discomfort to patrons, the event shall be cancelled, and no fees will be refunded, nor will event organisers be liable for any losses incurred by the exhibitor.
- 9. The stall holder must not trade in any other area of the event site other than at their booked and confirmed site number.
- 10. Site allocations are **final** and no negotiation will be entered into.
- 11. The stall holder is aware that the site is **un-powered unless specified** in the booking form.
- 12. The stall holder will not be allowed to use a generator at their site unless prior agreement with the organiser has been granted.
- 13. The stall holder will provide their own tables/chairs/equipment.
- 14. No non-essential vehicles will be allowed in the event site on the event day.
- 15. Food Stalls must comply with the Australian Food Safety Standards. www.foodstandards.gov.au
- 16. The stall holder is responsible for all necessary insurances to cover loss or damage to their products.
- 17. The stall holder to provide a minimum of \$20,000,000 (twenty million dollars) public liability insurance that states "anywhere in Australia" or notes "Rathmines Catalina Festival" on the policy.
- 18. The stall holder will provide a copy of their insurance "Certificate of Currency" along with their stall holder booking form at the time of making their stall booking.
- 19. Stall holders must ensure that their site is safe from trip hazards and electrical leads are tagged and tested.
- 20. The Stall Holder agrees not to:
 - a. Sell, give away, prepare, store or manufacture food without the approval of the event organisers. The event organisers reserve the right to refuse consent.
 - b. Damage the street tarmac, dig holes or in any way interfere with the street, nature strip or pavement surfaces
 - c. Sub-let the site without the prior consent of the event organisers.
 - d. Dismantle the site prior to 3.00 pm on the event day.
- 21. All Wineries MUST provide a copy of their producers licence and staff RSA certificates for wine tasting with booking form.

I have read and agree to comply with Stall Holders Agreement and Payment Requirements.				
Signed:	Date:			



Sunday 30th October 2016

