

First HOWL-O-WEEN 2026 Sponsor/Vendor Recruitment Email

(Send with sponsor/vendor packet attached)

****If you want the links to be clickable you'll have to add the hyperlinks in your email browser – reference 2026 Websites document**

Option 1

Subject: Partner with Franklin's Friends at the 2026 HOWL-O-WEEN Dog Walk-a-Thon

Hello,

I'm Jeannie Fogle, a proud member of the board of directors for [Franklin's Friends](#). For 23 years, our all-volunteer nonprofit has raised over \$3.8 million to support Central Florida animal welfare; and we're just getting started! Our website is FranklinsFriends.info

🐾 Mark your calendar:

Our [13th Annual HOWL-O-WEEN Dog Walk-a-Thon & Canine Costume Contest](#) is happening Saturday, October 24, 2026, 9 AM–Noon at Cranes Roost Park and we're expecting over 500 animal lovers and their pups. Expect a morning filled with adoptable pups, pet-friendly vendors, music, costumes, and of course wagging tails everywhere. The website is [TinyUrl.com/Howloween2026](#)

Now, here's where you come in...

✨ Be a Sponsor or Vendor!

- Six spooktacular sponsorship packages = big exposure (social, print, radio, signage & more).
- Every sponsor and vendor gets a 10x10 booth on "Vendor Row" with water & electricity; easy in, easy out at Cranes Roost.
- Don't forget to decorate for Our Spookiest Booth Contest (back by popular demand!).

👉 Ready to join the fun? Apply now:

- [Sponsorships](#) [TinyUrl.com/SponsorHOWL2026](#)

- [Vendor Booths](#) [TinyUrl.com/VendorHOWL2026](#)

Or complete and return the attached packet.

Space is limited and applications close October 9, 2026, so don't ghost us!

Thank you for helping us make a difference for animals in Central Florida. I can't wait to see your creativity at HOWL-O-WEEN!

Warm wags,

Jeannie Fogle

Franklin's Friends

✉️ FranklinsFriends@Gmail.com | 📞 (407) 461-1768

[FranklinsFriends.info](#)

Option 2

Subject: Partner with Franklin's Friends at the 2026 HOWL-O-WEEN Dog Walk-a-Thon

Hi! My name is Monisha Seth, and I am an internal medicine physician in Maitland and President of [Franklin's Friends](#), an all-volunteer 501(c)(3) nonprofit organization dedicated to improving the lives of pets across Central Florida. Our website is [FranklinsFriends.info](#)

In the past 23 years, Franklin's Friends has raised **over \$3.8 million** to support local animal welfare through grants for **Shelter & Rescue, Spay/Neuter, Community Education, and Pet Retention** programs.

We are excited to invite you to participate in our [13th Annual HOWL-O-WEEN Dog Walk-a-Thon & Canine Costume Contest](#), taking place:

 **Saturday, October 24, 2026**

 **9:00 a.m. to Noon**

 **Cranes Roost Park, Uptown Altamonte**

This family-friendly event features a dog walk, canine costume contest, adoptable pets, pet-friendly vendors, music, food trucks, raffles, and more. We expect **more than 500 animal lovers** to attend, and last year's event raised **over \$48,000** to support local animal welfare programs. The website is [TinyUrl.com/Howloween2026](#)

We're seeking community partners to help make this year's event our best yet.

Sponsors receive valuable exposure through:

- Social media promotion
- Website recognition
- Print and radio advertising
- Event signage
- A complimentary 10' x 10' vendor booth with water and electricity

[Sign up to sponsor](#) at [TinyUrl.com/SponsorHOWL2026](#)

10x10 Vendor Booths

- Businesses: **\$100**
- 501(c)(3) Nonprofits: **\$40**

[Sign up for a vendor booth](#) at [TinyUrl.com/VendorHOWL2026](#)

Need equipment? Tent, table, and chair rentals (including setup and takedown) are available for an additional fee.

This year's event schedule has been designed to give attendees **more time to visit vendor booths**, and our popular **Spookiest Vendor Booth Contest** is back, so start planning your Halloween decorations!

Applications are due by **October 9, 2026**, but space is limited and booths are assigned on a first-come, first-served basis.

Register for your [sponsorship](#) or [vendor booth](#) online or complete and return the attached packet.

If sponsoring or exhibiting isn't the right fit, we'd still love your support. You can:

-  [Register as an individual walker or start a fundraising team](#) at [TinyUrl.com/RegisterHOWL2026](#)
-  [Make a donation](#) to help pets in need at [FranklinsFriends.info/Donate](#)

Walk registration is **\$20 in advance** and **\$25 on event day**.

Please note that our online registration platform will ask if you would like to leave an optional tip to support the platform. **This tip is completely optional.** Franklin's Friends does not receive any portion of the tip and is not charged if you choose not to leave one. The default is set to 15%, so if you prefer not to tip, simply use the slider or select **"Enter custom tip"** and enter **\$0**.

Thank you for considering a partnership with Franklin's Friends. Together, we can continue changing the lives of pets and the people who love them throughout Central Florida.

We hope to see you at HOWL-O-WEEN!