



FRANKLIN'S FRIENDS **HOWL-O-WEEN**

SPONSOR & VENDOR OPPORTUNITIES



**FRANKLIN'S
FRIENDS**
Helping Pets Across Central Florida

HOWL-O-WEEN Dog WALK-A-THON & CANINE COSTUME CONTEST

Join us for our 13th annual **HOWL-O-WEEN Dog Walk-a-Thon & Canine Costume Contest!** Over 500 fellow dog lovers will enjoy a short dog walk, canine costume contest, adoptable dogs, pet-friendly vendors, raffles, music, food trucks, and much more.

October 24, 2026 - Cranes Roost Park at Uptown Altamonte

ABOUT US

Since 2003, Franklin's Friends has been empowering Central Florida animal welfare organizations to help more pets. We award grants for Shelter/Rescue, Spay/Neuter, Community Education, and Pet Retention Programs. **Over the past 23 years, we've raised more than \$3.8 million.**

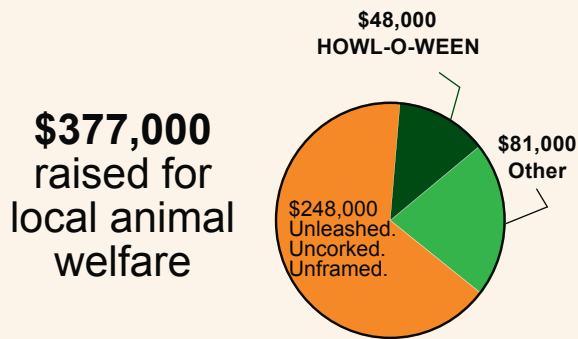


To learn more about
the event and our
cause, visit
franklinsfriends.info.

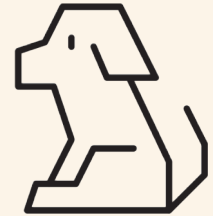
2025

By the Numbers

Since 2003, we raised **over \$3.8 million** and **awarded 138 grants** to **31 animal welfare organizations** in Central Florida.



Funded
veterinary care
& behavioral
training for **259**
dogs & cats



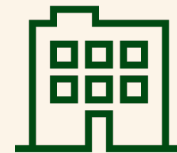
Over 200 active
volunteers and **0**
paid employees



Funded **1416**
spay/neuter
surgeries



Awarded grants
to **9** distinct
organizations



“My husband, Anthony, and I founded Franklin’s Friends in the name of our first dog, Franklin. Watching Franklin’s legacy live on to make such a profound impact on the Central Florida animal community inspires us daily. It’s truly amazing to see all the dressed-up dogs, kids, and adults who come out to support this important cause at HOWL-O-WEEN.”

— Monisha Seth, Co-Founder & President

HOWL-O-WEEN Sponsorships

	Presenting Sponsor \$10,000	Great Dane Sponsor \$5,000	Retriever Sponsor \$2,500	Labrador Sponsor \$1,000	Beagle Sponsor \$500	Chihuahua Sponsor \$250
EVENT PRINT MARKETING MATERIALS						
Logo recognition as presenting sponsor*						
Logo on all event marketing materials*						
EVENT PROMOTIONS						
Logo on digital signage at event*						
Your representative kicks off walk						
Your representative judges canine costume contest						
Your company thanked during the event						
VENDOR BOOTH						
10x10 booth (electricity & water available)	Includes tent, table, chairs	Includes tent, table, chairs	Includes tent, table, chairs	Space only	Space only	Space only
DIGITAL PROMOTIONS						
Tagged social media posts*	6 mentions	4 mentions	4 mentions			
Logo & weblink in event email blasts					Name & link	
Logo & weblink on franklinsfriends.info						Name & link
Logo & weblink on event website						Name & link
Post-event social media thank you						
EVENT PARTICIPATION						
Event walk entries	8 entries	6 entries	4 entries	4 entries	2 entries	

*Lead-time permitting

In-kind sponsors will receive all benefits, except walk entries and complimentary tent/table/chairs.

Vendor Booths

CAN'T SPONSOR THIS YEAR?

VENDOR BOOTHS ARE ALSO AVAILABLE



As always, HOWL-O-WEEN vendors will enjoy spacious 10x10 foot booth spaces with water and electricity. And at vendor-friendly Cranes Roost Park, load in and load out has never been easier!

Vendors will be spotlighted as 500 people stroll down vendor row with the vendors cheering for four-legged and two-legged walkers alike. And this year the raffle and costume contest will be shorter, allowing more time to visit vendors before the festivities end.

Our spookiest vendor booth contest is always a hit – so start planning your decorations now.

And, best of all, booths are just \$100 (or \$40 for 501(c)(3) nonprofits)! A tent, table, and chairs (including setup and takedown) can be added for an additional fee.

Can't wait to see you at HOWL-O-WEEN!



Vendor & Sponsor Application: Please return before 10/9/26

**Can also be completed online at Tinyurl.com/Howloween2026

Business Name:

Contact Name:

Street Address:

City:

State:

Zip:

Phone:

Email:

Website:

Facebook Handle:

Instagram Handle:

Presenting Sponsorship: \$10,000 (Includes 10x10 tent setup and taken down by City of Altamonte; one 6' table, 2 folding chairs)
Great Dane Sponsorship: \$5,000 (Includes 10x10 tent setup and taken down by City of Altamonte; one 6' table, 2 folding chairs)
Golden Retriever Sponsor: \$2,500 (Includes 10x10 tent setup and taken down by City of Altamonte; one 6' table, 2 folding chairs)
Labrador Sponsorship: \$1,000
Beagle Sponsorship: \$500
Chihuahua Sponsorship: \$250
10x10 Vendor Booth: \$100
10x10 Nonprofit Booth: \$40

Add-ons (only available in conjunction with a sponsorship or vendor booth purchase)

Electricity: no charge Water: no charge Folding Chair(s): \$5 each; specify quantity

10x10 white popup tent \$100 (includes set up/break down) 6 foot table(s): \$20 each; specify quantity

What is the raffle item or prize valued at \$20+ you will be providing (not required for sponsors nonprofits):

Select One: I will mail/deliver the raffle item or prize before 10/9/26 I need to have it picked up

Payment: Cash Check Credit Card (Amex, Visa, MC, Discover)

Credit Card Number:

Exp Date:

CVV:

Name as it appears on the card:

Billing Zip Code:

Signature:

Please email application to FranklinsFriends@Gmail.com or mail to Franklin's Friends, 901 Versailles Circle, Maitland, FL 32751
Call Monisha at (407) 461-1768 with any questions

- Food vendors must comply with all park policies and provide proof of food vending license and general liability insurance
 - Vendors with large displays must provide proof of general liability insurance
- General liability Insurance must be \$1 million minimum. The City of Altamonte Springs, 225 Newburyport Ave, Altamonte Springs, FL 32701 must be listed as the certificate holder with City of Altamonte Springs, Altamonte Mall, LLC, Brookfield Brookfield Properties Retail Holding, LLC, Brookfield Property Partners LP, Brookfield Properties Retail Inc., and Franklin's Friends listed as additionally insured
 - Nonprofits must provide proof of 501(c)3 status
- Rescue or shelter groups who have not received grant funding from Franklin's Friends must submit the rescue/shelter vetting form
 - All sponsors and vendors must complete the vendor liability waiver
- Franklin's Friends reserves the right to deny your application if your business operations are in conflict with our mission or policies
 - Vendor and sponsor fees are not refundable and the event will go on rain or shine

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR FRANKLIN'S FRIENDS MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE OR VISITING FDCAS.GOV. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.
FLORIDA REGISTRATION CH38383.

No fees paid to professional fund-raising consultant or solicitor. The organization receives 100% of each donation.



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HOWL-O-WEEN Vendor Liability Waiver & Indemnification Agreement

Liability Waiver:

Franklin's Friends does not cover or insure, and is not responsible for personal injury, property damage, or product liability for individual vendors at events, including its HOWL-O-WEEN Dog Walk-a-Thon and Canine Consume Contest (the "Event"). Vendor, by signing below, understands that Vendor bears all responsibility for Vendor's booth and Vendor's products. Vendor releases and agrees to hold harmless Franklin's Friends, including its members, directors, officers, agents, successors, assigns, sponsors and volunteers (all "Franklin's Friends") from legal or financial liability due to any act arising from, caused by, or related to Vendor's products and/or booth display at the Event or any other Franklin's Friends event.

Release & Indemnity Clause:

Vendor and the individual signing for Vendor below, for their employees, agents, representatives, successors, and assigns, hereby release, waive, discharge, covenant not to sue, and agree to indemnify and hold harmless, for all purposes, Franklin's Friends from any and all liabilities, claims, damages, or other losses, including, without limitation, property damages, personal injury, or death, that may be sustained by Vendor (including its employees and agents) while participating in the Event or any other Franklin's Friends' event. Vendor further agrees to defend, indemnify, and hold harmless Franklin's Friends against all losses, damages, liabilities, claims, penalties, or expenses of any kind, including attorney fees and fees and the costs of enforcing any rights under this Agreement, arising out or resulting from any claim of a third party related to the Vendor's participation in the Event.

By signing below, I do hereby, individually and on behalf of the Vendor identified below:

(1) acknowledge that I have read and understand this Vendor Liability Waiver and Indemnification Agreement; (2) agree to be individually bound; and (3) represent and warrant that I have authority to act and sign on the Vendor's behalf and do hereby bind Vendor. (2) agree to be individually bound; and (3) represent and warrant that I have authority to act and sign on the Vendor's behalf and do hereby bind Vendor.

Business Name: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____



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Rescue/Shelter Dog Vetting Form

We ask shelter or rescue groups requesting booth space at our events to complete this brief questionnaire to ensure our veterinary standards are met.

Name of Dog Rescue: _____

Check one: 501(c)(3) IRS tax ID : _____ Government Agency

Contact Name/Title: _____

Phone Number: _____ Fax Number: _____

Email address: _____

1. What vaccines are given to all sheltered/fostered dogs ?

2. Are all your dogs tested for heartworm?

3. Are your heartworm positive dogs treated with immiticide injections (unless too old or ill to tolerate it)?

4. What is your deworming strategy on intake?

5. Are all your dogs spayed or neutered (if old enough) prior to adoption?

6. What is your policy on heartworm prevention?



**FRANKLIN'S
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Rescue/Shelter Cat Vetting Form

We ask shelter or rescue groups requesting booth space at our events to complete this brief questionnaire to ensure our veterinary standards are met.

Name of Cat Rescue: _____

Check one: 501(c)(3) IRS tax ID : _____ Government Agency

Contact Name/Title: _____

Phone Number: _____ Fax Number: _____

Email address: _____

1. What vaccines are given to all sheltered/fostered cats ?

2. Are all your cats tested for FeLV and FIV (if over 6 months)?

3. What is the deworming strategy on intake?

4. Are all your cats spayed or neutered (if old enough) prior to adoption?

5. What is your policy on heartworm prevention for your cats?