



2023 Sponsor & Vendor Deck

October 21, 2023 | 9am – Noon
Cranes Roost Park at Uptown Altamonte

TinyUrl.com/HOWL2023



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

Hello!

My name is Monisha Seth and I am the president of Franklin's Friends. We are an all volunteer nonprofit 501(c)(3) organization. Our mission is to support Central Florida animal welfare by awarding grants to local nonprofit and government agencies that are dedicated to Shelter/Rescue, Spay/Neuter, or Community Education programs.

Over the past 20 years, *Franklin's Friends has raised over 2million dollars for local animal welfare*. This has enabled us to make a major difference in the lives of countless dogs and cats in our community.

Franklin's Friends is proud to present the tenth annual HOWL-O-WEEN Dog Walk-a-Thon and Canine Costume Contest on October 21, 2023 from 9 am to noon at Cranes Roost Park at Uptown Altamonte.

We will have a dog walk, canine costume contest, adoptable dogs, pet-friendly vendors, music and much more! All proceeds will benefit Franklin's Friends. Denise Ryan from 98.9 WMMO's Morning Show will return to emcee. We expect at least 750 animal lovers will come out and enjoy a morning of fun for the whole family. This is an event not to be missed! Last year HOWL-O-WEEN raised over \$35,000!

To continue our efforts to support animals in Central Florida — who are relying on us now more than ever — we need the help of business leaders like you.

We have six sponsorship packages available that are detailed on the following page. We also have 10 x10 foot vendor booths available. Whether you are marketing or selling, the booth price is just \$100 with a reduced rate of \$40 for 501(c)(3) nonprofits. A tent, table, and chairs (including setup and takedown) are included in some of the sponsorship packages or can be added on for an additional fee. We ask that every business promote this event at least three times via their social media. We also ask that you provide an item valued at \$20 or more for us to use as a raffle or prize. Space is limited so please submit your application as soon as possible but no later than 10/6/23.

Thank you for your support and we look forward to seeing you at HOWL-O-WEEN!

To learn more about us and our impact on the community, visit FranklinsFriends.info. If you have any questions, please email me at FranklinsFriends@gmail.com or call me at (407) 461-1768. Thank you in advance for your support!

Monisha Seth

Monisha Seth, MD

FranklinsFriends.info



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2023 Sponsorship Packages

Donor Benefits	Presenting Sponsor \$10,000	Great Dane Sponsor \$5,000	Golden Retriever Sponsor \$2,500	Labrador Sponsor \$1,000	Beagle Sponsor \$500	Chihuahua Sponsor \$250
Recognition as a presenting sponsor on all HOWL-O-WEEN advertising (typically radio and print)*						
Your company representative kicks off the walk carrying a sign bearing your logo						
Your logo on event signage at HOWL-O-WEEN*						
Your logo on all marketing materials for HOWL-O-WEEN*						
Your company representative judges the costume contest						
Your logo featured on walk T-shirt						
Your company thanked during HOWL-O-WEEN						
10 x 10 booth space with electric and water at HOWL-O-WEEN	 Includes tent, one 6' table, 2 folding chairs	 Includes tent, one 6' table, 2 folding chairs	 Includes tent, one 6' table, 2 folding chairs	 Must supply tent, table, and chairs	 Must supply tent, table, and chairs	 Must supply tent, table, and chairs
Logo and weblink on Franklin's Friends' website	12 Months	9 Months	8 Months	7 Months	5 Months	3 Months
Recognition on HOWL-O-WEEN website from commitment until 6 months after event	Logo/Weblink	Logo/Weblink	Logo/Weblink	Logo/Weblink	Logo/Weblink	Name/Weblink
HOWL-O-WEEN social media mentions	12 Mentions	9 Mentions	7 Mentions	5 Mentions	3 Mentions	1 Mention
HOWL-O-WEEN walk entries	15 Entries	10 Entries	8 Entries	6 Entries	4 Entries	2 Entries

* Production lead time permitting.

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

If you prefer, we can create a customized sponsorship tailored to your specific needs



Vendor & Sponsor Application: Please return before 10/6/23

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

- ☐ Presenting Sponsorship \$10,000 (Includes 10 x 10 tent; placed, setup, and broken down by City of Altamonte; one 6' table, 2 folding chairs)
- ☐ Great Dane Sponsorship \$5,000 (Includes 10 x 10 tent; placed, setup, and broken down by City of Altamonte; one 6' table, 2 folding chairs)
- ☐ Golden Retriever Sponsorship \$2,500 (Includes 10 x 10 tent; placed, setup, and broken down by City of Altamonte; one 6' table, 2 folding chairs)
- ☐ Labrador Sponsorship \$1,000
- ☐ Beagle Sponsorship \$500
- ☐ Chihuahua Sponsorship \$250
- ☐ 10 x 10 Marketing Vendor Booth with electric and water hookup \$100
- ☐ 10 x 10 Nonprofit Booth with electric and water hookup \$40

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

- ☐ 10 x 10 White Popup Tent (includes placement, set up, and break down by the City of Altamonte) - \$80
- ☐ Folding Chair(s) specify quantity - \$5 each
- ☐ 6-foot table - specify quantity - \$10 each

Please describe the raffle item or prize valued at \$20 or more you will be providing:

Select One: ☐ I will deliver/mail the item before **10/6/23** ☐ I need to have the raffle item 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 mail application to Franklin's Friends, 901 Versailles Circle, Maitland, FL 32751 or

email to: FranklinsFriends@gmail.com. Call Monisha at (407) 461-1768 with any questions.

****Food vendors must provide proof of food vending license. 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.**

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 IN FL OR VISITING www.freshfromflorida.com/Consumer-Resources. 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.



FRANKLIN'S FRIENDS

Helping Pets Across Central Florida

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 Wavier 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.

Vendor Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____