



FRANKLIN'S FRIENDS
HOWL-O-WEEN

DOG WALK-A-THON & CANINE COSTUME CONTEST

October 30, 2021

9am - noon

Secret Lake Park, Casselberry

www.franklinsfriends.dojiggy.com



FRANKLIN'S FRIENDS

Helping Pets Across Central Florida

June 14, 2021

Dear Sir/Madam,

I am the president of Franklin's Friends, an all volunteer nonprofit 501(c)(3) organization whose mission is to support Central Florida animal welfare by fundraising for local nonprofit and government agencies that are dedicated to Shelter/Rescue, Spay/Neuter, or Community Education programs. Over the past 18 years Franklin's Friends has raised over 1.8 million dollars for local animal welfare.

Franklin's Friends is proud to present the eighth annual **HOWL-O-WEEN** Dog Walk-a-Thon and Canine Costume Contest on October 30, 2021 from 9 am to noon at Secret Lake Park in Casselberry. 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. We expect at least 500 animal lovers will come out and enjoy a morning of fun for the whole family. This event usually raises over \$46,000 for local animal welfare!

In order to continue our efforts to support Central Florida animal welfare, 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 limited space available for 10 x10 foot vendor booths. Whether you are marketing or selling items the booth price is just \$100 for premium location; \$75 for standard location; or \$40 if you are a 501(c)(3) nonprofit. We ask that every vendor and nonprofit promote this event at least three times via their social media and other outlets. We also ask that vendors provide an item valued at \$10 or more for us to include in our raffles and prizes. Space is limited so please submit your application as soon as possible but no later than 10/15/21.

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

For more information, email franklinsfriends@gmail.com or call Monisha Seth at (407) 461-1768.

Monisha Seth

Monisha Seth, President
Franklin's Friends, Inc.

901 Versailles Circle • Maitland, FL 32751 • (260) 693-PETS(7387)
franklinsfriends@gmail.com
www.franklinsfriends.info



2021 Sponsorship Packages

- If you prefer, we can create a customized sponsorship tailored to your specific needs
- In-kind sponsors will receive all of the sponsorship level benefits except for walk entries

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
“HOWL-O-WEEN presented by (your name)” on all advertising (typically radio and print)*						
Your company representative leads off dog walk						
Your logo on event signage at HOWL-O-WEEN *						
Your logo on all marketing materials for HOWL-O-WEEN *						
Your company representative is a judge for the Canine Costume Contest						
Your company thanked during HOWL-O-WEEN						
10 x 10 premium booth space at HOWL-O-WEEN with signage recognizing your sponsorship						
Logo and web link on Franklin’s Friends website	12 months	9 months	8 months	7 months	5 months	3 months
Logo and web link on HOWL-O-WEEN website from commitment until 6 months after event	Home page and Sponsors page	Home page and Sponsors page	Sponsors page	Sponsors page	Sponsors page	Name/link on Sponsors page
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



Vendor and Sponsor Application – Please return before 10/15/21

Business Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____ Website _____

_____ Presenting Sponsor - \$10,000 – Event presented by (your name) on all advertising; representative leads off walk; logo on walk signage; logo on all marketing materials; representative judges costume contest; verbal recognition at event; 10 x 10 premium booth space; logo/link on Franklin’s Friends website for 12 months; logo/link on walk website home and sponsors page for 6 months; 12 social media mentions; 15 walk entries

_____ Great Dane Sponsor - \$5,000 – Representative leads off walk; logo on walk signage; logo on all marketing materials; representative judges costume contest; verbal recognition at event; 10 x 10 premium booth space; logo/link on Franklin’s Friends website for 9 months; logo/link on walk website home and sponsors page for 6 months; 9 social media mentions; 10 walk entries

_____ Golden Retriever Sponsor - \$2,500 – Representative is a judge for costume contest; verbal recognition at event; 10 x 10 premium booth space; logo/link on Franklin’s Friends website for 8 months; logo/link on walk website sponsors page for 6 months; 7 social media mentions; 8 walk entries

_____ Labrador Sponsor - \$1,000 – Verbal recognition at event; 10 x 10 premium booth space; logo/link on Franklin’s Friends website for 7 months; logo/link on walk website sponsors page for 6 months; 5 social media mentions; 6 walk entries

_____ Beagle Sponsor - \$500 – 10 x 10 premium booth space; logo/link on Franklin’s Friends website for 5 months; logo/link on walk website sponsors page for 6 months; 3 social media mentions; 4 walk entries

_____ Chihuahua Sponsor - \$250 - 10 x 10 premium booth space; logo/link on Franklin’s Friends website for 3 months; name/link on walk website sponsors page for 6 months; 1 social media mention; 2 walk entries

_____ Premium Marketing or Vendor Booth - \$100 -10 x 10 foot vendor booth space in premium location

_____ Standard Marketing or Vendor Booth - \$75 -10 x 10 foot vendor booth space in standard location

_____ Nonprofit Marketing or Vendor Booth - \$40 - 10 x 10 foot vendor booth space. Please attach proof of nonprofit status. Vendors, please describe the item valued at \$10 or more you will supply as a raffle or prize:

Select one: ___ I will deliver/mail the item before 10/15/21 ___ I need to have the raffle item picked up

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

Credit card# _____ 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 fax to (407) 629 8803 or email to franklinsfriends@gmail.com. Call Monisha at (407) 461-1768 with any questions.

** Vendors must supply their own tents, tables, and chairs. No electricity will be supplied unless specifically arranged. 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 fees are non-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 Walt-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.

Vendor Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____