



Riverwalk Mutts & Martinis™

On behalf of the Riverwalk Fort Lauderdale, I would like to extend to you and your business the opportunity to be a part of Riverwalk's 12th annual Mutts & Martinis™, Fort Lauderdale's largest outdoor pet-friendly cocktail hour which returns to The Downtowner on **Saturday, November 18, 2017**, from 2:00 to 5:00 p.m. The goal of the event is to bring together members of the Downtown community and their favorite four-legged friends for an afternoon of celebration and networking while bringing attention to the needs of some of the many pet rescues in South Florida, and raising funds for them, Riverwalk Fort Lauderdale and the Humane Society of Broward County.

Promotion for Riverwalk Mutts & Martinis™ will include full-page event ads in *Go Riverwalk* magazine, event flyers and posters distributed throughout South Florida, e-mail blasts, press releases, online event calendar listings, website event page and multiple social media platforms. We heavily market to Downtown residents as well the business community and young professionals.

Please consider the opportunities outlined on the following pages. It is through continued participation like yours, that we've helped create a vibrant pet-friendly community connected by the New River for nearly 30 years. Riverwalk Fort Lauderdale continues to be the catalyst in building and nurturing the Riverwalk and Downtown Fort Lauderdale.

We hope you'll join us for this event that connects the community by bringing pets and people together for a great cause.

Sincerely,

Karly Young

Event Manager | Riverwalk Fort Lauderdale



Presenting Sponsor – Top Dog \$5,000

- Exclusivity in sponsorship category
- Inclusion in all press releases and all advertising as main sponsor “Presented By”
- Logo/Name prominently placed in full-page ad in *Go Riverwalk* magazine
- Logo/Name prominently placed on 10,000 postcards distributed throughout South Florida
- Logo/Name prominently placed on event posters to be placed throughout South Florida
- Logo/Name prominently placed with link to your business on www.GoRiverwalk.com
- Logo/Name included in Facebook and multiple other social media platforms
- Logo/Name prominently placed on Exclusives page in *Go Riverwalk* magazine after event
- Logo/Name affiliated with event in Event Connections in *Go Riverwalk* magazine
- Logo/Name inclusion in 4 weekly e-blasts of approx. 10,000 opt-in recipients
- Space allocated for two banners to hang at event site
- Logo in Riverwalk Exclusives page in *Go Riverwalk* magazine after the event
- Tented booth space at event to feature your business (6’ skirted table)
- *for auto dealers- opportunity to have two vehicles on display at event**

Main Sponsor – Premium Pooch (or Auto) \$2,500

- Inclusion in all press releases and all advertising
- Logo placed in full-page ad in *Go Riverwalk* magazine
- Logo placed on 10,000 postcards distributed throughout South Florida
- Logo placed on event posters to be placed throughout South Florida
- Logo and link placed on www.GoRiverwalk.com
- Logo/Name included in Facebook and multiple other social media platforms
- Logo placed on Riverwalk Exclusives page in *Go Riverwalk* magazine after the event
- Space allocated for one banner to hang at event site
- Logo in Riverwalk Exclusives page in *Go Riverwalk* magazine after the event
- Reserved single booth space to feature your business (6’ skirted table)
- *for auto dealers- opportunity to have one vehicle on display at event**

Supporter – Tail Wagger \$1,000

- Inclusion in press releases
- Logo placed on 10,000 postcards distributed throughout South Florida
- Listing on promotional ad in *Go Riverwalk* magazine
- Logo in Riverwalk Exclusives page in *Go Riverwalk* magazine after the event
- Booth space to feature your business (6’ skirted table)



Puppy Pal \$500

Your business listed as a sponsor on www.GoRiverwalk.com
Logo in Riverwalk Exclusives page in *Go Riverwalk* magazine after the event
6' table at the event to feature your business

*****Sponsor a Pet Rescue for a reduced rate and share an 8' table with that rescue of your choice*****

Loaded Booth Presence \$225

Single booth space for promoting your business and/or selling your merchandise or service.
Includes one 6' table with a linen, two chairs and access to electricity

Booth Presence \$150

Single booth space for promoting your business and/or selling your merchandise or service. You are responsible for providing your own tables, chairs and whatever else you need for your booth (Food vendors will be required to provide insurance certificates and pass inspections.)

(Service/merchandise must be affiliated with pets or engage pets and pet lovers at the event with giveaways of some sort; to be approved by Riverwalk Fort Lauderdale)

Donation Sponsor – Doggie Bag

(Doggie Bag sponsors are in-kind sponsors make donations towards raffle prizes or silent auction)



 **RIVERWALK**
FORT LAUDERDALE
200 SW 1st Avenue, Suite 101
Fort Lauderdale, FL 33301
954.468.1541



Riverwalk's Mutts & Martinis™

Participation Agreement

Email to: KARLY@GORIVERWALK.COM

or Fax to: (954) 468-1542

Thank you for your being a part of Riverwalk's Mutts & Martinis™. Please fill out the form below and return to Riverwalk Fort Lauderdale by **October 1st** for inclusion *Go Riverwalk Magazine*

Benefits subject to omission without timely response

Organization Name / Individual Name _____

Contact Person _____

Phone _____ Cell _____

E-Mail _____

Address _____

City, State, Zip _____

Please check participation level:

PRESENTING SPONSOR—TOP DOG

_____ \$5,000 VEHICLES? ☐ YES ☐ NO

MAIN SPONSOR—PREMIUM POOCH (or Auto)

_____ \$2,500 VEHICLE? ☐ YES ☐ NO

SUPPORTER—TAIL WAGGER

_____ \$1,000

DONATION

(SEE FOLLOWING PAGES)

PUPPY PAL

_____ \$500

LOADED BOOTH PRESENCE

_____ \$225

BOOTH PRESENCE

_____ \$150

WILL YOU BE BRINGING A TENT? ☐ YES ☐ NO



200 SW 1st Avenue, Suite 101
Fort Lauderdale, FL 33301
954.468.1541



Please read the following details and sign below indicating your understanding and agreement to the rules and regulations

1. Your designated booth space will be given to you the day of the event.
2. Vendors must be set up no later than 1:30 pm. Vendors may not break down display until 5:00pm. Be sure to advise if you require more time.
3. Vendors must keep all items inside their booth area, including tables and chairs.
4. Parking will not be provided for vendors. Each vendor is responsible for finding their own parking for their vehicles; standard parking rates apply. There is metered parking under the Andrews Avenue bridge which is the closest access for loading and unloading. Vehicles may not be parked within festival barricades. If this happens, the vehicle will be towed at the owner's expense.
5. If your setup required a tent, you may bring one up to 10'x'10' for your booth space. No make shift tents or umbrellas will be accepted. Please be sure to advise if you will be bringing a tent as there are a limited number of booths that have the space for tent placement.
6. Booths must remain operational until 5:00 pm.
7. No obscene, degrading, or offensive material is to be displayed at the event.
8. No drugs or weapons of any kind are allowed in the perimeter of the event.
9. You must abide by the standard health, safety and environmental regulations of the City of Fort Lauderdale and the State of Florida.
10. Riverwalk will accept a limited number of vendors. Staff reserves the right to remove any vendor who does not comply with the event rules, whose display is not in good taste, or is not consistent with the display or sales that were agreed upon. Refunds will not be made under such circumstances.
11. If your application is accepted, there will be absolutely no refunds for any reasons. This is a RAIN OR SHINE fundraising event.

Signature

Print name

Date

Auction Item / In-Kind Donation Form

Event Date: November 18, 2017
2:00 – 5:00 PM



Company _____

Company Representative _____

Address _____

City _____ ST _____ Zip _____

Phone _____ E-mail _____

I agree to donate the following item(s) to Mutts & Martinis™, a fund-raising event benefiting Riverwalk Fort Lauderdale & the Humane Society of Broward County:

☐ Merchandise _____

_____ Retail Value \$ _____

☐ Service _____

_____ Value \$ _____

☐ Restrictions _____

You will be contacted to make arrangements for pick-up or delivery of your merchandise. Please scan and email completed form to KARLY@GORIVERWALK.COM or Fax to (954) 468-1542. All items must be received NO later than **November 10, 2017**.

☐ I am unable to donate merchandise or services, but am enclosing a contribution of \$ _____ to help the Riverwalk Fort Lauderdale in its fund-raising efforts. Please make all checks payable to RIVERWALK FORT LAUDERDALE.

☐ I would like more information on Mutts & Martinis™.

Authorized Signature _____

Date _____

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or Fax to: (954) 468-1542

CREDIT CARD AUTHORIZATION

Company Name _____

Name on Credit Card _____

Credit Card # _____

Expiration Date _____ CVV Code _____

Email (for receipt) _____

Signature _____ Amount \$ _____

Return application by October 1, 2017, along with the necessary funds for inclusion in all print materials. Applications are accepted in the order they are received. Your application will be reviewed upon receipt and you will be notified if you are selected as a participant. Please note that this is a rain-or-shine fundraising event. Once your payment is processed, there will be no refunds for any reason.



Checks are to be made out to and mailed to:


200 SW 1st Avenue, Suite 101
Fort Lauderdale, FL 33301
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