



Riverwalk Mutts & Martinis™

On behalf of the Riverwalk Fort Lauderdale, I would like to extend an opportunity to you and/or your business to be a part of Riverwalk's 13th annual Mutts & Martinis™ on Saturday, December 1, 2018 from 3:00pm-6:00pm at America's Backyard. Mutts & Martinis™ is Fort Lauderdale's largest outdoor pet-friendly cocktail hour. The goal of this event is to bring together members of the Downtown community and their favorite four-legged friends for an afternoon of fun, while bringing attention to the needs of the participating pet rescues in South Florida and raising funds for the rescues and Riverwalk Fort Lauderdale to continue our missions.

Promotion for Riverwalk's 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.

We hope you consider the opportunities outlined on the following pages. It is through continued participation in Riverwalk's events, 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.

Please join us to make Mutts & Martinis™ a success and support an event that connects the community by bringing pets and people together for a great cause.

Sincerely,

Maureen Potter

Event Manager | Riverwalk Fort Lauderdale



Presenting Sponsor – Top Dog \$5,000

- Exclusivity in sponsorship category
- Inclusion in press release and all advertising as “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 posts and/or event page on multiple social media platforms
- Logo/Name prominently placed on Exclusives page in *Go Riverwalk* magazine after event
- Logo/Name inclusion in 4 weekly e-blasts to approx. 10,000 opt-in recipients
- Space allocated for two hanging banners at event site
- Vendor Space to feature your business with a 6’ skirted table at event

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

- Inclusion in press release and all advertising
- Logo/Name placed in full-page ad in *Go Riverwalk* magazine
- Logo/Name placed on 10,000 postcards distributed throughout South Florida
- Logo/Name placed on event posters to be placed throughout South Florida
- Logo/Name and link placed on www.GoRiverwalk.com
- Logo/Name included in posts and/or event page on multiple social media platforms
- Space allocated for one hanging banner at event
- Vendor space to feature your business with a 6’ skirted table at event
- *for auto dealers- opportunity to have one vehicle on display at event entrance****

Supporter – Tail Wagger \$1,000

- Inclusion in press release
- Logo/Name placed on 10,000 postcards distributed throughout South Florida
- Listing on promotional ad in *Go Riverwalk* magazine
- Vendor space to feature your business with a 6’ skirted table at event
- Logo/Name included on one social media post/event page



888 E. Las Olas Blvd, Suite 210
Fort Lauderdale, FL 33301
954.468.1541



Puppy Pal \$500

Your business listed as a sponsor on www.GoRiverwalk.com
6' table at the event to feature your business
Name/Logo included on one social media post/event page

Loaded Booth Presence \$225

Single vendor 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

(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)

Doggie Bag Donation Sponsor

(In-kind sponsors who make donations towards raffle prizes or silent auction)



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Riverwalk's Mutts & Martinis™
Participation Agreement
 Email to: MAUREEN@GORIVERWALK.COM
 or Fax to: (954) 468-1542

Thank you for being a part of Riverwalk's Mutts & Martinis™. Please fill out the form below and return to Riverwalk Fort Lauderdale by **November 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

PUPPY PAL

_____ \$500

MAIN SPONSOR—PREMIUM POOCH (or Auto)

_____ \$2,500 VEHICLE? YES NO

LOADED BOOTH PRESENCE

_____ \$225

SUPPORTER—TAIL WAGGER

_____ \$1,000

DONATION

(SEE FOLLOWING PAGES)



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

1. Your designated space will be given to you the day of the event.
2. Vendors must be set up no later than 2:00 pm. Vendors may not break down display until 6:00pm. Be sure to advise if you require more time.
3. Vendors must keep all items inside their vendor space, 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.
5. Booths must remain operational until 6:00 pm.
6. No obscene, degrading, or offensive material is to be displayed at the event.
7. No drugs or weapons of any kind are allowed in the perimeter of the event.
8. You must abide by the standard health, safety and environmental regulations of the City of Fort Lauderdale and the State of Florida.
9. 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.
10. 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



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Auction Item / In-Kind Donation Form

Event Date: December 1, 2018
3:00 – 6:00 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 & local participating pet rescues:

- 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 MAUREEN@GORIVERWALK.COM or Fax to (954) 468-1542. All items must be received NO later than **November 21, 2018**.

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 _____



Riverwalk's Mutts & Martinis™
Participation Agreement
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or Fax to: (954) 468-1542

CREDIT CARD AUTHORIZATION

Company Name _____

Name on Credit Card _____

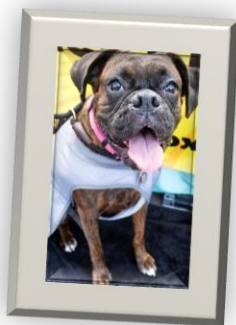
Credit Card # _____

Expiration Date _____ CVV Code _____

Email (for receipt) _____

Signature _____ Amount \$ _____

Return application by November 1, 2018, 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:



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