

2024 MUTT MARCH 5K & FESTIVAL EVENT INFORMATION



EVENT LOCATION:

When: Saturday, March 23, 2024

Time: 10:00 a.m. – 2:00 p.m.

Where: The Humane Society of the Treasure Coast

www.hstc1.org/muttmarch

EVENT OVERVIEW:

The annual Mutt March is the Humane Society of the Treasure Coast's largest attended community fundraiser. This year we celebrate the 20th Anniversary of this *pupular* event! This FREE event is dog-friendly and offers a variety of activities to entertain both person and pup! Additionally, the Mutt March serves as the *pawfect* platform for business owners looking to connect with potential customers, as well as existing clients, face-to-face in a fun and spirited atmosphere all while helping to raise critical funds for our shelter pets in need.

AUDIENCE PROFILE:

- Active, compassionate and fun loving animal enthusiasts
- Attendees of all ages to include families with children, professionals and retirees
- Socially-conscientious business owners and organizations
- Major donors, community and civic leaders

EVENT FEATURES:

- Timed 5K Race
- Morning Group Walk
- Blessing of the Animals
- Food Trucks
- AKC Canine Good Citizen Testing
- Vendors
- Adoptable Animals
- Canine Costume Contest
- Kids' Zone
- Doggy Playground
- Lure Course
- Raffles
- Pet Photo Booth

EVENT PROMOTION:

- Event flyers
- HSTC Website
- Hubbard Radio: 97.9 WRMF, X102.3, 850WFTL News Talk, FoxSports 640 AM, Party 96.3, Sunny 107.9, New Country 103.1
- Stuart Magazine, Stuart News, HSTC's *Wagging Tales* magazine & More!
- HSTC Facebook with more than 23,000 followers to include paid ads
- Chamber e-blasts: Stuart/ Martin County, Hobe Sound, Jensen Beach and Palm City

2024 MUTT MARCH 5K & FESTIVAL VENDOR OPPORTUNITIES

Join the Humane Society of the Treasure Coast for our largest community fundraiser! The FREE festival is open to the public from 10 am to 2 pm with a timed 5k race starting at 8 am.

Applications and Payments are due no later than March 8, 2024

'Pawsitive' Vendor \$150

- Prominent Booth Space in the Indoor "Flea-Less" Market area at event
- Vendor Space Provided: (1) 8-ft. table and (2) chairs
- Company listed on Mutt March Website
- Recognition on HSTC Social Media Sites
- Listing in Event Program

Pretty Puppy Event Vendor \$75

- Booth Space in the Indoor "Flea-Less" Market area at event
- Company listed on Mutt March Website
- Recognition on HSTC Social Media Sites
- Listing in Event Program

5K Water Station In-Kind Sponsor

- Company listed on Mutt March Website
- Recognition on HSTC Social Media Sites
- Company banner on display at event (**Sponsor Provides**)
- Listing in Event Program
- Thank you acknowledgment in *Wagging Tales* magazine

Requirements:

The Mutt March 5k timed races will begin at 8:00 am. We ask that you be setup no later than 7:30 am and stay until 9:30 am. Please provide your own tent and (150) small 8-oz. bottles of water or jugs of water that your team can use to fill mini paper cups. We also ask that you help up make sure that there is no trash left behind after the race. The water station will be located at the halfway point of the route. Feel free to pass out promotional swag. Please just make sure it is something the runners can grab on the go! We will also be glad to include items in the event swag bags.



Raffle donations and (200) Swag Bag items needed!



Humane Society of the Treasure Coast 2024 MUTT MARCH 5K & FESTIVAL VENDOR RULES & REGULATIONS

- Friday (March 22) set-up is permissible starting at 1 pm. **Saturday (March 23): Vendor agrees to arrive for set-up as early as 6:00 a.m. but no later than 7:30 a.m.** as long as set-up is complete by 8:00 a.m.
- There will be a limited designated parking area for vendors to load and unload *for set-up purposes only* and you will be required to move the vehicle to the general designated parking spaces. **Unloading must be completed by 7:30 a.m. (before the 5k race begins).**
- Vehicles will not be permitted in or out of HSTC property after 7:30 a.m. or before 2 p.m.
- You may not be able to unload near your space depending on the location; be prepared to transport your items to your space.
- Due to the number of vendors, we cannot supply volunteers to assist you with unloading and loading. Bring enough personnel and equipment to transport and set-up your exhibit.
- Upon arrival, you **MUST** stop at the Check-In Table to receive your exhibit # and directions to your assigned location.
- Electrical spaces are very limited and/or not available or guaranteed. Exhibitors must provide their own electrical cords. 100 ft cords may be needed. **No loud generators.**
- You may not “sublet” your exhibit space or share your space with another organization or company.
- Parking is available on a first come, first served basis in the parking lots adjacent to and behind the agility field on HSTC property.
- Breakdown of your Vendor Booth cannot commence before 2:00 p.m.
- You are responsible for making sure your space is clean before you leave.
- **This is a Rain or Shine event. No refunds due to weather, acts of nature or cancellation.**

As an authorized representative, I have read and agree to the terms in this agreement. I hereby hold harmless and indemnify the Humane Society of the Treasure Coast employees, board members, volunteers, underwriters and sponsors for any action relating to the Mutt March including theft, damage or injury. I agree to pay any reasonable attorney fees and costs incurred by Mutt March or its organizers, as a result of actions by me that are covered by this agreement.

SIGNATURE: _____ **DATE:** _____

Applications and Payments are due no later than March 8, 2024

Humane Society of the Treasure Coast
Attn: Alyssa Bean
4100 SW Leighton Farm Avenue
Palm City, FL 34990
or
via email: abean@hstc1.org



Humane Society of the Treasure Coast
2024 MUTT MARCH 5K & FESTIVAL

VENDOR AGREEMENT

SELECT VENDOR OPTION:

- 'Pawsitive' Sponsor \$150
- Pretty Puppy Event Vendor \$75
- Water Station \$0 (In Kind Sponsor)

SELECT VENDOR REQUEST:

- Electric (Vendor is responsible for supplying electrical cord/s)
- Onsite Parking (Reserved for Mobile Advertising Only and must be approved)
- Access to Water

CONTACT INFORMATION

Business Name: _____

Contact Name: _____ Position/Title: _____

Phone: _____ Email: _____

Street Address: _____

PAYMENT INFORMATION

- Check enclosed
- Credit Card

Cardholder Name: _____

Card Number: _____ Exp: ____ / ____ CVC: ____

Signature: _____

Raffle donations and (200) Swag Bag items needed!

**Please mail completed form
NO LATER THAN MARCH 8, 2024**

Humane Society of the Treasure Coast
Attn: Alyssa Bean
4100 SW Leighton Farm Ave. Palm City, FL. 34990

Your donation is tax deductible and will be included on your end-of-year statement.
Our Federal Tax ID is 59-0774235.