

2027 MUTT MARCH FESTIVAL

EVENT INFORMATION

EVENT LOCATION:

When: Saturday, January 23, 2027

Time: 10:00 a.m. – 1:00 p.m.

Where: Memorial Park, Stuart, FL

<https://hstc1.org/Post/Mutt-March>



HUMANE SOCIETY
of the Treasure Coast, Inc.

NO KILL. NONPROFIT. FOR THE ANIMALS.

EVENT OVERVIEW:

The annual Mutt March is the Humane Society of the Treasure Coast's largest attended community fundraiser. This dog-friendly event 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.

EVENT FEATURES:

- Morning Group Walk
- Blessing of the Animals
- Vendors
- Canine Costume Contest
- Kids' Zone
- Lure Course
- Raffles
- Pet Photo Booth

EVENT PROMOTION:

- Event flyers
- HSTC Website
- HSTC Facebook with more than 60,000 followers to include paid ads
- HSTC Newsletter with more than 33,000 subscribers
- Chamber e-blasts: Hobe Sound, Jensen Beach, Indiantown and Palm City
- Stuart Magazine, TC Palm & More!

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VENDOR OPPORTUNITIES

Applications AND Payments are due no later than January 5, 2027.

Cool Canine Vendor \$300

- Prominent Booth Space in the “Flea-Less” Market area at event
- Vendor Booth Provided: (1) 10 X 10 tent, (1) 6-ft. table and (2) chairs
- Company listed on Mutt March Website
- Recognition on HSTC Social Media Sites
- Listing in Event Program

Pretty Puppy Vendor \$150

- Booth Space (**tent, table and chairs NOT provided**) in the “Flea-Less” Market area at event
- Company listed on Mutt March Website
- Recognition on HSTC Social Media Sites
- Listing in Event Program

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VENDOR RULES & REGULATIONS

- Vendor agrees to arrive for **set up as early as 8:00 a.m. but no later than 9:30 a.m.** as long as set up is complete by 10:00 a.m.
- Vendors are strongly encouraged to set up the day before, as long as vendors understand overnight security will not be provided. Arrival time for set up on January 22 will be determined by Community Events Manager and announced to all participating vendors in advance.
- 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 9:30 a.m.**
- Vehicles will not be permitted in or out of Memorial Park after 9:30 a.m. or before 1:00 p.m.
- Vehicles will not be permitted in the park for advertising. All promotional vehicles must park in the lots adjacent to, behind or in front of Memorial Park.
- 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 Tent 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, behind and in front of Memorial Park. Obey all parking rules and traffic ordinances. HSTC is not responsible for any parking violation fees.
- Breakdown of your Vendor Booth cannot commence before 1:00 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. 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:** _____

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VENDOR AGREEMENT

Applications AND Payments are due no later than January 5, 2027.

STEP 1: SELECT VENDOR OPTION:

- ☐ Cool Canine Vendor \$300 (Nonprofit Rate \$250)
- ☐ Pretty Puppy Vendor \$150 (Nonprofit Rate \$125)
- ☐ (1) 6-ft. table and (2) chairs (in addition to Pretty Puppy Vendor Space) \$50

STEP 2: SELECT VENDOR REQUEST:

- ☐ Electric (Vendor is responsible for supplying electrical cords)

CONTACT INFORMATION

Business Name: _____

Contact Name: _____ Position/Title: _____

Phone: _____ Email: _____

Street Address: _____

PAYMENT INFORMATION

☐ Check enclosed

☐ Credit Card

Amount: \$ _____

Cardholder Name: _____

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

Signature: _____

Raffle donations and (200) Swag Bag items needed!

Please mail check and completed form no later than January 5, 2027.

Humane Society of the Treasure Coast (HSTC)

Attn: Alyssa Bean

4100 SW Leighton Farm Ave.

Palm City, FL. 34990

"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 within the state or by visiting FDACS.gov. Registration does not imply endorsement, approval or recommendation by the state. Registration #CH1552."