

***You are invited to join the River
District Alliance of Downtown Fort
Myers in a new event, PETWALK!***

All pets welcome!

4th Friday of each month – Join us!

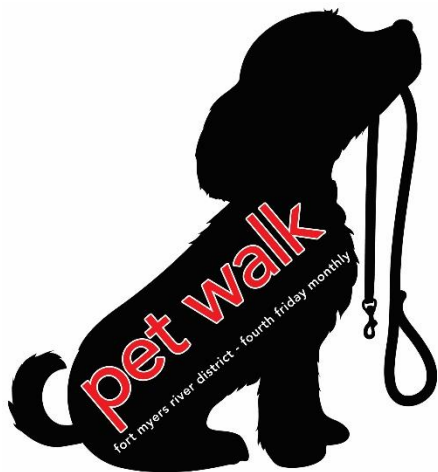
PetWalk is the newest in the RDA's series of Friday evening events open FREE to the public. PetWalk will take place on the 4th Friday of each month. The RDA PetWalk committee would truly appreciate your willingness to participate in this amazing new event.

PetWalk Event:

- *4th Friday of each month; Feb. 26, March 25, April 22, May 27, June 24, July 22, August 26, September 23, October 28, November 25 and December 23.*
- *6PM – 8PM; we will do our best to provide lighting and/or access to electricity before we have the time change allowing more light later in the day.*
- *Located on Hendry Street between Edwards and Bay Streets. That section of Hendry will be closed. The event area also includes the lawn area along that section of Hendry Street.*
- *Marketing for the event includes press releases, social media, posters throughout town and hopefully at exhibitor locations as well as spots on Morning Blend Fox News to help promote.*
- *FREE to everyone to attend. When the event concludes participants can enjoy Centennial Park or walk through downtown Fort Myers. Many downtown Fort Myers businesses will welcome participants of PetWalk and we ask you to be respectful of those businesses that do not.*
- *PetWalk committee members include Merry Coffman and Marina Hurt, Pure Florida, Karen Allegretti, Market Earth Gallery and Gift Shop Downtown Fort Myers and Susan Johnson, The Nest Gift Shop Downtown Fort Myers. The PetWalk committee will be selling small items to help raise money for PetWalk.*

Exhibitor Expectations:

- *Be set up by 6pm, Set down no later than 8:30pm*
- *Have plenty of materials and pet friendly team members working your booth*
- *Must bring all of your own equipment; tent, table, chairs, etc.*
- *Be willing to think outside the box to include a play area for pets or an adoption area. Each booth will be given plenty of space.*
- *Consider a \$25 donation for each PetWalk that you attend made payable to the RDA PetWalk to help in paying for marketing and advertising to grow this event.*
- *Exhibitors are allowed to sell items. Exhibitors who sell items will pay RDA PetWalk 10% of all sales.*
- *Exhibitors must register with PetWalk Committee no later than one week before the event to secure an exhibitor location. Exhibitors can register for the entire year or specific months they would like to participate.*
- *Exhibitors will be turned away if too many exhibitors have signed up or if an exhibitor does not follow through with required expectations.*
- *Exhibitors will understand that the RDA PetWalk committee members are working in a volunteer capacity and therefore, communication must always remain positive and community oriented so that we can create a great event together!*



Register your business/organization today!!!

Business/Organization Name: _____

Business/Organization Address: _____

Business/Organization Phone: _____

Business/Organization Website: _____

Main Contact Name: _____

Main Contact Cell Phone: _____

Main Contact Email: _____

Circle Months that you would like to participate with PetWalk: (Of course, as the year progresses you are more than willing to add months)

Feb. 26	March 25	April 22	May 27	June 24	July 22	August 26
September 23	October 28	November 25	December 23			

I understand the Exhibitor Expectations and will truthfully provide percentage of sales to RDA PetWalk Committee, do my best to provide an inviting experience and environment for people and their animal friends and will do my best to help promote PetWalk to my customers and clients to help raise awareness for this new event.

Business Name

Contact Signature

Date