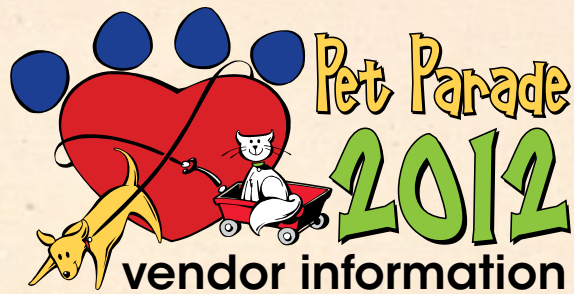


# Become a VENDOR at the 2012 Pet Parade!

## vendors

Atlanta Humane Society invites your business to participate in the 22nd annual Pet Parade - A Walk for Animals as a vendor in our unique pet market.



Pet Parade will take place at ATLANTIC STATION\* on the morning of Saturday, April 21, 2012.

For a nominal \$250 donation, you will be able to showcase and sell your product in front of a captive, animal-loving audience.

### Promotional discounts on vendor space:

- ❦ Receive \$50 off your vendor fee when you donate an item to be used as a fundraising prize or in a raffle. Item may be a product or service valuing \$50 or more. You will receive recognition for your donation.
- ❦ Receive \$50 off your vendor fee when you agree to place 100 "save-the-date" promotional cards, 100 brochures, and one poster in your place of business. If you do not have a storefront, you may receive the discount by distributing items directly to your customers and by placing information about Pet Parade on your website and social media pages.
- ❦ Receive \$50 off your entry fee when you create a Walk Team. See the attached informational sheet for instructions on creating a Walk Team. Your Walk Team must raise a minimum of \$50.



### VENDOR DETAILS:

- ❦ Entry donation is \$250 (but may be reduced per above promotional discounts) and is non-refundable.



- ❁ 10' x 10' spaces will be available day of the event on a first-come, first serve basis beginning at 7am. No locations will be pre-assigned, with the exception of space for major sponsors.
- ❁ No tables, chairs or tents will be furnished by AHS. Vendors are responsible for bringing ALL both components. However, for an additional \$100, we can provide a 10' x 10' white canopy tent. Tents must be reserved and paid for before Friday, March 30, 2012 and only a limited number are available.
- ❁ Your booth must be assembled by 8:45am.
- ❁ Tear down will begin at 1pm. For the safety of the animals and guests, you will not be permitted to break down your booth before this time.
- ❁ Specific load-in instructions will be emailed to you at least one week prior to the event.

If you would like to participate in this excellent opportunity, please return the contract along with payment before Friday, April 6 to: Pet Parade Vendor Market, Atlanta Humane Society, 981 Howell Mill Road, Atlanta, GA 30318 or fax to 404.875.5432. Checks can be made out to Atlanta Humane Society with "Vendor Market" referenced in the comment area.



Thank you for being part of the event! As a vendor, you are directly helping the Atlanta Humane Society's mission of ending pet overpopulation and homelessness!

If you have any questions, please visit [www.atlantapetparade.org](http://www.atlantapetparade.org) or email [vendor@atlantahumane.org](mailto:vendor@atlantahumane.org). If you're interested in renting a tent from AHS for \$100, please send an email prior to mailing a check for tent availability.

If you would like information on becoming a Pet Parade Sponsor, please contact Cathy Sleva at 404.974.2877 or [CathyS@atlantahumane.org](mailto:CathyS@atlantahumane.org) for a list of opportunities. Opportunities include monetary sponsorships for all budgets, as well as in-kind sponsorships.

\* pending permit approval