



Animal Aid of Southwestern Michigan
P.O. Box 407 • St. Joseph, MI 49085 • 269-934-SPAY

www.animalaidswmi.org • animalaidofswmi@yahoo.com

Rescuing, Rehoming and Reducing Pet Overpopulation

August 13, 2010

Dear Friend of Animals:

Animal Aid of Southwestern Michigan will hold its 19th Mutt March at Lake Bluff Park on Saturday, September 11th, from 11 am - 2 pm (rain date 9/12). This dog walk is a fund-raiser to benefit our all-volunteer dog and cat rescue/adoption organization. What makes it special is YOU being featured as a Guest Exhibitor along the walk route.

Who is invited? We are also inviting other friends: folks in pet-based businesses or organizations, such as groomers, veterinarians, or trainers; individuals who provide products or services to pet owners; or people just wishing to donate to our animals. Chat about an animal topic you feel important, provide a demonstration, explain a product or treatment, or discuss medical care.

Exhibitors may also have give-aways for the participants. Walkers will bring us pre-collected donations and pay a Registration Fee to participate. There is no fee to be a Guest Exhibitor. St. Joseph City Commission has waived its fees for us. In the spirit of goodwill, we ask that the services and goods you provide be given freely to Registered Walkers ONLY. You enhance the Mutt March as it introduces you to potential clients and customers.

Registered walkers will have their hand stamped to show they are part of the event and made a donation. Registered dogs will be given a bandanna. In past years, people off the streets stopped at booths and received the same wonderful give-aways and information which Exhibitors were providing to Registered Walkers. By not registering, these people were not supporting our cause. We hope you will encourage them to support us by registering.

Please complete the attached Guest Exhibitor Registration Form and return it as soon as possible so that we can reserve a spot for you today! Please join us in this fun and rewarding event!

Diane Rademaker, Animal Aid volunteer

rademaker@sbcglobal.net 269-930-0896

1201 Orchard Ave.

St. Joseph, MI 49085

Guest Vendor Information

- Please bring the number of tables and chairs you and others in your party will need for your display. Guest

exhibitors will be set up on the lawn in Lake Bluff Park on Lake Blvd in St. Joseph. Space will vary based on your needs.

- Bring a tent or canopy for sun, light rain and to draw more attention to you. They are available at hardware &

sports stores, Wal-Mart or can be rented locally. Decorative umbrellas can also be used.

- Sources of electricity are limited to the north end of the park. Booths will be arranged according to this need.

Bring an extension cord if you require electricity.

- If you have a demonstration, topic to discuss or procedure you want to perform on your own pet, an Animal Aid foster pet or a walker's pet, please indicate this below.
- Please provide your cell number so you can be contacted that day if weather turns bad prior to set-up (will be confidential to organizer).
- Please be ready 10 minutes before the start time of 11 a.m. Arrive so you have time to set up your booth with equipment, literature or displays by 10:50 a.m. Animal Aid will be on-site around 9:15 a.m.
- You may have a container to collect walkers' name/address/phone to raffle a product or service or add to your own database.
- You may give away items that promote your business or services or goodies for participants! You will be contacted just before the event with the location of your booth along the route.

Directions to Lake Bluff Park

FROM I-94 or the US 31 Bypass

Follow Napier Ave. several miles west. As you cross the St. Joseph River, Lakeland Hospital will be on your left. At this stoplight (Langley), turn right and follow to downtown St. Joseph. You will cross Main Street and follow Langley (now Broad St), 2 short blocks until it ends. Lake Michigan can be seen ahead. This is Lake Blvd and Lake Bluff Park. Turn right or left, looking for your booth area to unload or ask us at our Registration booth for assistance in finding your space.

FROM I-196

Travel south on I-196 to Exit 4, Riverside Rd. Turn right (west) and follow to M-63. Turn left (south) on M-63 and follow 5 miles to St. Joseph. After crossing the St. Joseph River, turn right (at the Silver Beach Hotel) on Port St. Continue straight at stop sign, follow road as it turns left.

FROM Old US 31

Go north on Old US 31 thru Berrien Springs. Follow to Scottdale. At Miner's Rd stoplight, turn left (west) on M-63/Niles Rd. Continue about 4 miles, merge with Business Loop 94/Main St. Follow to Broad St, turn left, follow 2 blocks. This is Lake Blvd. Turn left or right to get near your booth space to unload or go to Registration to ask us for assistance finding your space.

Mutt March 2010 Guest Vendor Registration

We need time to prepare advertising and materials so PLEASE mail this page (or email your answers) by

August 20th to: Diane Rademaker, 1201 Orchard, St. Joseph, MI 49085

rademaker@sbcglobal.net

Call 269-930-0896 with any questions or concerns

I will be at Mutt March during scheduled times.

First and last names of booth representatives (if known at this time):

_____,
_____,
_____,
_____.

I need a source of electricity and will bring an extension cord if I need one.

I plan to do / show / demonstrate / discuss (if known at this time)

I will do a demonstration at this time(s): _____

I can demonstrate on my pet a walker's pet an Animal Aid foster dog (Check all that apply)

I plan to bring the following types of items for purchase or give-away:

I would like to be a sponsor of the Mutt March and have our logo displayed on the Mutt March Banner! I

understand the cost of this is \$50.00 and I will send our logo in pdf, ai, or psd format at 75 dpi to rademaker@sbcglobal.net and mail a check made out to Animal Aid to the address above.

Please PRINT your information below:

Name

Business or Group name

Business or Group address

Town _____ State _____ Zip _____

Business phone _____ - _____ - _____ Home phone _____ - _____ - _____

Cell phone _____ - _____ - _____ Email _____

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