



## HOWL'OWEEN 2022

DATE: Saturday October 15<sup>th</sup>. rain or shine.

TIME: 12:00pm – 4:00 pm

LOCATION: Central Park of Morris County, Central Ave, (former Greystone),  
Parsippany, NJ

THEME: Dog Howl'oween costume party.

PURPOSE: Fundraising for Fighting Children's Cancer Foundation. A not-for-profit organization assisting families with pediatric cancer children for 25 years.

PARTNERS: Morris County K-9 – The Seeing Eye – Mt Pleasant Animal Shelter

ACTIVITIES: A. Doggie trick or treat.

The area shall have sponsored tents/tables approx. 20 feet apart. The participants, with their dog, will walk from one sponsored tent to another to receive a treat given by the sponsor.

B. Sponsored prop fire hydrants, called “canine wetsites” spread around the site to “accommodate” the dogs.

C. Doggie obstacle course.

D. Morris County K-9 team information booth and demonstration.

E. Seeing Eye Information booth and demonstration.

F. Mt. Pleasant Animal Shelter information and pet adoption center.

G. Food trucks.

H. Dogs on parade.

The main event of the afternoon shall be a costumed dog show. The event shall be divided in 3 categories: small medium and large dogs. The participating dogs shall be paraded in front of a jury of cancer fighting FCCF children, with an election of “top dog” trophy winners.

I. Howl’oween program: Event program shall include names/breed of the dog and name of owner- ads from sponsors

J. Tricky tray.

L. Life Music band.

M. Event Program with name of pre-registered dogs and sponsors adds.

N. All participants will receive a “goodie bag” with promotional materials and items.

LAYOUT:

A. Admissions and registration tent (FCCF 10X10)

B. Main tent for band and Parade Jury. (FCCF 20x20)

C. Tricky tray ticket sales tent. (10x10)

C. Tricky Tray tent. (20x20)

C. Individual sponsored trick or treat tents/tables.

D. Tents for our partners. Seeing Eye – K-9 – Mt Pleasant Animal Shelter

E. 2 food trucks in the parking area.

SPONSORS: Veterinarians - Animal hospitals - pet stores - dog food manufacturers - dog groomers - Dog insurers - Pet trust attorneys - dog sitters - animal shelters - etc.

**\*See Separate Sponsorship opportunities form\***

FEES

Attendance ticket and registration: \$25.00 per dog on-line or \$35 at the event. Dogs will receive a bandana or tag for identification at the event. No fee to humans but suggested \$10 dollar donation.

