



Eastern Shore
CENTRE

POPPY PALOOZA

2025

SATURDAY, MAY 24 | 11 AM - 2 PM



Eastern Shore CENTRE

Thank you for considering a sponsorship opportunity for Eastern Shore Centre's first Puppy Palooza! This fun event is sure to be Baldwin County's furriest addition to the festival season and promises to be the Ulti-Mutt day out for people and their dogs! We hope, with your support, to make Puppy Palooza a huge success and look forward to helping the Eastern Shore's neediest animals.

We are thrilled to announce that Puppy Palooza 2022 will benefit the Baldwin Humane Society! The Baldwin Humane Society is a 501 (c)(3) nonprofit organization that is committed to improving the lives of dogs and pets in need by rescuing, rehabilitation, and finding forever homes for hundreds of abused, abandoned and neglected pets annually.

Puppy Palooza will include live music, a fido marketplace, doggy activities, pop-up vendors, k9 splash zone, and much more! There is something for the whole family, two legged and four legged alike! You don't want to miss it.

Enclosed please find a description of the sponsorship opportunities along with the required application and event details. We hope that together, we can make Puppy Palooza a successful and memorable event! Please do not hesitate to contact me with any questions.

Sincerely,

Sidney Carol Barnhardt
Marketing Associate, Eastern Shore Centre
scbarnhardt@crawfordsq.com





Eastern Shore
CENTRE

{PAW}Tnership Opportunities



Presenting Sponsor | \$1,500

There is one presenting sponsor available for Puppy Palooza 2025. Presenting sponsorship includes:

- Recognition as Presenting Sponsor on select digital advertising, social media, and TV advertising
- Logo placement on Property Signage for one month before event
- Premier booth space at or near each doggy splash zone
- 6 ft. banner with name and logo at doggy splash zone
- Logo placement in Puppy Palooza email sent to ESC subscribers.
- Social media cross-promotion
- Distribution rights at Doggy Splash Zone
- Co-branded Puppy Palooza SWAG items
- Only one sponsorship available



Photo Booth Sponsor | \$500

- 10x10 booth space at or near photo booth
- Business logo placed on digital and print copies from photobooth
- Logo placement in Puppy Palooza email sent to ESC subscribers.
- Social media cross-promotion
- Free Vendor space + distribution rights at Photo Booth
- Only one sponsorship available





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{PAW}Tnership Opportunities



Doggy Splash Zone Sponsor | \$500

This will be the most popular location at Puppy Palooza and will feature large and small dog pools for splashing and cooling off in three locations. This huge attraction gives you a wide and captive audience for your brand and message!

- 10x10 booth space at or near each doggy splash zone
- 6 ft. banner with name and logo at doggy splash zone
- Logo placement in Puppy Palooza email sent to ESC subscribers.
- Social media cross-promotion
- Free Vendor space + distribution rights at Doggy Splash Zone

Only three sponsorships available



Bounce House sponsor | \$300

Eastern Shore Centre's Puppy Palooza is seeking a Bounce House sponsor

- Logo placement on signage next to Bounce House
- Recognition on social media + print as Bounce House sponsor

Free Vendor space + distribution rights at Bounce House

Only one sponsorship available



Exhibitor | \$100

Join us in sharing your business with Montgomery's coolest dog owners.

- 10x10 booth space at Puppy Palooza
- Distribution rights at booth
- Minimum 1 mention on event social media pages





Eastern Shore CENTRE

{PAW}TNERSHIP APPLICATION

Name of Business: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Preferred Phone: _____

Email: _____

Will you be selling items/services? YES NO

If yes, please describe product/service:

Please let us know in advance if you will need access to power. *Please note, each vendor will be required to provide their own tent, table, and tablecloth.

PARTNERSHIP LEVEL:

☐

Doggy Splash Zone Sponsor

☐

Photo Booth Sponsor

☐

Exhibitor Sponsor

☐

Bounce House Sponsor

Indemnification & Hold Harmless: By participating in Puppy Palooza, vendor hereby agrees to be individually and severally liable for and to indemnify and hold Eastern Shore Centre (collectively, the "Indemnitees") harmless from and against any loss, personal injury, deaths, and/or any other damages, costs and expenses (including attorneys' fees), liabilities, claims, or actions that may occur, be incurred by or be asserted against indemnitees as a result of the acts or omissions of vendors or that of its servants, agents, employees, customers or invitees.

Applicant Statement: I agree to abide by the terms of Puppy Palooza outlined in the 2025 Application and Guidelines to obtain all applicable permits and licenses. Failure to abide by Rules will result in removal from Puppy Palooza. I further agree not to hold any of the Indemnitees responsible for any damages arising out of the sales of my products.

This application shall in no way modify the provisions of the 'Vendor Indemnification/Hold Harmless Agreement' agreed to and signed by the undersigned.

Signature: _____ Date: _____

APPLICATION DEADLINE: MAY 9, 2025

Send application and check payable to:

Eastern Shore Centre

ATTN: Sidney Carol Barnhardt

30500 AL-181, Spanish Fort, AL 36527

