

THE SHOPPES AT
EAST CHASE

PAW PALAZZA
2023

SATURDAY, APRIL 8 | 11 AM - 2 PM

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EASTCHASE

Thank you for considering a sponsorship opportunity for The Shoppes at EastChase 8th Annual Puppy Palooza! This fun event is Montgomery'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 Montgomery's neediest animals.

We are thrilled to announce that Puppy Palooza 2023 will benefit the Montgomery Humane Society! The Montgomery Humane Society is a 501 (c)(3) nonprofit organization that is committed to improving the lives of dogs in need by providing foster homes, medical care, and matching them with their forever friends through adoption initiatives.

Puppy Palooza will include live music, a fido marketplace, doggy activities, great food from local food trucks, 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,
Suzanna Wasserman
suzanna@crawfordsq.com





THE SHOPPES AT
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{PAW}TNSHIP OPPORTUNITIES

 Presenting Sponsor | \$2,500

There is one presenting sponsor available for Puppy Palooza 2023. Presenting sponsorship includes:

- Recognition as Presenting Sponsor on select digital advertising, billboard, TV, and radio advertising
- Logo placement on Property Signage for one month before event
- 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 11,000+ recipients.
- Social media cross-promotion
- Distribution rights at Doggy Splash Zone
- Logo and recognition on The Ulti-Mutt Puppy Palooza Guide distributed to all attendees



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{PAW}TNSHIP 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 four 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 11,000+ recipients.
- Social media cross-promotion
- Distribution rights at Doggy Splash Zone
- Logo and recognition on The Ulti-Mutt Puppy Palooza Guide distributed to all attendees



Bounce House sponsor | \$300

The Shoppes at EastChase Puppy Palooza is seeking a Bounce House sponsor

- Logo placement on balloons attached to Bounce House
- Recognition on social media + print as Bounce House sponsor
- 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



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{PAW}TNSHIP 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:

One 10x10 tent and one 6 ft table will be provided by The Shoppes at EastChase. Please let us know in advance if you will provide your own. *Please note, each vendor will be required to set up the tent and table.

PARTNERSHIP LEVEL:

Doggy Splash Zone Sponsor

Exhibitor Sponsor

Bounce House Sponsor

This application is subject to approval, availability, and acceptance by The Shoppes at EastChase. The Shoppes at EastChase, in their sole discretion, reserve the right to reject this application for any reason including without limitation, the booths which would be inappropriate given the nature and the location of the event. Since Puppy Palooza occurs on The Shoppes at EastChase grounds, all regulations of The Shoppes at EastChase apply to this application. Any violation of these rules and regulations by a person associated with the applicant will result in immediate expulsion of the applicant without refund or compensation.

Applicants providing services during event may be required to provide proof of liability insurance of no less than \$1 Million with The Shoppes at EastChase named as an additional insured, and will provide verification of such insurance upon acceptance of the Application by The Shoppes at EastChase. Please contact us if you are unable to provide such verification.

Signature: _____ Date: _____

APPLICATION DEADLINE: MARCH 11, 2023

Send application and check payable to:

The Shoppes at EastChase

7274 EastChase Parkway, Montgomery, AL 36117