

# M midtown VILLAGE



# PUPPY PALOZZA



The Green @ Midtown Village April 15 , 2022 | 5PM – 7:30PM



Thank you for considering a sponsorship opportunity for our inaugural Puppy Palooza at Midtown Village! This fun event is Tuscaloosa'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 Tuscaloosa's neediest animals.

We are thrilled to announce that Puppy Palooza 2022 will benefit the Humane Society of West Alabama! The Humane Society of West Alabama 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,

**Hollyann Luker**

Hollyann Luker  
Marketing Associate, Midtown Village  
hluker@crawfordsq.com  
205.381.1121



# {PAWT}NERSHIP 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
- 6ft banner with name and logo at doggy splash zone
- Logo placement in Puppy Palooza email sent to 3,000+ recipients.
- Multiple mentions on event social media pages for recognition and all media appearances
- Distribution rights at Doggy Splash Zone
- Logo and recognition on The Ulti-Mutt Puppy Palooza Guide distributed to all attendees

## Exhibitor | \$100

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

- 10x10 booth space in the Fido Marketplace
- Distribution rights at booth
- A mention on social media pages

## In-Kind Sponsor

The Tuscaloosa Puppy is in need of the following to help us make a successful event. In return, your business will be listed as a sponsor on social media pages, as well as recognized at the event.

- Misting Tents
- Event swag
- Turf
- Doggy Disposal Stations



# {PAW}TNEERSHIP 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: \_\_\_\_\_

With the exception of Splash Zone Sponsors, all vendors are required to bring their own tent, table, and tablecloth. Business signage is highly encouraged along with the decoration of the tent and table.

## PARTNERSHIP LEVEL:

Doggy Splash Zone Sponsor

Exhibitor Sponsor

In-Kind Sponsor

This application is subject to approval, availability, and acceptance by Midtown Village. Midtown Village, in their sole discretion, reserves 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 Midtown Village's grounds, all regulations of Midtown Village 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 the event may be required to provide proof of liability insurance of no less than \$1 Million with Midtown Village named as an additional insured and will provide verification of such insurance upon acceptance of the Application by Midtown Village. Please contact us if you are unable to provide such verification.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### APPLICATION DEADLINE: March 15th

Send application and check payable to:  
Crawford Square Real Estate Advisors  
2700 2<sup>nd</sup> Avenue South Suite 200 Birmingham, AL 35233