



SATURDAY, APRIL 12 | 11 AM - 2 PM



LANE PARKE

Thank you for considering a sponsorship opportunity for Lane Parke's 3rd Annual Puppy Palooza! This fun event 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 Birmingham's neediest animals.

We are thrilled to announce that Puppy Palooza 2025 will benefit the Greater Birmingham Humane Society! The Greater Birmingham Humane Society is a 501 (c)(3) nonprofit organization that is committed to their mission of promoting the humane treatment of people and animals through education, advocacy, and services

Puppy Palooza will include live music, a fido marketplace, doggy activities, great food and drinks from our local restaurants, 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,
Tori Krupa
Marketing Associate, Lane Parke
vkrupa@crawfordsq.com





LANE PARKE

{PAW}Tnership Opportunities



Presenting Sponsor | \$2,500

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

- Banner mention as the Presenting Sponsor of the event
- Listed as presenting sponsor on Facebook Event description
- Logo included on print promotional materials including flyers
- Inclusion in at least one email blast reaching over 700 subscribers
- Mention in Lane Parke social media post on Facebook and Instagram
- Mention in press release for event sent to local news outlets
- Free 10 x 10 vendor spot at event to promote your business



Swag Sponsor | \$700

There are TWO swag sponsors available for Puppy Palooza 2025. Swag sponsorship includes:

- Business logo placed on our complimentary dog bandanas or shopping totes distributed to attendees
- Inclusion in at least one email blast reaching over 700 subscribers
- Mention in social media for event including Facebook and Instagram
- Special recognition in Ulti-Mutt Guide distributed to event attendees
- Free 10 x 10 vendor spot at event to promote your business



LANE PARKE

{PAW}Tnership Opportunities



Photobooth Sponsor | \$500

- Business logo placed on digital and print copies from photobooth
- Inclusion in at least one email blast reaching over 700 subscribers
- Mention in social media for event including Facebook and Instagram
- Special recognition in Ulti-Mutt Guide distributed to event attendees
- Free 10 x 10 vendor spot at event to promote your business



K9 Splash Zone Sponsor | \$400

- Signage at event designating that your business is sponsoring the Splash Zone
- Inclusion in at least one email blast reaching over 700 subscribers
- Mention in social media for event including Facebook and Instagram
- Special recognition in Ulti-Mutt Guide distributed to event attendees
- Free 10 x 10 vendor spot at event to promote your business



Kids Zone Sponsor | \$300

- Signage at event designating that your business is sponsoring the Kids Zone
- Mention in social media for event including Facebook and Instagram
- Special recognition in Ulti-Mutt Guide distributed to event attendees
- Free 10 x 10 vendor spot at event to promote your business near kids' activities



Exhibitor | \$100

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

- 10 x 10 vendor spot at event
- Mention in social media for event including Facebook and Instagram
- Listing in Ulti-Mutt Guide distributed to event attendees



LANE PARKE

{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:

PARTNERSHIP LEVEL:

☐

Presenting Sponsor

☐

Swag Sponsor

☐

Photobooth Sponsor

☐

K9 Splash Zone

☐

Kids Zone

☐

Exhibitor

{Please note, Lane Parke will not be responsible for providing wifi/hotspots or electricity. All tables, tent, tent weights and displays will also be vendor responsibility}

This application is subject to approval, availability and acceptance by Lane Parke. Lane Parke, in their sole discretion, reserved 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 Lane Parke grounds, all regulations of Lane Parke Retail, LLC apply to this application. Any violations of rules or regulations by a person associated with the applicant will result in immediate expulsion of the application without a 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 Lane Parke named as additionally insured and will provide verification of such insurance upon acceptance by Westport Village. Please contact us if you are unable to provide verification.

Signature: _____ Date: _____

SPONSORSHIP APPLICATION DEADLINE: MARCH 29, 2025

EXHIBITOR APPLICATION DEADLINE: APRIL 5, 2025

Please email/scan a copy of this application signed to vkrupe@crawfordsq.com

Checks must be written to Lane Parke Retail, LLC and mailed to:

Crawford Square Real Estate Advisors

Attn: Tori Krupa

2700 2nd Ave South, Suite 200

Birmingham, AL 35233