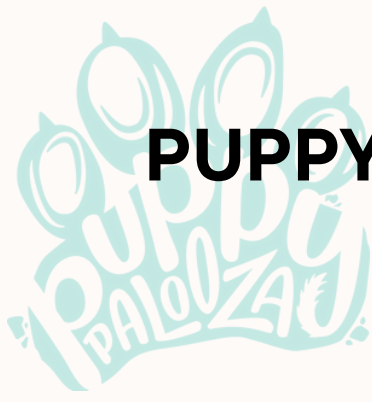




PUPPY PALOOZA

April 19, 2025 11am-2pm



PUPPY PALOOZA: April 19, 11am-2pm

Each year, Puppy Palooza draws in thousands of attendees as the ultimate mutt day out for Louisville's dog owner community. Last year's event included more than 30 dog-friendly vendors, K9 splash zones, live music, food vendors, pet portraits, caricature art and more! This event benefits our friends and neighbors at Kentucky Humane Society through vendor fees and on-site donations.

PHOTO OPP SPONSOR | \$1,000 {1 AVAIL}

Everyone loves taking photos with their pups, right? Be a part of the magical event memory!

- Logo featured on digital and print images taken at the complimentary photobooth
- Mention on boosted Facebook Event description

SWAG SPONSOR | \$750 {2 AVAIL}

During this event, our team sells items benefiting the Kentucky Humane Society. Items in the past have included mini retractable dog bowls, bandannas and t-shirts. Help us purchase these items for a great cause!

- Logo included on tent banner at Westport Village booth
- Logo on one framed table sign at booth
- Mention in boosted Facebook Event description
- Mention in 1 social media post promoting swag items
- Logo included on plastic bag for items distributed at booth

SPLASH ZONE SPONSOR | \$500 {1 AVAIL}

The Splash Zone sponsorship is a paws-itively great way to draw attention to your booth! As the Splash Zone sponsor, you will have at least 3 mini dog pools placed around your space to provide the ultimate place for pups to cool off during the event.

- Mention in boosted Facebook Event description
- Mention in 1 social media post promoting Splash Zone
- Printed banner with logo for booth in prime event location



BEST IN SHOW SPONSOR | \$750 {1 AVAIL}

Do you want to be a fun and memorable part of the event PLUS gain lots of contact information for future marketing? Sign attendees up to win 5 fun awards such as 'Happiest Pup', 'Fluffiest' and 'Most Likely to Steal Your Snack' + each winner will receive a \$100 gift card to their choice of Westport Village business!

- Mention in boosted Facebook Event description
- Mention in 1 social media post promoting award content
- Printed banner with logo for booth in prime event location
- Receive the contact information provided by attendees entering to win

CRAFTING CANINE BOOTH | \$500 {1 AVAIL}

Sponsor the 'Crafting Canine' booth which is sure to be a hit at the event, especially with kiddos! Westport Village will provide temporary tattoos, coloring pages, crayons and stickers for your booth for kids to enjoy!

- Mention in boosted Facebook Event description
- Mention in 1 social media post promoting Crafting Canine Booth
- Printed banner with logo for booth

EXHIBITOR BOOTH SPACE | \$125

Reserve a 10x10 space to pop-up with a tent as a vendor at Puppy Palooza! Enjoy distribution rights to giveaway items and sell products to Puppy Palooza attendees. The basic exhibitor booth space fee is donated to support our friends at Kentucky Humane Society.



APPLICATION DUE BY 3/3/25

Name of Business:

Opportunity: Exhibitor Photo Opp Sponsor Swag Sponsor Best in Show

Crafting Canine Sponsor Splash Zone Sponsor

Retailer Description: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Preferred Phone: _____ Email: _____

Will you be selling items/services? YES NO

If yes, please list items intended to be sold during the event: _____

Business Website & Social Media Handles:

Westport Village does have current tenant mix restrictions, therefore this application is subject to approval, availability and acceptance by Westport Village. Westport 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 Westport Village grounds, all regulations of Westport Village Property 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 Westport Village 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.

INDEMNIFICATION & HOLD HARMLESS :

By participating in Westport Village's Puppy Palooza event, the vendor hereby agrees to be individually and severally liable for and to indemnify and hold Wicker Park Capital Management LLC, Westport Village Property, LLC., Crawford Square Real Estate Advisors, (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.

I agree to abide by the terms of Westport Village outlined in the 2025 application and guidelines to obtain all applicable permits and licensing necessary for vendor booth, along with submitting the vendor fee. 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 sale of my products or participating in the Puppy Palooza event.

SIGNATURE: _____ DATE: _____

PRINT NAME: _____

Please email/scan a copy of this application to cschreiber@westportvillage.com. Accepted applicants will be notified no later than 3/7/25. Upon application acceptance, payment must be written to Westport Village Property, LLC and mailed to the address below asap:

Westport Village Property, LLC
Attn: Carmen Schreiber
1215 Herr Lane, Suite 220
Louisville, KY 40222

If payment is not received by 4/1/25 after receiving notification of acceptance then vendor application may be disqualified.

Questions?