



JEEPALOOZA BEACH JAM | P.O. BOX 6832 | MIRAMAR BEACH, FL 32550

POWERED BY:



OFFICIAL VENDOR PACKAGE

OCTOBER 24-27 | 2024

[www.jeepaloozabeachjam.com](http://www.jeepaloozabeachjam.com)

## EVENT OVERVIEW

### MARKETING TO JEEP OWNERS | CLUBS | VISITORS

Jeep market studies have shown a huge increase in Jeep owners within a six hundred mile radius to Destin and Northwest Florida. Jeepalooza Beach Jam is the first 4-day family friendly jeep event ever offered to jeep owners to visit Destin, Florida. Jeep owners have an average household income of 70-100k annually. With that, they also generate a loyalty to the product by joining and building clubs and organizations in their local markets. Jeepalooza Beach Jam has aggressively reached out to these clubs about the event and has had very positive response about attendance from over 18 different states currently. Jeepalooza Beach Jam has also began launching a local marketing plan this season to the Jeep owners that are currently vacationing here and will continue to throughout the year. **With 1000+ estimated Jeep owners (4-5 Thousand People) attending the 2019 Inaugural year, Jeepalooza Beach Jam has competed to be the largest fall Jeep event in Florida and surrounding states within its first three years and brought an influx of revenue to the City of Destin and hotel/service industries during the off season. Jeepalooza Beach Jam 2024 is on track to bring 2000+ Jeeps this year. (7-9 thousand people)**

### PERFECT TIMING

Jeepalooza Beach Jam is set for the end of October in the “World’s Luckiest Fishing Village”. With temperatures still warm, it is the perfect time to take the Jeep top down, play and explore all that Destin has to offer before the cold sets in for winter. We have studied other Jeep events around the country and strategically chosen late October so the event will allow us to donate proceeds to local city charities and benefits for families during the holiday’s that need support.



## DEMOGRAPHICS

Jeepalooza Beach Jam is in its 4th annual year. We have captured an audience from over 18 different states now for our 4th Annual Event. Jeepalooza 2020 unfortunately had to be cancelled last year due to Covid-19 and Hurricane Delta. Even cancelled, we had hundred of Jeeps come to the area and enjoy the beach and attractions Destin has to offer. Jeepalooza Beach Jam has grown tremendously, and we look forward to a huge turnout for 2024.

Jeepalooza Beach Jam 2024 is slated for October 24-27, 2024 and will continue its track to double in size with our strategic outer marketing campaigns and media building. Thus, bringing heads in beds to over 10-12,000 people during the local off season.

## CHARITY INVOLVMENT

Many of the events held within Jeepalooza Beach Jam help raise monies for local and regional charities. From cancer awareness, hurricane relief , Veteran suicide awareness and helping families with our “Stock the Jeep” food drive, Jeepalooza humbly appreciates being able to give back to so many excellent charities that need support.



## THE VENUE – DESTIN HARBOR / HARBOR WALK VILLAGE



## JEEPALOOZA SCHEDULE OF EVENTS

### **THURSDAY, OCT. 24TH**

Vendor Village Set-Up (overnight security starts at 7pm)

Early Jeep Registration and Check-In open

**Charity Jeep Wash (Location TBD)**

**Annual Shuckin' Fun Poker Run**

**The Official Jeepalooza 2024 Kick-Off Party**

8:00am – 7:00pm

10:00am – 4:00pm

12:00pm – 4:00pm

2:00pm – 5:00pm

7:00pm – 10:00pm

**FRIDAY, OCT. 25TH**

Jeep Registration and Check-In open

**Vendor Village Open**

Charity Raffles Open in Vendor Village

“Stock the Jeep” Food Drive in Vendor Village

Show n’ Shine Registration at Check-in Tent

Charity Jeep Wash (Location TBD)

**The Spookalooza Show N’ Shine Sound Off Competition**

9:00am – 4:00pm

9:00am – 4:00pm

9:00am – 4:00pm

9:00am – 4:00pm

9:00am – 4:00pm

12:00pm – 4:00pm

6:00pm – 10:00pm

**SATURDAY, OCT. 26TH**

Jeep Registration and Check-In open

**Vendor Village Open**

“Stock the Jeep” Food Drive in Vendor Village

Charity Raffles Open in Vendor Village

Charity Raffle Drawings in Vendor Village

Parade Staging at John Beasley Park

**Jeepalooza 2024 Parade Invasion to the Harbor (Police Escorted)**

**Jeepalooza Finale Concert Party at Harbor Walk Village**

9:00am – 2:00pm

9:00am – 4:00pm

9:00am – 4:00pm

9:00am – 2:00pm

2:00pm – 3:00pm

5:00pm – 6:00pm

6:00pm – 7:00pm

8:00pm – 10:00pm

**SUNDAY, OCT. 27TH**

**Jeeps N’ Java with the Vendors**

Blessing of the Jeeps (Service on the Sands) TBA

8:00am – 9:00am

9:00am – 10:00am

**JEEPALOOZA EVENT DETAILS**

**HELP US...**

**STOCK THE JEEP**

**Jeepalooza**

*“Helping Hungry Families & Hurricane Relief”*

**IN THE VENDOR VILLAGE | SPONSORED BY: DESTIN JEEP RENTALS**

“Stock the Jeep” will be located in the center of the Vendor Village. The mission will be for all Jeeps and spectators to come out and donate canned and boxed goods to fill the Jeep completely up to support families in need for the holidays and hurricane relief.



The **Shuckin' Fun Poker Run** will be on Thursday. This 5 stop Oyster Shuckin' good time will take Jeeps to some of the best local Oyster locations in Ft. Walton and Destin. All proceeds go to benefitting our local charity partners.



The **Show n' Shine** will be featured Saturday afternoon before the parade staging. Trophies and prizes will be awarded. Location is slated for the Vendor Village.



Vendors are our ultimate concern! Our mission is to maximize spectatorship and Jeep registrants participation in the Vendor Village at all times. We are offering certain vendors exclusivity in the Village! Ask us if your business qualifies! Jeepalooza Beach Jam will also have a "V3 Virtual Village" setup in the Village for Jeepers to shop any Vendor in the USA on the V3 Platform.

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If we can answer any questions about the event please feel free to contact us directly or email us at: [GulfCoastJeepalooza@gmail.com](mailto:GulfCoastJeepalooza@gmail.com). We would like to discuss the event and **Sponsorship Opportunities** that are available at Jeepalooza Beach Jam 2024. We will also be catering a Vendor/Jeepalooza Kickoff Party for all vendors and early registered Jeeps on that Thursday night, Oct 24th. Thank you for taking the time to review this media and we look forward to the possibility of discussing our event further.

Event Coordinator:  
Matt McKenzie – 850-830-9582

[www.GulfCoastJeepalooza.com](http://www.GulfCoastJeepalooza.com) | [FB/Gulf Coast Jeepalooza](https://www.facebook.com/GulfCoastJeepalooza) | [IG/@GulfCoastJeepalooza](https://www.instagram.com/GulfCoastJeepalooza)

Once the application form is complete, please email it back to us at [GulfCoastJeepalooza@gmail.com](mailto:GulfCoastJeepalooza@gmail.com). We will contact you about confirmation of receiving the application and will then move forward with payment method.



## 2024 VENDOR APPLICATION

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

Please specify the types of products you sell and email us any photos that would help us with set-up:

\_\_\_\_\_

\_\_\_\_\_

**ABSOLUTELY, NO SUB LEASING OF SPACE, APPLICANTS MUST BE ONSITE WITH THEIR BOOTHS**

**\*\*\* INTRODUCTORY RATES – SPACE IS LIMITED TO FIRST COME FIRST SERVE\*\*\***

## JEEPALOOZA VENDOR SIZES

If your booth size is different than below, please contact us for a custom quote:

- \_\_\_\_\_ 1) **PALOOZA#1** - Space Allotment: 30'x60'+ (60'+ Frontage) **Limited** = \$1,000 each  
INCLUDES: VENDOR SPACE, EVENT MARKETING & JEEP REGISTRATIONS
- \_\_\_\_\_ 2) **PALOOZA#2** - Space Allotment: 20'x40' (40' Frontage) **Limited** = \$800 each  
INCLUDES: VENDOR SPACE, EVENT MARKETING & JEEP REGISTRATIONS
- \_\_\_\_\_ 3) **PALOOZA#3** - Space Allotment: 20'x30' (30' Frontage) **Unlimited** = \$700 each  
INCLUDES: VENDOR SPACE, EVENT MARKETING & JEEP REGISTRATIONS
- \_\_\_\_\_ 4) **PALOOZA#4** - Space Allotment: 10'x20' (20' Frontage) **Unlimited** = \$500 each  
INCLUDES: VENDOR SPACE, EVENT MARKETING & JEEP REGISTRATIONS

## POWER

Please specify which power supply will be needed for your Vendor Space:

Do you require power? Yes / No

We provide a 110 standard electrical connection. (No unapproved generators are allowed)

Power fees are as follows: 20 Amp =\$100 \_\_\_\_\_ 30 Amp RV Plug =\$200 \_\_\_\_\_ 50 Amp RV plug \$300 \_\_\_\_\_

## VENDOR EVENT MARKETING

Jeepalooza Beach Jam will provide your business with the following marketing tools leading up to the event week and during the event:

- **Radio:** Mentions during live remotes and broadcasted advertising during event
- **Social Media:** Logo and business mentions on all Social Media outlets
- **Official T-Shirt:** Logo / Name on Official Event T-Shirt
- **Official Website:** Logo and sponsor inclusion on website with links to your sites
- **"NTK Guide Magazine":** Full Page Ad in Official Jeepalooza Beach Jam Magazine
- **Goody Bags:** Your business can include discounts in Official Registered Bags for all Jeeps
- **Collateral Print:** Logo inclusion on all posters, rack cards, mailers, etc.
- **E-Blast:** Logo and web link inclusion on all monthly newsletters sent to registered Jeeps

**\*PLEASE SUPPLY ALL LOGO AND INFORMATION TO BE USED IN ITS MARKETING EFFORTS WHEN SUBMITTING THIS APPLICATION**

## INSURANCE REQUIREMENTS

Each Vendor is required to furnish a certificate of insurance with proof of coverage at a minimum of \$1,000,000 combined single limit general liability coverage naming Jeepalooza Beach Jam as additional insured.

## VENDOR SET-UP

Vendors will be assigned a specific space at the event as selected by Event Management based on size and electrical requirements. All personal vehicles must be in the Vendor Parking Lot and cleared from the Event grounds. Any vehicles that are not Jeep Vendor related inside the Event grounds at that time or parked anywhere other than its designated area can be towed at the owner's expense. **Overnight security will be provided beginning on Thursday, Oct 24, 2024 at 5pm.**

Thursday, Oct 24, 2024	9:00am – 6:00pm	Vendor Village Setup
<b>****ALL VENDORS ARE REQUIRED TO BE SET ON BY SUNDOWN, THURSDAY, OCT 24, 2021****</b>		
Friday, Oct 24, 2024	9:00am – 4:00pm	Vendor Village Open
Saturday, Oct 25, 2024	9:00am – 4:00pm	Vendor Village Open

## CHARITY RAFFLE PRODUCT

Please describe the Charity Product your company will be supplying here along with the retail value of said product. Feel free to email us product photos and specs to: [gulfcoastjeepalooza@gmail.com](mailto:gulfcoastjeepalooza@gmail.com)

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## APPLICATION DEADLINE

**Vendor spots and placement are on a first come, first placement basis.** Once approved by event coordinators and upon acceptance, payment will be due in full to ensure order for the Vendor layout draw.

By signing below, I certify that I have read, understand and comply to agree with all rules and regulations of Jeepalooza Beach Jam 2024.

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

\*\*\*All Charity Raffle Products must be suitable for the event and approved by Staff. Charity raffle items will be showcased on their own to help increase exposure. Advertisements and communication for the raffle drawings are to be provided to Event staff by each vendor. Vendor will provide materials to Event Staff for all Official Goodie Bags. Banners and signage at all event staging areas are to be hung by Event staff outside of each vendors allotted space. Vendor space will be allotted on a first come first serve basis.