



DESTIN, FLORIDA

POWERED & FUELED BY:



OFFICIAL VENDOR PARTNERSHIP

FEB 26TH – MAR 2ND 2025

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 2025 is on track to bring 1000+ Jeeps again this coming year. (7-9 thousand people)**

PERFECT TIMING

Jeepalooza Beach Jam is set for the first week of Spring in “World’s Luckiest Fishing Village”. With warming temperatures, it is the perfect time to take the Jeep top down, play and explore all that Destin has to offer before Spring Break hits. We have studied other Jeep events around the country and strategically chosen this time frame so the event will allow us to donate proceeds to local city charities.



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 2025.

Jeepalooza Beach Jam 2025 is slated for the first of Spring and will continue its track to double in size with our strategic outer marketing campaigns and media building platforms. 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 / FT WALTON BEACH CONFERENCE CENTER



JEEPALOOZA SCHEDULE OF EVENTS

WEDNESDAY, FEB 26TH

Surf & Paddle Board School at Pompano Joe's
Charity Jeep Wash (Location TBD)
Sunset Bonfire Night at Beach Bar
After Party at Cabana Cafe

11:00am –3:00pm
12:00pm – 4:00pm
6:00pm – 8:00pm
8:00pm – Until

THURSDAY, FEB 27TH

Vendor Village Set-Up (overnight security starts at 7pm)	8:00am – 7:00pm
Early Jeep Registration and Check-In open	10:00am – 4:00pm
Charity Jeep Wash (Location TBD)	12:00pm – 4:00pm
Annual Shuckin' Fun Poker Run	2:00pm – 5:00pm
The Official Jeepalooza 2025 Kick-Off Party	7:00pm – 10:00pm

FRIDAY, FEB 28TH

Jeep Registration and Check-In open	9:00am – 4:00pm
Vendor Village Open	9:00am – 4:00pm
Charity Raffles Open in Vendor Village	9:00am – 4:00pm
“Stock the Jeep” Food Drive in Vendor Village	9:00am – 4:00pm
Show n’ Shine Registration at Check-in Tent	9:00am – 4:00pm
Charity Jeep Wash (Location TBD)	12:00pm – 4:00pm
The Mardi Gras Show N’ Shine at Hooters	6:00pm – 10:00pm

SATURDAY, MAR 1ST

Jeep Registration and Check-In open	9:00am – 2:00pm
Vendor Village Open	9:00am – 4:00pm
“Stock the Jeep” Food Drive in Vendor Village	9:00am – 4:00pm
Charity Raffles Open in Vendor Village	9:00am – 2:00pm
Charity Raffle Drawings in Vendor Village	2:00pm – 3:00pm
Parade Staging at John Beasley Park	5:00pm – 6:00pm
Jeepalooza 2025 Parade Invasion to the Harbor (Police Escorted)	6:00pm – 7:00pm
Jeepalooza Finale Concert Party at World Famous AJ’S on the Harbor	8:00pm – Until

SUNDAY, MAR 2ND

Jeeps N’ Java at Crab Trap	8:00am – 9:00am
Blessing of the Jeeps (Service on the Sands) at Crab Trap	9:00am – 9:30am

REGARDS FOR JEEPALOOZA BEACH JAM

1) **Jeepalooza Beach Jam** will provide **Your Business** with the designation and rights as an Official Partner for Jeepalooza Beach Jam 2025 in Destin, Florida.

- ***Official Partner of Jeepalooza Beach Jam 2025***

2) **Jeepalooza Beach Jam** will provide **Your Business** with the following inner and outer marketing before and during the event to promote your business:

- **Radio:** Mentions during live remotes and advertising before and during event
- **EBlast:** Logo and Sponsor inclusion on all materials
- **Social Media:** Logo and business mentions on all Social Media outlets (weekly ads)
- **Geo Targeting Campaign:** 600-mile radius targeting Jeep events, Jeep clubs and Enthusiast

- **Official T-Shirt:** Logo on Official Gulf Coast Jeepalooza 2025 Event T-Shirt
- **Official Program:** Full Page Ad in Official Program
- **Collateral Media:** Logo on Official Poster, Rack Cards, Hotel Banners and all Digital Screens
- **Official Jeepalooza Website:** Logo and sponsor inclusion on website with links to your sites
- **Goody Bags:** Your business can include giveaways/coupons in Official Registered Bags for all Jeeps

3) **Jeepalooza Beach Jam** will provide **Your Business** with *Official Event Media*.

- Use of our Official Partner Logo
- Opportunity to work with **Jeepalooza Beach Jam** to help promote your business before and during event.

4) **Jeepalooza Beach Jam** will provide Your Business with (10) day passes for staff and friends to visit and enjoy the event!

REGARDS FOR PARTNER

1) PARTNER will provide approved logo(s) with color break & additional marketing art required.

2) PARTNER will provide **Jeepalooza Beach Jam** with all Goody Bag Giveaways and Program Ads no later than FEB. 1st, for use at the event.

If we can answer any questions about the event please feel free to contact us directly or email us at: GulfCoastJeepalooza@gmail.com. We would like to discuss the event and **Sponsorship Opportunities** that are available at Jeepalooza Beach Jam 2025. We will also be catering a Vendor/Jeepalooza Kickoff Party and Concert for all vendors and early registered Jeeps on that Thursday night, Feb 27th. 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 | [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. We will contact you about confirmation of receiving the application and will then move forward with payment method.



2025 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 Jeepers
- **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, Feb 27 th 2025	9:00am – 6:00pm	Vendor Village Setup
****ALL VENDORS ARE REQUIRED TO BE SET ON BY SUNDOWN, THURSDAY, FEB 27TH****		
Friday, Feb 28 th 2025	9:00am – 4:00pm	Vendor Village Open
Saturday, Mar 1 st 2025	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

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 2025.

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.