

Vendor Application

How do I participate?

Step 1: Submit this application to:

Jamie Gilles, Marketing Associate, Big Dog Parade
121 Gray Avenue, Santa Barbara, CA 93101

Ph: (805) 963-8727 x1351 Fax: (805) 963-8048

Email: jamieg@bigdogs.com

Step 2: Await application approval

Step 3: Sign official event agreement

Step 4: Send check payable to: Big Dog Foundation

Business Name

Company Representative

Address

City, State, Zip

(____) _____

Telephone

(____) _____

Fax

Email

Business Website

Type of booth

Non-selling

Selling

If selling, check all that you'll sell...

Dog toys

Dog clothing & accessories

Dog leashes, collars, & harnesses

Dog food

Other (please specify)

Vendor deadline

5/10/06



Jamie Gilles
Big Dog Parade
121 Gray Avenue
Santa Barbara, CA 93101

12th Annual
Big Dog Parade
&
Canine Festival
Saturday, June 3, 2006
Santa Barbara, CA



Event

The 12th Annual Big Dog Parade and Canine Festival will be held on Saturday, June 3, 2006. A Santa Barbara tradition, this event is anxiously awaited by thousands of local residents as well as visitors from across the nation. The Big Dog Parade and Canine Festival is the largest dog event in the country bringing dog-lovers and families from all over the U.S.



Thousands of people gather along scenic State Street in historic downtown Santa Barbara to watch the amusing spectacle as dogs dressed in hilarious costumes march the Parade route with their proud owners.

As the Parade route meets the Canine Festival, thousands gather for a fun-filled morning of Festival activities at Old Chase Palm Park. Festival-goers enjoy rows of sponsor and vendor booths, live music, a kid's zone, food and much, much more.



Big Dog Foundation

The Big Dog Parade and Canine Festival is a charity event presented by the Big Dog Foundation and its parent company Big Dog Sportswear.



The Big Dog Foundation receives 100% of the proceeds from the Big Dog Parade and Canine Festival. The Parade is a large source



- Benefiting dogs that help people -

of income for the Big Dog Foundation and has helped the Foundation raise hundreds of thousands of dollars that it has donated to charities benefiting dogs, children and dogs that help people.

Support the Big Dog Foundation by becoming a vendor. Your donation is tax deductible.



- Benefiting children -



- Benefiting dogs -

vendors

\$500

- Booth space at Festival
- Inclusion in goodie bags
- Overhead tent, table, and chairs



Booth Space



Goodie Bags

Demographics

Generally speaking, Parade-goers are middle-class dog lovers and families, ranging in age from kids to seniors. They are loyal to this event and its cause, traveling from all over the country to attend the event year after year.

