

2026 INFO PACKET A block party for Real Estate industry partners & locally owned businesses to interact with the public - hosted by:



We're excited to announce that Home Sweet Home Gulf Coast is returning in 2026 and this year, we're opening the doors even wider to celebrate all things local.

Homegrown. Handmade. Home Services.

This event is a showcase of Pensacola's finest from real estate pros and trusted home service providers to the talented makers, artists, and small businesses that make our city feel like home.

Whether you create custom gifts, design home décor, build handcrafted goods, or help people find or improve their homes—we'd love to have you join us!





Locally owned Pensacola businesses—from home service professionals (real estate, insurance, landscaping, etc.) to lifestyle favorites like boutiques, cafes, furniture stores, salons, and more.



A one-day community celebration featuring vendor booths, entertainment, games, giveaways, and family activities—all highlighting the best of what makes living on the Gulf Coast special.



Blue Wahoos Stadium, Pensacola, FL: 351 W Cedar St, Pensacola, FL 32502



Saturday, May 16th 2026 Time: Tentative



This event is all about showcasing the incredible range of local businesses that make our area feel like home. It's a chance to promote homeownership by spotlighting the services that support homeowners at every stage—while also celebrating the unique lifestyle that comes with living in Pensacola. Because here, owning a home isn't just about the property itself—it's about becoming part of a vibrant, connected community that's truly worth investing in.





Home Sweet Home is all about celebrating what makes the Gulf Coast feel like home and that includes the incredible locally owned businesses that give our community its unique charm. This year, we're opening up vendor spots to hometown favorites outside of the home service industry. Whether you're a boutique, antique shop, bike store, artisan, or local club, we'd love for you to be part of the event. Let's show off the businesses that make our city more than just a place to live.



THE IDEAL VENDORS

- Works with Homeowners
- Local Business
- Average to high-end income clients
- Interested in increasing visability
- Wants to network with industry partners

Mortgage Lender





Realtors

Appraiser

Insurance

Landscaper

Builder

Pool Service

Sports Leagues

Title Services

Antiques

Kids Places

Lawn Services

Electrician

Home Inspector

Contractor

Movers

Interior Designer

Fencing

Pest Control

Adventure Places

Garden Centers

Arts & Crafts

Homemade Art

Solar

Plumbing

HVAC

Roofer

Furniture

Decorating/Staging

Health Services

Gifts

Pet Services

Boutiques

Cleaning/Hospitality

And more! Contact us to find out if you are a good fit for this event.

Marketingteam@mythl.com
Text/Call Event Coordinator, Nikkie @ 850-341-6905

*Due to venue regulations, no outside food or beverage items may be brought into the event. We kindly ask all participants to adhere to this policy to ensure a smooth and compliant experience for everyone.

*As the event host and presenting sponsor, Trident Home Loans will serve as the exclusive mortgage lending representative. In order to maintain the integrity of our sponsorship and avoid any direct industry conflicts, we will not be accepting vendor applications from other mortgage lenders or financial institutions offering similar services.

We appreciate your understanding and look forward to showcasing a diverse and complementary group of local businesses that make our community feel like home.

WHY IT MATTERS

Be part of Home Sweet Home 2026 and help us highlight the local businesses—big and small—that make this the kind of place people want to call home.

This isn't just another vendor event, it's a celebration of what makes our community feel like home. Home Sweet Home 2026 is expanding to include not only the top names in real estate, construction, and home improvement, but also the locally owned shops, creatives, and services that turn neighborhoods into hometowns.

- Increase Visability
- · Reach a wide local audience
- Networking opportunites
- Brand exposure
- Community Engagement
- Celebrate your city
- Showcase your services

By setting up a booth at this high-visibility event, your business will be front and center as families explore homeownership, local services, and the lifestyle that makes living here special. Whether you offer home repair, plants, boutique gifts, insurance, or financial guidance—your presence helps tell the story of what it means to live, work, and thrive in our community.

Why Participate?

PRIME LOCATION & HIGH FOOT TRAFFIC

With Blue Wahoos Stadium as our backdrop, your booth will be part of a family-focused day featuring bounce houses, live music, a home run derby, food, games, and more. You'll engage with attendees from all walks of life—homeowners, future buyers, and curious locals—creating brand recognition in an authentic, memorable way.

FACE-TO-FACE CONNECTIONS WITH REAL RESULTS

This is your chance to engage directly with potential clients, answer questions, and build trust through conversation—not cold calls. It's about creating real relationships that convert into future business.

GROW YOUR NETWORK

Join forces with other local professionals across industries. Whether you're in home lending, landscaping, insurance, real estate, design, or retail—this event is built to foster meaningful partnerships and referrals. Collaboration thrives when businesses connect in a shared hometown setting.

MAKE YOUR BRAND LOCAL & LEGENDARY

Align yourself with an event that's all about community pride. Sponsoring or participating sends a message: you're invested in the place people call home. Let your brand be part of what makes this town worth living in.



Hosted by:

SPORTS CLUB MEET, PLAY, COMPETE, REPEAT.

Free walk-on Entry Prizes All Ages Welcome

—— More details to come!———



Event Acitivites & Entertainment

- Vendors to be set up around the field & concourse
- Entertainment on field for lawn games, bounce houses
- Bleachers for seating
- Bathrooms throughout
- Concession Stands
- Pickup Baseball Theme Game(s)



Activities and Entertainment may be subject to change



NMLS 65716 | Equal Housing Lender

A look back:

Highlights from Home Sweet Home Gulf Coast 2025





From Star Wars and costumed characters, adults and kids playing kickball, a Pelican scavenger hunt and to DJ Salty bringing the vibes — May 2025 was a day full of fun, dancing, and family-friendly entertainment. In the heart of Pensacola, kids and parents came together to celebrate home, community, and all things local. Get ready to make new memories in 2026!

CORPORATE SPONSORSHIP

\$10k

Event Featured Sponsor

Limited to 1 Sponsor

+ Trident Home Loans

- Exclusive "Featured Sponsor" naming rights for the event
- Exclusive Host for Happy Hour for Vendors
- Jumbotron Ad Placement during event
- Premier Booth Location with double space
- Full-Feature social media spotlight (video interview & photos)
- · Logo placement on all banners, flyers, and digital ads
- · Inclusion in all press releases & media coverage
- · Custom banner displayed in high-traffic stadium area
- Sponsor logo on scavenger hunt cards and game prizes
- Exclusive opportunity to speak on-stage or serve as event emcee
- Priority inclusion in post-event recap media content

Corporate Gold Sponsor

- Prime 10x10 Booth Space Location
- Recognition as the Presenting Sponsor for On-field Game Trophies (name/logo on trophies or presentation signage
- Social media spotlight (Min. 1 dedicated post or reel + stories)
- · Logo on digital ads, website, and event banners
- Zone Branding Opportunity (Kids Zone, sports games, etc.)
- Guaranteed placement of branded item or flyer in attendee swag bags (Handled for You - our marketing team will take care of sourcing, packaging, and including branded material on your behalf.)
- Jumbotron Ad Placement during event

Corporate Community Sponsor

- Prime Booth 10x10 or Double booth Space Location
- Logo featured on website and select signage
- Mention on social media thank-you posts
- Opportunity to include item in swag bags (Bring your own Swag)
- Recognition in pre-event newsletters

Raffle Basket Contribute a raffle basket or gift item for our highly anticipated giveaway area and receive additional visibility during the event! Each contributing business will:

- Be announced and tagged on social media as a raffle partner
- Have their business name displayed next to their basket
- Be listed on our Raffle Sponsor signage near the prize table
- Be included in a special "Raffle Roundup" post during the event week This is a great way to promote your services or products—even if you aren't sponsoring at a higher tier.

VENDOR SPONSORSHIP

This public event is FREE ADMISSION

The Home Sweet Home Gulf Coast Block Party welcomes all types of businesses! However, due to Blue Wahoos Stadium's contract with their food and beverage provider, we're unable to allow outside food or drink (including food trucks/vendors drinks, snacks or home baked items).

Contact Nikkie (Event Coordinator) at 850-341-6905 or Email: MarketingTeam@mythl.com

PACKAGE DETAILS	GRAND SLAM	HOME RUN	SLUGGER	BASE HIT
	\$1000	\$750	\$500	\$250
Standard 10x10 Booth Space	Ø	Ø		
One Dedicated Social Media Shoutout in the lead-up to the event	O	•	•	•
Logo Featured in the event guide, printed signage, and digital promotions	•	Ø	②	•
Swag Bag Opportunity: Provide your own branded item to be included in attendee swag bags	⊘	Ø	•	
Custom Branded-Interview Segment or Featurette	Ø	•		
Priority Booth Selection: Choose from concourse or field-level locations	O	Ø		
Premium Logo Placement across event banners, print materials, digital ads, and social media	⊘			
Jumbotron Ad Placement during the event	Ø	O		
Featured Recognition in video and DJ announcements as a top-tier sponsor	O	Ø		
Priority placement in event reel or recap video	Ø			
Giveaway Activation — Option to host a raffle prize giveaway announced by the DJ during the event	⊘			
Boosted video promotion via paid ad on Facebook/Instagram	Ø			
HOME HOME	Maximum exposure before, during, and after the event	Best value for booth and digital reach	Ideal for businesses ready to meet the crowd	Best for brand presence without a booth





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PAST VENDO

FROM 2025













































































910-264-7924













Disclaimers

General Liability Clause

Hold Harmless Agreement: Home Sweet Home Gulf Coast nor it's parent host, Trident Home Loans, LLC, known going forward as HSH/THL shall not be held liable for any injury, loss, or damage incurred by Vendors, Sponsors, or Attendees, including but not limited to personal injury, property damage, theft, or other incidents occurring during or in connection with the event. Attendees and participants agree to attend and participate at their own risk.

Assumption of Risk: By participating in this event, all parties acknowledge and accept that certain risks are inherent and release HSH/THL, from liability resulting from any incidents arising from such risks. All participants agree to indemnify and hold the Organizer harmless against any claims, lawsuits, or expenses resulting from their participation in the event.

Vendor and Sponsor Agreements

Payment Terms: Payments are non-refundable unless the event is canceled by HSH/TH. Partial refunds due to client cancellation shall only be considered if written notice is received at least [60 days] prior to the event date, and any refund will be subject to a [50%] administrative fee. Full payment must be received by April 1st, 2025 to confirm participation. Failure to comply will result in forfeiture of participation rights.

Force Majeure Clause: HSH/THL shall not be liable if the event is canceled, delayed-(in whole or in-part), for failure to perform its obligations under this agreement due to circumstances beyond its reasonable control, including but not limited to acts of God, natural disasters, governmental restrictions, or other emergencies rendering the event impractical or unsafe to host beyond the control of HSH/THL, nor is liable for any damages or losses, and fees may be refunded or applied to a future event at HSH/THL's discretion.

Vendor Responsibilities: Vendors and Sponsors must comply with all federal, state, and local laws and maintain necessary permits and licenses. Vendors are solely responsible for their setup, breakdown, and waste disposal. Vendors and Sponsors are responsible for providing the agreed-upon services, goods, or displays and must comply with all applicable laws, permits, and venue regulations. Failure to comply may result in immediate termination of participation without a refund.

No-Show Clause: Failure of Vendors or Sponsors to show up or set up within the designated timeframe shall not entitle them to a refund, and the Organizer reserves the right to reassign or repurpose the contracted space.

Audience and Attendee Rules

Code of Conduct: All attendees and participants must adhere to the event's Code of Conduct. The Organizer reserves the right to remove any individual or group whose behavior is deemed disruptive, inappropriate, or unsafe, with no obligation to refund fees or other costs incurred by the individual.

Dispute Resolution www.nmlsconsumeraccess.org.

Governing Law and Venue: This agreement shall be governed by the laws of the State of Florida. Any disputes arising under this agreement will be resolved exclusively in the courts of Escambia, Florida.

Arbitration Clause: Any disputes will first be submitted to mediation, and if unresolved, to binding arbitration under the rules of the American Arbitration Association. The decision of the arbitrator will be final and enforceable in court.

Intellectual Property and Media Release

Media Release: By attending the event, attendees and participants grant HSH/THL permission to use photographs, videos, and/or recordings taken during and prior to the event for promotional or other lawful purposes without compensation.

Intellectual Property Protection: Vendors and sponsors retain ownership of their proprietary content but grant HSH/THL a license to use their logos and materials for event promotion.

Venue-Specific Conditions

The Organizer is not responsible for any restrictions, rules, or requirements imposed by the contracted venue. Participants must comply with all venue-specific policies and guidelines, which will be provided upon request.

Miscellaneous Clauses

Right to Amend Terms: HSH/THL reserves the right to amend terms and conditions as needed to ensure the event's success and safety. Participants will be notified of any material changes.

Event Disclaimer:

Event details, including dates, times, locations, activities, sponsorship/vendor packages, and anv related information, are subject to change without prior notice. The Home Sweet Home Gulf Coast event is hosted and operated by Trident Home Loans, LLC, NMLS #65716, an Equal Housing Lender located at 6723 Plantation Road, Pensacola, FL 32504. Trident Home Loans, LLC is the sole owner and organizer of the Home Sweet Home Gulf Coast event. Participation in the event, including any contests, giveaways, or vendor interactions, does not constitute a loan application or a commitment to lend. All loan products are subject to credit approval, underwriting guidelines, and program terms and conditions, which are subject to change without notice. This event is intended for community engagement and informational purposes only. For licensing information, visit

PLEASE NOTE



Deposit of 50% due no later than 30 days prior to event



Cancelling within 30 days of event forfeits deposit. Cancelling prior to this forfeits 50% of deposit.



We are not responsible for knowing your industry-specific compliance rules/regulations for marketing and advertising.



Due to venue restrictions, no outside food or drinks permitted. (*exception of personal water bottle)



Up to 10x10 Booth space is available with designated packages. *Note: Tent, Chair(s), and Table not provided. *Space is designated by venue area, some are not full square 10x10.

OUR TEAM



Nadine Makos Director of Marketing Nadine@mythl.com 850-807-4152



Nikkie Galvan Event Coordinator / Media Content Nikkie.g@mythl.com 850-341-6905



Masha Herasymenko Social Media - Content Creator Masha@mythl.com 850-343-0400 x 137

Ready to sign up?

You can also contact us for questions at Marketingteam@mythl.com

