



**Fridays and Saturdays  
in December  
5:30 - 8:30 p.m.**

*Take a festive and fun after-hours stroll amid sparkling displays of holiday lights that transform the zoo into a winter wonderland. Enjoy hot chocolate, festive music and awesome animals.*



FRIDAYS AND SATURDAYS  
IN DECEMBER  
ROSAMOND GIFFORD ZOO  
1 CONSERVATION PL  
SYRACUSE, NY

## Sponsorship Opportunities

### TITLE SPONSOR - \$15,000

- Exclusive Title Sponsorship Recognition of Holiday Nights ("Your Company Name" Holiday Nights)
- Company Name inclusion as Title Sponsor in all event publicity, including but not limited to, television, radio, print and social media.
- Company logo and/or name included in/on:
  - Designated Holiday Nights webpage
  - Holiday Nights event signage
  - Holiday Nights event posters
- Recognition in all sponsor listings
- Ad in event program/ticket
- Logo to be included in two dedicated social media posts thanking sponsor for Title Sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Inclusion as Title Sponsor in all social media posts regarding Holiday Nights (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Logo included in all mentions of the event in pre-event media within *MyZoo Magazine* and dedicated email blasts.
- Opportunity for sponsor to exhibit in a 10" x 10" space (location to be mutually agreed upon) during Holiday Nights for a minimum of two weekends.
- 50 Holiday Nights tickets (Reservations required)

### PRESENTING SPONSOR - \$10,000

- Company name inclusion in all event publicity, including but not limited to television, radio, print and social media
- Logo in all collateral associated with Holiday Nights
- Logo on Holiday Nights webpage
- Logo in all event signage during Holiday Nights
- Ad in event program/ticket
- Logo in one designated social media posts thanking sponsor for presenting sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Inclusion as presenting sponsor in all Holiday Nights social media posts
- Opportunity for sponsor to exhibit in a 10" x 10" space (location to be mutually agreed upon) during Holiday Nights for a minimum of two weekends.
- 40 Holiday Nights tickets (Reservations required)

## Sponsorship Opportunities continued

### **SANTA STATION SPONSOR - \$7,500**

- Sponsor recognized at Santa's station by nearby sponsor signage
- Complimentary candy canes provided to all guests courtesy of sponsor (with sponsor acknowledgement)
- Logo on Holiday Nights webpage
- Logo in all collateral associated with Holiday Nights
- Logo in all event signage during Holiday Nights
- Logo in one designated social media posts thanking sponsor for presenting sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Opportunity for sponsor to exhibit in a 10" x 10" space location to be mutually agreed upon during Holiday Nights a minimum of two weekends.
- 30 Holiday Nights tickets

### **HOT CHOCOLATE STATION SPONSOR - \$5,000 (2 available)**

- Designated Hot Chocolate station branded as your company treat station for three weekends of Holiday Nights
- Logo in all collateral associated with Holiday Nights
- Logo on Holiday Nights webpage
- Logo in all event signage during Holiday Nights
- Ad in event program/ticket
- Logo in one designated social media posts thanking sponsor for presenting sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- 30 Holiday Nights tickets
- *\*Hot Chocolate is for purchase*

### **S'MORES STATION SPONSOR - \$5,000 (2 available)**

- Designated S'mores station branded as your company treat station for three weekends of Holiday Nights
- Logo in all collateral associated with Holiday Nights
- Logo on Holiday Nights webpage
- Logo in all event signage during Holiday Nights
- Ad in event program/ticket
- Logo in one designated social media posts thanking sponsor for presenting sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- 30 Holiday Nights tickets
- *\*S'mores are for purchase*

### **VOLUNTEER PROGRAM SPONSOR - \$3,500**

- Company name and logo to be included on volunteer Santa hats that will be worn during Holiday Nights.
- Logo in all collateral associated with the Holiday Nights
- Logo to be included on designated Holiday Nights webpage
- 10 Holiday Nights tickets

### **ENTERTAINMENT SPONSOR - \$1,500 (6 available)**

- Signage during the event indicating sponsorship of featured performance
- Logo to be included in all collateral associated with Holiday Nights
- Logo to be included on designated Holiday Nights webpage
- 10 Holiday Nights Tickets

### **SUPPORTING SPONSOR - \$1,000 (10 available)**

- Sponsor logo on select printed event collateral
- Company mentions in event-related press releases and media alerts.
- Inclusion in web-based marketing
- Logo to be included on designated Holiday Nights webpage
- 8 Holiday Nights tickets

### **IN-KIND SPONSORSHIP**

The Friends of the Rosamond Gifford Zoo would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be paid by providing goods and services that are budget-relieving to the Zoo. These opportunities are reviewed on a case-by-case basis.



**Partnership Form**

**Rosamond Gifford Zoo  
Fridays and Saturdays  
in December**

ROSAMONDGIFFORDZOO.ORG



**SEND COMPLETED REGISTRATION FORM TO:**

Friends of the Rosamond Gifford Zoo  
Development Office  
One Conservation Place  
Syracuse, NY 13204  
Phone: (315) 435-8511 X8518  
Email: esawyer@rosamondgiffordzoo.org

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

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

- Yes, we would like to sponsor the 2021 Holiday Nights
- I would like to purchase additional tickets. \_\_\_\_\_ ticket(s) x \$8/ea = total \$ \_\_\_\_\_
- A check is enclosed in the amount of \_\_\_\_\_

**(Please make checks payable to Friends of the Rosamond Gifford Zoo)**

- PLEASE INVOICE
- Credit Card Payment: Please call Erin Sawyer at (315) 435-8511 x8518.

*Payment must be received by November 12, 2021, to be included in all printed materials.  
Reservations are required for this event.*

**SPONSORSHIP OPPORTUNITIES**

- TITLE** \$15,000
- PRESENTING** \$10,000
- SANTA STATION** \$7,500
- HOT CHOCOLATE STATION** \$5,000
- SMORES STATION** \$5,000
- VOLUNTEER PROGRAM** \$3,500
- ENTERTAINMENT** \$1,500
- SUPPORTING** \$1,000