



**ZOO RUN RUN**

ROSAMOND GIFFORD ZOO

**Saturday,  
October 23, 2021**

*Get out and get moving on behalf of the Rosamond Gifford Zoo starting this summer with our first-ever 5K zoo run! Walk or run – all levels are welcome. Build your team and support the zoo's mission.*

*Here's a chance for everyone to join in and be part of the action virtually through the summer and fall -- and in-person run at the zoo on October 23. Participants will receive a run T-shirt and complementary admission to the zoo. If you can't participate, support a person or team!*



**SATURDAY, OCTOBER 23, 2021**  
**ROSAMOND GIFFORD ZOO**  
1 CONSERVATION PL  
SYRACUSE, NY

**ROSAMONDGIFFORDZOO.ORG**

## Sponsorship Opportunities

### **TITLE SPONSOR - \$10,000**

- Exclusive Title Sponsorship Recognition of Run ("Your Company Name" Run)
- Company Name inclusion as Title Sponsor in all event publicity, including but not limited to, television, radio, print and social media
- Logo in all collateral associated with the Zoo Run Run
- Logo on Zoo Run Run webpage
- Logo in all event signage at and during Zoo Run Run
- Logo on Zoo Run Run T-shirts
- Logo included in Finisher Medal
- Logo included on sponsor banner located at the start/finish line
- Logo to be included in (3) three designated 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 Zoo Run Run social media posts
- 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
- (10) Complimentary race entries

### **PRESENTING SPONSOR - \$5,000**

- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo to all collateral associated with the Zoo Run Run
- Logo on Zoo Run Run webpage
- Logo in all event signage at and during Zoo Run Run
- Logo on Zoo Run Run T-shirts
- Logo included on sponsor banner located at the start/finish line
- Logo to be included in (2) two 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 Zoo Run Run social media posts
- (8) Complimentary race entries





## Sponsorship Opportunities continued

### **VOLUNTEER PROGRAM SPONSOR - \$2,500**

- Company name and logo to be included on volunteer shirts that will be worn during Zoo Run Run
- Logo in all collateral associated with the Zoo Run Run
- Logo on Zoo Run Run webpage
- Logo on Zoo Run Run T-shirts
- Logo to be included in (1) one designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- (2) Complimentary race entries

### **ENTERTAINMENT SPONSOR - \$1,500 (3 Available)**

- Signage at Entertainment Venue during the event
- Logo in all collateral associated with the Zoo Run Run
- Logo on Zoo Run Run webpage
- Logo to be included in (1) one designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- (2) Complimentary race entries

### **BEVERAGE SPONSOR (IN-KIND OR \$1,500) (2 available)**

- Branding opportunities for water stations i.e. "The *insert company name* Water Station"
- Logo in all collateral associated with the Zoo Run Run
- Logo on Zoo Run Run webpage
- Logo to be included in (1) one designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- (2) Complimentary race entries

### **SUPPORTING SPONSOR - \$1,000 (5 Available)**

- Logo sponsor on select printed event collateral
- Company mentions in event-related press releases and media alerts
- Logo on Zoo Run Run webpage
- Logo to be included in (1) one designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- (2) Complimentary race entries

### **EXHIBITOR - \$200**

- Opportunity for Sponsor to exhibit in a 10' x 10' space location to be mutually agreed upon
- Logo on Zoo Run Run webpage

### **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  
October 23, 2021**

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 Zoo Run Run
- 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.

**SPONSORSHIP OPPORTUNITIES**

- TITLE** \$10,000
- PRESENTING** \$5,000
- VOLUNTEER PROGRAM** \$2,500
- ENTERTAINMENT** \$1,500
- BEVERAGE** \$1,500 or In-Kind
- SUPPORTING** \$1,000
- EXHIBITOR** \$200

**PARTICIPANT INFORMATION**

*Please attach additional runner names as applicable*

	FIRST NAME	LAST NAME	SHIRT SIZE	FAVORITE ANIMAL
1				
2				
3				
4				
5				