



ZOO RUN RUN

ROSAMOND GIFFORD ZOO

Spring 2022

*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.
Participants will receive a run T-shirt and
complementary admission to the zoo.
If you can't participate, support a person or team!*



SPRING 2022
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
Spring 2022**

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

- | | | | |
|--|----------|---|--------------------|
| <input type="radio"/> TITLE | \$10,000 | <input type="radio"/> BEVERAGE | \$1,500 or In-Kind |
| <input type="radio"/> PRESENTING | \$5,000 | <input type="radio"/> SUPPORTING | \$1,000 |
| <input type="radio"/> VOLUNTEER PROGRAM | \$2,500 | <input type="radio"/> EXHIBITOR | \$200 |
| <input type="radio"/> ENTERTAINMENT | \$1,500 | | |

PARTICIPANT INFORMATION

Please attach additional runner names as applicable

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