



Weekends in October

*Trick-or-Treat with the animals
at the Rosamond Gifford Zoo!
This kooky not spooky event provides
Halloween fun without fear.
Families will enjoy themed treats,
creepy-crawly animal encounters,
keeper talks, pop-up dance parties,
games and more!*





WEEKENDS IN OCTOBER
ROSAMOND GIFFORD ZOO
 1 CONSERVATION PL
 SYRACUSE, NY

ROSAMONDGIFFORDZOO.ORG

Sponsorship Opportunities

TITLE SPONSOR - \$15,000

- Exclusive Title Sponsorship recognition of Zoo Boo ("Your Company Name" Zoo Boo)
- 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 Zoo Boo webpage
 - Zoo Boo event signage
 - Zoo Boo event posters
- Recognition in all sponsor listings
- Ad in event program/ticket
- Logo to be included in three 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 Zoo Boo (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 Zoo Boo for a minimum of two weekends.
- 50 Zoo Boo tickets

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 Zoo Boo
- Logo on Zoo Boo webpage
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in 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 Boo social media posts
- Opportunity for sponsor to exhibit in a 10" x 10" space (location to be mutually agreed upon) during Zoo Boo for a minimum of two weekends.
- 40 Zoo Boo tickets



Sponsorship Opportunities continued

TREAT BAG SPONSOR - \$7,500

- Company logo on estimated 5,000 reusable treat bags to be handed out to each Zoo Boo participant
- Logo on Zoo Boo webpage
- Logo in all collateral associated with Zoo Boo
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in 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)
- Opportunity for sponsor to exhibit in a 10" x 10" space (location to be mutually agreed upon) during Zoo Boo for a minimum of two weekends.
- 30 Zoo Boo tickets

TREAT STATION SPONSOR - \$5,000 (5 Available)

- Designated treat station branded as your company treat station for five weekends of Zoo Boo
- Logo in all collateral associated with Zoo Boo
- Logo on Zoo Boo webpage
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in 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)
- 30 Zoo Boo tickets



CRAFT STATION SPONSOR - \$5,000 (2 available)

- Designated craft station branded as your company treat station for five weekends of Zoo Boo
- Logo in all collateral associated with Zoo Boo
- Logo on Zoo Boo webpage
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in 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)
- 30 Zoo Boo tickets

VOLUNTEER PROGRAM SPONSOR - \$2,500

- Company name and logo to be included on volunteer shirts that will be worn during Zoo Boo.
- Logo in all collateral associated with the Zoo Boo
- Logo on Zoo Boo webpage
- Logo on Zoo Boo T-shirts
- Logo to be included in 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)
- 5 Zoo Boo tickets



ENTERTAINMENT SPONSOR - \$1,500 (3 available)

- Signage at Entertainment Venue during the event
- Logo to be included in all collateral associated with Zoo Boo.
- Logo to be included on designated Zoo Boo webpage
- Ad in event program/ticket
- Logo to be included in 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)
- 10 Zoo Boo Tickets

SUPPORTING SPONSOR - \$1,000

- Sponsor logo on select printed event collateral
- Company mention in event-related press releases and media alerts.
- Inclusion in web-based marketing
- Logo on Zoo Boo webpage
- Logo to be included in 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)
- 10 Zoo Boo tickets

EXHIBITOR SPACE - \$250

MAP AD SPONSOR - \$250

- One 2.5" x 3.75" ad on the event map
- Company to be included on Zoo Boo webpage

MAP AD SPONSOR - \$100

- One 2.625" x 1.5" ad on the event map
- Company to be included on Zoo Boo 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
Weekends in October**

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 Boo

☐ 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.

SPONSORSHIP OPPORTUNITIES

- | | |
|---|----------|
| <input type="radio"/> TITLE | \$15,000 |
| <input type="radio"/> PRESENTING | \$10,000 |
| <input type="radio"/> TREAT BAG | \$7,500 |
| <input type="radio"/> TREAT STATION | \$5,000 |
| <input type="radio"/> CRAFT STATION | \$5,000 |
| <input type="radio"/> VOLUNTEER PROGRAM | \$2,500 |
| <input type="radio"/> ENTERTAINMENT | \$1,500 |
| <input type="radio"/> SUPPORTING | \$1,000 |
| <input type="radio"/> EXHIBITOR SPACE | \$250 |
| <input type="radio"/> MAP AD SPONSOR (2.5" W X 3.75" H) | \$250 |
| <input type="radio"/> MAP AD SPONSOR (2.625" W X 1.5" H) | \$100 |

