



***Join Us
Friday, August 5, 2022***

*Make plans now to attend
one of the most anticipated
events of the summer.
More than 100 tastings of
craft beers, wines and other
adult beverages, live music
performances throughout
the zoo and a great
gathering of food trucks,
plus animals on exhibit.
This is one party
not to be missed!*



FRIDAY, AUGUST 5, 2022
ROSAMOND
GIFFORD ZOO
1 CONSERVATION PL
SYRACUSE, NY

ROSAMONDGIFFORDZOO.ORG

Sponsorship Opportunities

TITLE SPONSOR - \$15,000

- Exclusive Title Sponsorship Recognition of Brew at the Zoo ("Your Company Name" Brew at the Zoo)
- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage
- Logo in all event signage at and during Brew at the Zoo
- Full-page ad in the event program
- Logo included in 3 designated social media posts thanking sponsor for Title Sponsorship of the event (Facebook 66,500 followers, Twitter 8,800 followers and Instagram 26,100 followers)
- Inclusion as Title Sponsor in all Brew at the Zoo 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
- Logo on event lanyard given to all attendees of Brew at the Zoo
- Logo on event souvenir cup given to attendees of Brew at the Zoo
- 20 VIP tickets to Brew at the Zoo
- 10 Parking passes for Brew at the Zoo
- 10 General admission tickets to Brew at the Zoo

PRESENTING SPONSOR - \$7,500

- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage
- Logo in all event signage at and during Brew at the Zoo
- Full-page ad in event program
- Logo in 2 designated social media posts thanking sponsor for presenting sponsorship of the event (Facebook 66,500 followers, Twitter 8,800 followers and Instagram 26,100 followers)
- Inclusion as presenting sponsor in all Brew at the Zoo social media posts
- 10 VIP tickets to Brew at the Zoo
- 5 Parking passes for Brew at the Zoo
- 6 General admission tickets to Brew at the Zoo



Sponsorship Opportunities continued

VIP LOUNGE SPONSOR - \$3,500

- VIP Lounge Sponsorship of Brew at the Zoo (Approximately 200 ticket holders)
- Signage within VIP area indicating sponsorship of VIP Lounge (company to provide banner)
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage
- Full-page ad in the event program
- Logo to be included in 1 designated social media post thanking sponsor for sponsorship of the event (Facebook 66,500 followers, Twitter 8,800 followers and Instagram 26,100 followers)
- 6 VIP tickets to Brew at the Zoo
- 3 Parking passes for Brew at the Zoo

TASTING CUP SPONSOR - ~~\$3,500~~ **SOLD**

- Company logo to be incorporated in tasting cup for Brew at the Zoo
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage
- Half-page ad in event program
- Logo to be included in 1 designated social media post thanking sponsor for sponsorship of the event (Facebook 66,500 followers, Twitter 8,800 followers and Instagram 26,100 followers)
- 6 VIP tickets to Brew at the Zoo
- 3 Parking passes for Brew at the Zoo

SILENT AUCTION SPONSOR - \$2,500

- Silent Auction Sponsorship of Brew at the Zoo
- Signage indicating sponsorship at silent auction tables during the event
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage and silent auction page
- Half-page ad in event program
- 6 VIP tickets to Brew at the Zoo
- 3 Parking passes for Brew at the Zoo

VOLUNTEER PROGRAM SPONSOR - \$2,500

- Company name and logo included on approximately 300 volunteer shirts worn during Brew at the Zoo
- Logo included in all collateral associated Brew at the Zoo
- Logo on Brew at the Zoo webpage
- 1 Quarter-page ad in the event program
- 4 VIP tickets to Brew at the Zoo
- 2 Parking passes for Brew at the Zoo

ENTERTAINMENT SPONSOR - \$1,500 (2 Available)

- Signage at Entertainment Venue during the event
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage
- Half-page ad in event program
- 4 General admission tickets to Brew at the Zoo



Sponsorship Opportunities continued

ANIMAL AMBASSADOR 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
- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo on Brew at the Zoo webpage
- Quarter-page ad event in event program
- 2 General admission tickets to Brew at the Zoo

SUPPORTING SPONSOR - \$750 (5 Available)

- Sponsor logo on select printed event collateral
- Company mention in event-related press releases and media alerts
- Inclusion in web-based marketing
- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo on Brew at the Zoo webpage
- Quarter-page ad event in event program
- 2 General admission tickets to Brew at the Zoo

PROGRAM AD SPONSOR - \$500

- 1 Full-page ad in the event program
- Company included on Brew at the Zoo webpage
- Company name included in sponsorship list in the event program
- 2 General admission tickets to Brew at the Zoo

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.



Brew at the Zoo Partnership Form

**Rosamond Gifford Zoo
August 5, 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
Email: esawyer@rosamondgiffordzoo.org

COMPANY NAME _____

CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

SIGNATURE _____

☐ Yes, we would like to sponsor the 2022 Brew at the Zoo

☐ I would like to purchase additional general admission tickets. _____ ticket(s) x \$40/ea = total \$ _____

☐ A check is enclosed in the amount of _____

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

☐ PLEASE INVOICE

SPONSORSHIP OPPORTUNITIES

<input type="radio"/> TITLE	\$15,000	<input type="radio"/> SILENT AUCTION	\$2,500	<input type="radio"/> SUPPORTING	\$750
<input type="radio"/> PRESENTING	\$7,500	<input type="radio"/> VOLUNTEER PROGRAM	\$2,500	<input type="radio"/> PROGRAM AD	\$500
<input type="radio"/> VIP LOUNGE	\$3,500	<input type="radio"/> ENTERTAINMENT	\$1,500		
<input type="radio"/> TASTING CUP	SOLD	<input type="radio"/> ANIMAL AMBASSADOR	\$1,000		

