



**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**

ROSAMONDGIFFORDZOO.ORG

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 66,500 followers, Twitter 8,800 followers and Instagram 26,100 followers)
- Inclusion as Title Sponsor in all social media posts regarding Holiday Nights (Facebook 66,500 followers, Twitter 8,800 followers and Instagram 26,100 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 66,500 followers, Twitter 8,800 followers and Instagram 26,100 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 post 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

LIGHT DISPLAY SPONSOR - \$5,000 (3 available)

- Designated light display station branded as your company display 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 post 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 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 post 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 post 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*

*Performances
by CirqOvation*



Sponsorship Opportunities continued

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 Holiday Nights
- Logo to be included on designated Holiday Nights webpage
- 10 Holiday Nights tickets

ICE CARVING DEMONSTRATION SPONSOR \$2,500

- 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

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

ANIMAL GREETER SPONSOR - \$1,500 (3 available)

- Signage during the event indicating sponsorship of animal greeter
- 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.



Holiday Nights 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 2022 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, 2022, to be included in all printed materials. Reservations are required for this event.

SPONSORSHIP OPPORTUNITIES

| | | | | | |
|--|----------|--|---------|--|---------|
| <input type="radio"/> TITLE | \$15,000 | <input type="radio"/> HOT CHOCOLATE STATION | \$5,000 | <input type="radio"/> ENTERTAINMENT | \$1,500 |
| <input type="radio"/> PRESENTING | \$10,000 | <input type="radio"/> SMORES STATION | \$5,000 | <input type="radio"/> SUPPORTING | \$1,000 |
| <input type="radio"/> SANTA STATION | \$7,500 | <input type="radio"/> VOLUNTEER PROGRAM | \$3,500 | | |

