



2024

*Join Friends of the Rosamond Gifford Zoo
for the Fall Conservation Bash
to benefit animal care at the zoo and
conservation in the wild.*





2024

ROSAMOND GIFFORD ZOO
1 CONSERVATION PL
SYRACUSE, NY

ROSAMONDGIFFORDZOO.ORG

Sponsorship Opportunities

TITLE SPONSOR - \$12,5000

- Exclusive Title Sponsorship Recognition of The Fall Conservation Bash ("Your Company Name" Fall Conservation Bash)
- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo in all collateral associated with the Fall Conservation Bash
- Logo on Fall Conservation Bash webpage
- Logo in all event signage at and during the Fall Conservation Bash
- Full-page ad in the event program
- Logo to be included in (3) three designated social media posts thanking sponsor for Title Sponsorship of the event (Facebook 74,200 followers, Twitter 9,700 followers and Instagram 29,000 followers)
- Inclusion as Title Sponsor in all Fall Conservation Bash 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.
- (4) Four high-top tables with tickets for 6 guests at each table to the Fall Conservation Bash (18 total tickets)

PRESENTING SPONSOR - \$7,500

- Presenting Sponsorship of Fall Conservation Bash
- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo in all collateral associated with the Fall Conservation Bash
- Logo on Fall Conservation Bash webpage
- Logo in all event signage at and during the Fall Conservation Bash
- Recognition in all sponsor listings, including event program, event signage, and designated event website
- Full-page ad in the event program
- Logo to be included in (2) two designated social media posts thanking sponsor for presenting sponsorship of the event (Facebook 74,200 followers, Twitter 9,700 followers and Instagram 29,000 followers)
- Inclusion as presenting Sponsor in all Social Media Posts regarding Fall Conservation Bash
- (3) Three high-top tables with tickets for 6 guests to the Fall Conservation Bash (12 total tickets)



Sponsorship Opportunities continued

RAFFLE & AUCTION SPONSOR - \$2,500

- Live and Silent Auction Sponsor of the Fall Conservation Bash
- Signage indicating sponsorship at Silent Auction tables during the event
- Digital signage indicating sponsorship of the Live Auction during the event
- Logo to be included in all collateral associated with Fall Conservation Bash
- Digital Ad on the promotional screens during the Fall Conservation Bash
- Logo to be included in (1) one designated social media post thanking sponsor for sponsorship of the event (Facebook 74,200 followers, Twitter 9,700 followers and Instagram 29,000 followers)
- (2) Two high-top tables with tickets for 12 guests to the Fall Conservation Bash (12 total tickets)

CONSERVATION SPONSOR - \$2,000

- Logo to be included in all collateral associated with Fall Conservation Bash
- Digital Ad on the promotional screens during the Fall Conservation Bash
- Logo to be included in (1) one designated social media post thanking sponsor for sponsorship of the event (Facebook 74,200 followers, Twitter 9,700 followers and Instagram 29,000 followers)
- (2) Two high-top tables with tickets for 12 guests to the Fall Conservation Bash (12 total tickets)

ENTERTAINMENT SPONSOR - \$1,500

- Entertainment Sponsor of the Fall Conservation Bash
- Signage at Entertainment Venue during the event
- Logo to be included in all collateral associated with Fall Conservation Bash
- Logo to be included on Fall Conservation Bash webpage
- Digital ad in the event program
- (4) Four tickets to the Fall Conservation Bash
- (1) One table for 6

OPEN BAR SPONSOR - \$1,500

- Sponsor logo on select printed event collateral
- Signage at bar indicating sponsorship
- Logo to be included on Fall Conservation Bash webpage
- Company mentions in event-related press releases and media alerts
- Digital ad event in event program
- (2) Two tickets to the Fall Conservation Bash
- (1) One table for 6

DESSERT SPONSOR - \$1,500

- Sponsor logo on select printed event collateral
- Signage at dessert station indicating sponsorship
- Logo to be included on Fall Conservation Bash webpage
- Company mentions in event-related press releases and media alerts
- Digital ad event in event program
- (2) Two tickets to the Fall Conservation Bash
- (1) One table for 6



Sponsorship Opportunities continued

ANIMAL GREETER SPONSOR - \$1,500

- Sponsor logo on select printed event collateral
- Signage at animal greeter station indicating sponsorship
- Logo to be included on Fall Conservation Bash webpage
- Company mentions in event-related press releases and media alerts
- Quarter-page ad event in event program
- (1) One table for 6

SUPPORTING SPONSOR - \$750 (5 Available)

- Sponsor logo on select printed event collateral.
- Logo to be included on Fall Conservation Bash webpage
- Company mentions in event-related press releases and media alerts
- Digital Ad on the promotional screens during the Fall Conservation Bash
- (4) Four tickets to the Fall Conservation Bash

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.



**Fall Conservation Bash
Partnership Form**

**Rosamond Gifford Zoo
2024**

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: ofottrell@rosamondgiffordzoo.org

COMPANY NAME _____

CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

SIGNATURE _____

Yes, we would like to sponsor the 2024 Fall Conservation Bash

I would like to purchase additional tickets. _____ ticket(s) x price TBA = 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 Olivia Fottrell at (315) 435-8511 x8518.

SPONSORSHIP OPPORTUNITIES

- | | | | | | |
|---|----------|--|---------|---|---------|
| <input type="radio"/> TITLE | \$15,000 | <input type="radio"/> CONSERVATION | \$2,000 | <input type="radio"/> DESSERT | \$1,500 |
| <input type="radio"/> PRESENTING | \$7,500 | <input type="radio"/> ENTERTAINMENT | \$1,500 | <input type="radio"/> ANIMAL GREETER | \$1,500 |
| <input type="radio"/> LIVE & SILENT AUCTIONS | \$2,500 | <input type="radio"/> OPEN BAR | \$1,500 | <input type="radio"/> SUPPORTING | \$750 |

