



ROSAMOND GIFFORD ZOO

ZOO RUN RUN

**Saturday
April 20, 2024**

*Get out and get moving on behalf of the
Rosamond Gifford Zoo with our 5K Zoo Run Run!
Walk or run – all levels are welcome.
Build your team and support the zoo's mission
of animal care and conservation.*

*Here's a chance for everyone to
join in and be part of the action –
virtually throughout the winter and spring
or in person at the zoo on April 20.
Participants will receive a finisher medal
and complimentary admission to the zoo.
If you can't participate, support a person or team!*



SATURDAY, APRIL 20, 2024
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" Zoo Run 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 (if committed by February 1, 2024)
- Logo included on Finisher Medal (if committed by January 1, 2024)
- 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 106,000 followers, Twitter 10,500 followers and Instagram 34,800 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
- (20) Twenty 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 on 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 (if committed by February 1, 2024)
- 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 106,000 followers, Twitter 10,500 followers and Instagram 34,800 followers)
- Inclusion as presenting sponsor in all Zoo Run Run social media posts
- Opportunity for sponsor to exhibit in a 10' x 10' space location to be mutually agreed upon
- (10) Ten 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 (if committed by February 1, 2024)
- Logo to be included in (1) one designated social media post thanking sponsor for sponsorship of the event (Facebook 106,000 followers, Twitter 10,500 followers and Instagram 34,800 followers)
- (6) Six complimentary race entries

YOUTH RUN SPONSOR - \$2,500

- Company name and logo on all youth run publicity as youth run sponsor
- 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 106,000 followers, Twitter 10,500 followers and Instagram 34,800 followers)
- (6) Six complimentary race entries

POSTRACE SNACK SPONSOR (\$1,500 OR IN-KIND) (2 available)

- Branding opportunities for postrace snack stations i.e. "The *insert company name* Postrace Snack 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 106,000 followers, Twitter 10,500 followers and Instagram 34,800 followers)
- (2) Two complimentary race entries

WATER STATION SPONSOR (\$1,500 OR IN-KIND) (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 106,000 followers, Twitter 10,500 followers and Instagram 34,800 followers)
- (2) Two complimentary race entries

AWARD SPONSOR - \$1,500

- 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 106,000 followers, Twitter 10,500 followers and Instagram 34,800 followers)
- (2) Two complimentary race entries

BIB SPONSOR - \$1,000

- Logo on commemorative Zoo Run Run race bib
- 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 106,000 followers, Twitter 10,500 followers and Instagram 34,800 followers)
- (2) Two complimentary race entries



Sponsorship Opportunities continued

ENTERTAINMENT SPONSOR - \$1,000 (3 Available)

- Signage at one of the oncourse DJ's during the event
- Logo in all collateral associated with the Zoo Run Run
- Logo on Zoo Run Run webpage
- (2) Two complimentary race entries

SUPPORTING SPONSOR - \$1,000 (5 Available)

- Logo on select printed event collateral
- Company mentions in event-related press releases and media alerts
- Logo on Zoo Run Run webpage
- (2) Two complimentary race entries
- Includes option to exhibit

T-SHIRT SPONSOR - \$750 (Multiple Available)

- Logo on select printed event collateral
- Logo included on back of Zoo Run Run race event T-shirt
- Company mentions in event-related press releases and media alerts
- Logo on Zoo Run Run webpage
- (2) Two complimentary race entries
- Includes option to exhibit

TRAIL SIGN - \$250

- Encourage participants with a branded trail sign featuring your company logo and message in a 24x18 sign
- Logo on Zoo Run Run webpage

PACKET PICK-UP DONORS - \$150

- Donate items to be included in race packet (estimate 750 items needed)
- Logo on Zoo Run Run Page

EXHIBITOR - \$100

- Opportunity to exhibit in a 10' x 10' exhibit 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
April 20, 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 X8526
Email: hstrong@rosamondgiffordzoo.org

COMPANY NAME _____

CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

SIGNATURE _____

☐ Yes, we would like to sponsor the 2024 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 Heidi Strong at (315) 435-8511 x8526.

SPONSORSHIP OPPORTUNITIES

- | | | | | | |
|--|----------|---|--------------------|---|---------|
| <input type="radio"/> TITLE | \$10,000 | <input type="radio"/> POSTRACE SNACK | \$1,500 or In-Kind | <input type="radio"/> SUPPORTING | \$1,000 |
| <input type="radio"/> PRESENTING | \$5,000 | <input type="radio"/> WATER STATION | \$1,500 or In-Kind | <input type="radio"/> RACE T-SHIRT | \$750 |
| <input type="radio"/> VOLUNTEER PROGRAM | \$2,500 | <input type="radio"/> AWARD | \$1,500 | <input type="radio"/> TRAIL SIGN | \$250 |
| <input type="radio"/> ENTERTAINMENT | \$1,000 | <input type="radio"/> BIB | \$1,000 | <input type="radio"/> PACKET | \$150 |
| | | | | <input type="radio"/> EXHIBITOR | \$100 |

PARTICIPANT INFORMATION

Please attach additional runner names as applicable

	FIRST NAME	LAST NAME	SHIRT SIZE	WAVE SELECTION
1				
2				
3				
4				
5				