



Fall Conservation Ball

**Friday,
September 10, 2021**

Join us for our first-ever **Fall Conservation Ball** to benefit animal care at the zoo and conservation in the wild.

As a highlight of the ball, **Zoo Director Ted Fox** will be the subject of a roast and lead an auction to benefit the new Animal Health Center. Celebrate Ted's 30 years at the zoo and share the many memories created over the decades at this fun-filled evening event.



Sponsorship Opportunities

TITLE SPONSOR - \$15,000

- Exclusive Title Sponsorship Recognition of The Fall Conservation Ball ("Your Company Name" Fall Conservation Ball)
- 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 Ball
- Logo on Fall Conservation Ball webpage
- Logo in all event signage at and during the Fall Conservation Ball
- 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 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Inclusion as Title Sponsor in all Fall Conservation Ball 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.
- (3) High-top tables with tickets for 6 guests at each table to the Fall Conservation Ball (18 total tickets)

PRESENTING SPONSOR - \$7,500

- Presenting Sponsorship of Fall Conservation Ball
- 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 Ball
- Logo on Fall Conservation Ball webpage
- Logo in all event signage at and during the Fall Conservation Ball
- 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 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Inclusion as presenting Sponsor in all Social Media Posts regarding Fall Conservation Ball
- (2) High-top tables with tickets for 6 guests to the Fall Conservation Ball (12 total tickets)

FRIDAY, SEPTEMBER 10, 2021
ROSAMOND GIFFORD ZOO
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 SYRACUSE, NY

ROSAMONDGIFFORDZOO.ORG



Sponsorship Opportunities continued



CELEBRITY ROAST SPONSOR - \$5,000

- Sponsorship of Fall Conservation Ball Celebrity Roast (Approximately 360 ticket holders)
- Signage during the roast indicating sponsorship of celebrity roast (company to provide banner)
- Logo to be included in all collateral associated with Fall Conservation Ball
- Logo to be included on Fall Conservation Ball webpage
- Logo to be included in all event signage during Fall Conservation Ball
- Full-page ad in the event program
- Logo to be included in (1) 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)
- (1) High-top table with tickets for 6 guests to the Fall Conservation Ball (6 total tickets)

CHAMPAGNE TOAST SPONSOR - \$2,500- SOLD

- Company name and logo to be incorporated in Champagne Glass to our roast honoree Ted Fox
- Logo to be included in all collateral associated with Fall Conservation Ball including souvenir champagne glasses
- Logo to be included on Fall Conservation Ball webpage
- Half-page ad in event program
- Logo to be included in (1) 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)
- (1) High-top table with tickets for 6 guests to the Fall Conservation Ball (6 total tickets)

ENTERTAINMENT SPONSOR - \$1,500 (4 Available)

- Entertainment Sponsor of the Fall Conservation Ball
- Signage at Entertainment Venue during the event
- Logo to be included in all collateral associated with Fall Conservation Ball
- Logo to be included on Fall Conservation Ball webpage
- Half-page ad in the event program
- Logo to be included in (1) 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)
- (4) Tickets to the Fall Conservation Ball

EMCEE SPONSOR - \$1,500 SOLD

- Emcee Sponsor of the Fall Conservation Ball
- Signage at Entertainment Venue during the event
- Sponsor logo on select printed event collateral
- Logo to be included on Fall Conservation Ball webpage
- Half-page ad in the event program
- Logo to be included in (1) 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)
- (4) Tickets to the Fall Conservation Ball

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

- Sponsor logo on select printed event collateral.
- Logo to be included on Fall Conservation Ball webpage
- Company mentions in event-related press releases and media alerts
- Quarter-page ad event in the event program
- Logo to be included in (1) 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)
- (2) Tickets to the Fall Conservation Ball

DESSERT SPONSOR - \$1,000 SOLD

- Sponsor logo on select printed event collateral
- Signage at dessert station indicating sponsorship
- Logo to be included on Fall Conservation Ball webpage
- Company mentions in event-related press releases and media alerts
- Quarter-page ad event in event program
- Logo to be included in (1) 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)
- (2) Tickets to the Fall Conservation Ball

PROGRAM AD SPONSOR - \$500

- 1 Full-page ad in the event program
- Company to be included on Fall Conservation Ball webpage
- Company name to be included in sponsorship list in the event program.

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
September 10, 2021**

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 Fall Conservation Ball
- I would like to purchase additional tickets. _____ ticket(s) x \$175/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

- TITLE** \$15,000
- PRESENTING** \$7,500
- CELEBRITY ROAST** \$5,000
- CHAMPAGNE TOAST** **SOLD**
- ENTERTAINMENT** \$1,500
- EMCEE** **SOLD**
- SUPPORTING** \$1,000
- DESSERT** **SOLD**
- PROGRAM AD** \$500