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.
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)
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

QUESTIONS? CONTACT: HEIDI STRONG (315) 435-8511 X8526 OR HSTRONG@ROSAMONDGIFFORDZOO.ORG
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.

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Holiday Nights Partnership Form
Rosamond Gifford Zoo
Fridays and Saturdays in December
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

☐ TITLE $15,000
☐ PRESENTING $10,000
☐ SANTA STATION $7,500
☐ HOT CHOCOLATE STATION $5,000
☐ SMORES STATION $5,000
☐ VOLUNTEER PROGRAM $3,500
☐ ENTERTAINMENT $1,500
☐ SUPPORTING $1,000

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