



## **Weekends in October**

*Trick-or-Treat with the animals  
at the Rosamond Gifford Zoo!  
This kooky not spooky event provides  
Halloween fun without fear.  
Families will enjoy themed treats,  
creepy-crawly animal encounters,  
keeper talks, pop-up dance parties,  
games and more!*





**WEEKENDS IN OCTOBER**  
**ROSAMOND GIFFORD ZOO**  
1 CONSERVATION PL  
SYRACUSE, NY

**ROSAMONDGIFFORDZOO.ORG**

## Sponsorship Opportunities

### **TITLE SPONSOR - \$15,000**

- Exclusive Title Sponsorship recognition of Zoo Boo ("Your Company Name" Zoo Boo)
- 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 Zoo Boo webpage
  - Zoo Boo event signage
  - Zoo Boo event posters
- Recognition in all sponsor listings
- Ad in event program/ticket
- Logo to be included in three dedicated 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 social media posts regarding Zoo Boo (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 Zoo Boo for a minimum of two weekends.
- 50 Zoo Boo tickets

### **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 Zoo Boo
- Logo on Zoo Boo webpage
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in two 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 Zoo Boo social media posts
- Opportunity for sponsor to exhibit in a 10" x 10" space (location to be mutually agreed upon) during Zoo Boo for a minimum of two weekends.
- 40 Zoo Boo tickets





## Sponsorship Opportunities continued

### **TREAT BAG SPONSOR - \$7,500**

- Company logo on estimated 5,000 reusable treat bags to be handed out to Zoo Boo participants
- Logo on Zoo Boo webpage
- Logo in all collateral associated with Zoo Boo
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in two 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)
- Opportunity for sponsor to exhibit in a 10" x 10" space (location to be mutually agreed upon) during Zoo Boo for a minimum of two weekends.
- 30 Zoo Boo tickets

### **TREAT STATION SPONSOR - \$3,500 (5 Available)**

- Designated treat station branded as your company treat station for five weekends of Zoo Boo
- Logo in all collateral associated with Zoo Boo
- Logo on Zoo Boo webpage
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in two 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)
- 30 Zoo Boo tickets

### **CRAFT STATION SPONSOR - \$3,500 (2 available)**

- Designated craft station branded as your company craft station for five weekends of Zoo Boo
- Logo in all collateral associated with Zoo Boo
- Logo on Zoo Boo webpage
- Logo in all event signage during Zoo Boo
- Ad in event program/ticket
- Logo in two 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)
- 30 Zoo Boo tickets

### **VOLUNTEER PROGRAM SPONSOR - \$2,500**

- Company name and logo to be included on volunteer shirts that will be worn during Zoo Boo.
- Logo in all collateral associated with the Zoo Boo
- Logo on Zoo Boo webpage
- Logo on Zoo Boo T-shirts
- Logo to be included in one designated social media post thanking sponsor for sponsorship of the event (Facebook 66,500 followers, Twitter 8,800 followers and Instagram 26,100 followers)
- 5 Zoo Boo tickets



## Sponsorship Opportunities continued

### ENTERTAINMENT SPONSOR - \$1,500 (3 available)

- Signage at Entertainment Venue during the event
- Logo to be included in all collateral associated with Zoo Boo.
- Logo to be included on designated Zoo Boo webpage
- Ad in event program/ticket
- 10 Zoo Boo Tickets

### SUPPORTING SPONSOR - \$1,000

- Sponsor logo on select printed event collateral
- Company mention in event-related press releases and media alerts.
- Inclusion in web-based marketing
- Logo on Zoo Boo webpage
- 10 Zoo Boo tickets

### KEEPER TALK SPONSOR - \$750

- Signage at Keeper Talk during the event
- Logo to be included in all collateral associated with Zoo Boo.
- Logo to be included on designated Zoo Boo webpage
- Ad in event program/ticket
- 10 Zoo Boo Tickets

### EXHIBITOR SPACE - \$250

- Opportunity for Sponsor to exhibit in a 10' x 10' space, location to be mutually agreed upon
- Logo on Zoo Boo webpage

### MAP AD SPONSOR LG - \$250

- One 2.5" x 3.75" ad on the event map
- Company to be included on Zoo Boo webpage

### MAP AD SPONSOR SM - \$100

- One 2.625" x 1.5" ad on the event map
- Company to be included on Zoo Boo 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.





## Zoo Boo Partnership Form

**Rosamond Gifford Zoo  
Weekends in October**

ROSAMONDGIFFORDZOO.ORG

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

☐ Yes, we would like to sponsor the 2022 Zoo Boo

☐ 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.

### SPONSORSHIP OPPORTUNITIES

<input type="radio"/> <b>TITLE</b>	\$15,000	<input type="radio"/> <b>CRAFT STATION</b>	\$3,500	<input type="radio"/> <b>KEEPER TALK</b>	\$750
<input type="radio"/> <b>PRESENTING</b>	\$10,000	<input type="radio"/> <b>VOLUNTEER PROGRAM</b>	\$2,500	<input type="radio"/> <b>EXHIBITOR SPACE</b>	\$250
<input type="radio"/> <b>TREAT BAG</b>	\$7,500	<input type="radio"/> <b>ENTERTAINMENT</b>	\$1,500	<input type="radio"/> <b>MAP AD SPONSOR LG</b>	\$250
<input type="radio"/> <b>TREAT STATION</b>	\$3,500	<input type="radio"/> <b>SUPPORTING</b>	\$1,000	<input type="radio"/> <b>MAP AD SPONSOR SM</b>	\$100



### 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

