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!
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.

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

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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.

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Zoo Boo Partnership Form

Rosamond Gifford Zoo
Weekends in October
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 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.

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SPONSORSHIP OPPORTUNITIES

☐ TITLE $15,000

☐ PRESENTING $10,000

☐ TREAT BAG $7,500

☐ TREAT STATION $3,500

☐ CRAFT STATION $3,500

☐ VOLUNTEER PROGRAM $2,500

☐ ENTERTAINMENT $1,500

☐ SUPPORTING $1,000

☐ KEEPER TALK $750

☐ EXHIBITOR SPACE $250

☐ MAP AD SPONSOR LG $250

☐ MAP AD SPONSOR SM $100